696 D 2 I E

THE DRY GOODS REVIEW AND MEN'S FURNISHER

PROGRESSIVE NUMBER



EIGHTEENTH YEAR

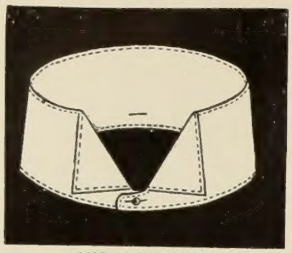
JANUARY 1907

SINGLE COPY 25 CENTS

THE MACLEAN PUBLISHING COMPANY LIMITED

MONTREAL TORONTO WINNIPEG

SHIRTS, COLLARS and CUFFS



HIS MAJESTY

SHIRTS

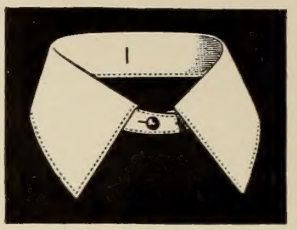
We make a specialty of white shirts.

Our $9.00 fancy bosom, pleated and negligee, shirts are unequalled values.

TRADE

JOHN FORSYTH & COMPANY Favorite MADE IN BERLIN CANADA

MARK

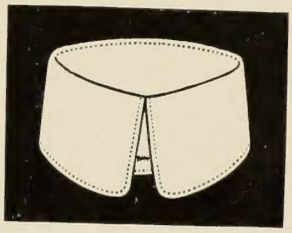


DOC

COLLARS

Favorite collars, fit perfectly, and are unexcelled in quality.

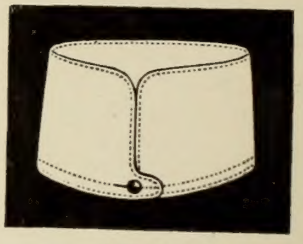
Superior in finish and are sold at popular prices.



LUSTIG

John Forsyth & Co.

BERLIN



PIERPONT

FANCY PARASOLS

We look for a large increase in the sale of Fancy Parasols and have anticipated your requirements with the most complete line we have yet shown.

We solicit your orders—

Samples now in the hands of our travellers.

The

Irving Umbrella Company

LIMITED

MANUFACTURERS

79-83 Wellington St. W., Toronto

"ROOSTER BRAND"



A Happy and Prosperous

New Year

to all our

Customers and Friends

ROBT. C. WILKINS

Manufacturer, - *MONTREAL.*

SPRING, 1907

¶ We announce for the Spring Season of 1907, a larger, more complete and better assorted stock, in all our Departments, than ever before.

¶ Our buyers have been in touch with the best markets of the world, and have been able to secure many lines, at advantageous prices. We have values which will appeal to the Merchant looking for profit-bringing goods.

¶ We ask for a consideration of our samples now in our travellers' hands.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
WINNIPEG, MAN.

GREENSHIELDS & CO. LIMITED
VANCOUVER, B.C.

COTTONS

We wish to inform our many customers, and the trade generally, that it will be greatly to their interests, to place their orders at once with us, for the different lines mentioned below.

We can positively state that the goods are exceedingly hard to get; in fact, since we bought these lines for Spring 1907, they have advanced in price from 2½% to 10%.

White Cottons, Grey Cottons, Denims
Cottonades, Sheetings, Pillow Cottons
Hessians, Canton Flannels.

—A complete assortment—

OVERALLS

We believe we have the best range---and the best made garments. We can offer our lines of Overalls at manufacturers' prices. We are in a position to do this on account of our having arranged for the manufacturing of these goods.

Write for prices and particulars

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg, Man.

Greenshields & Co., Limited
Vancouver, B. C.

Special Drives

IN BLACK AND COLORED

Mercerised Sateens

28 and 32-inch also in black special mercerised extra special in black only ; 30 and 31-inch ***Suesine Sateen*** (the latest finish).

We have a very large range of **Percalines staples, such as, Jeans, Silesias, 40-inch Casbans, Foulard Cambric, Percales, Turkey Red Cotton Canvas, Bunting.**

Window Hollands

54-inch Italians, 32-inch Beatrice,
Pocketings, Hair Cloth
Special values in 34-inch Cotton Cashmere.
28-inch Cotton Serge in all shades.

Complete assortment of shades of above mentioned lines always on hand.

We are particularly strong in

Taffeta Linings

40-inch ***Selfast*** Taffetta lining to retail for 20c.
30-inch Jap Soie " " " " 20c.

(IN BLACKS AND COLORS)

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

New Years mean New Ideas

Our department is full of new

IDEAS

An illustration of our label for 1907

A mark of distinction



amongst Wash Goods

See that your stock benefits from ours

"Where Wash Goods Reign Supreme"

Greenshields Limited

Montreal

Greenshields Western Limited, Winnipeg

Greenshields & Co., Limited, Vancouver



Three selling qualities in

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides every pair is guaranteed.

All the latest shades and styles in Spring 1907 assortment

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

Housekeeping Linens

Immense assortment of fresh new goods at specially close prices.

We have been fortunate enough to secure all lines in this Department at last year's prices, and give our many customers the opportunity of placing their orders for **Spring 1907** on this basis.

2 LEADERS

DAMASK TABLE LINEN

Our special 68-inch cream No. 210x and Bleached Damask, line No. 223, 66-inch, all linen. Complete assortment of Crash Towellings, Washed Crashes, splendid selling lines.

TOWELS---The best range ever offered by us.

TABLECLOTHS---With Napkins to match.

Large variety of entirely new designs.

Fancy Linens, Tray Cloths, Runners, Centre Pieces,

in Scotch, Irish, Austrian, German and Japanese manufactures.

Sole Agents for Canada for the Celebrated Linens

MANUFACTURED BY

JAS. & THOS. ALEXANDER, Ltd.

DUNFERMLINE, SCOTLAND.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

GREENSHIELDS LIMITED

FURS

1907

FURS

A Big Growing Business



SOMETHING NEW IN FURS

1907

FURS

A Most Profitable Business

We have made great preparations for 1907 and promise you a bigger assortment to select from, and better values than ever.

Samples Ready for January 1st

DO NOT MISS SEEING THEM

BEAR SKIN COATS

CONTROLLED LINES

Every mail brought us repeats for these popular Bear Skin Coats. The best values shown—and we control them for Canada. We regret not being able to fill all orders last season, but you can help us by placing your orders early for 1907.

We will show samples about February 15th

"SHIELD BRAND" ready to wear garments **mean success**—we prove it.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

SILK SELLERS

For Spring 1907

The newest effects in Tartans, grey check and figured Empire effects, the very latest novelties in silks for silk waists and suits.

ALL COLORS IN

Sateens, Taffetas, Tamalines, Japanese Silks, Natural Chang Tung Silks, Poplins, Ordulines, Crepe de Chene, and other fancy silks.

CHIFFON TAFFETAS

A splendid range of white, cream and black chiffon Taffetas, Satins, Duchesse Satins, Failles, Bengalines, Gros Grains, Armures, White Broches, White Bengalines, Moires, Tamalines, Lousine Surahs, Bonnet's Peau de Soie, Black Silk Pailette, Black Messaline, White Faille, Black Silk Morette.

VELVETS AND VELVETEENS

Special values in black and colored Silk Velvet, Black Silk Mantle Velvets, etc., Velveteens in black and all colors, including a special range of corded Velveteens.

CORDUROY VELVETEENS

All the above lines are worth special attention for Spring buyers.

Courtaulds Crepes **Courtaulds Hat Crepes**

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

1907 A White Season

¶ Every well-informed buyer is aware that White Goods will score a remarkable success during the coming Summer.

¶ We predict that the following brands will aid considerably in the vogue of White Goods.

MUNSTER 28 and 32 in.
(Linen Finish)

ULSTER 28 and 32 in.
Slightly heavier plain cloth. (Linen Finish.)

LIMERICK 28 and 32 in.
(Soft Finish)

BELFAST
Slightly heavier. (Soft Finish)

ALSO COMPLETE LINES—

Victoria Lawns
Nainsooks
Lisle Muslins
Duck Costumes

¶ We recommend a careful immediate inspection.



THE WOMAN IN WHITE
SUIT OF MUNSTER CLOTH

ANY GOOD JOBBER WILL SHOW YOU THE GOODS

The Montreal Cotton Co.

Works at—
VALLEYFIELD, Que.

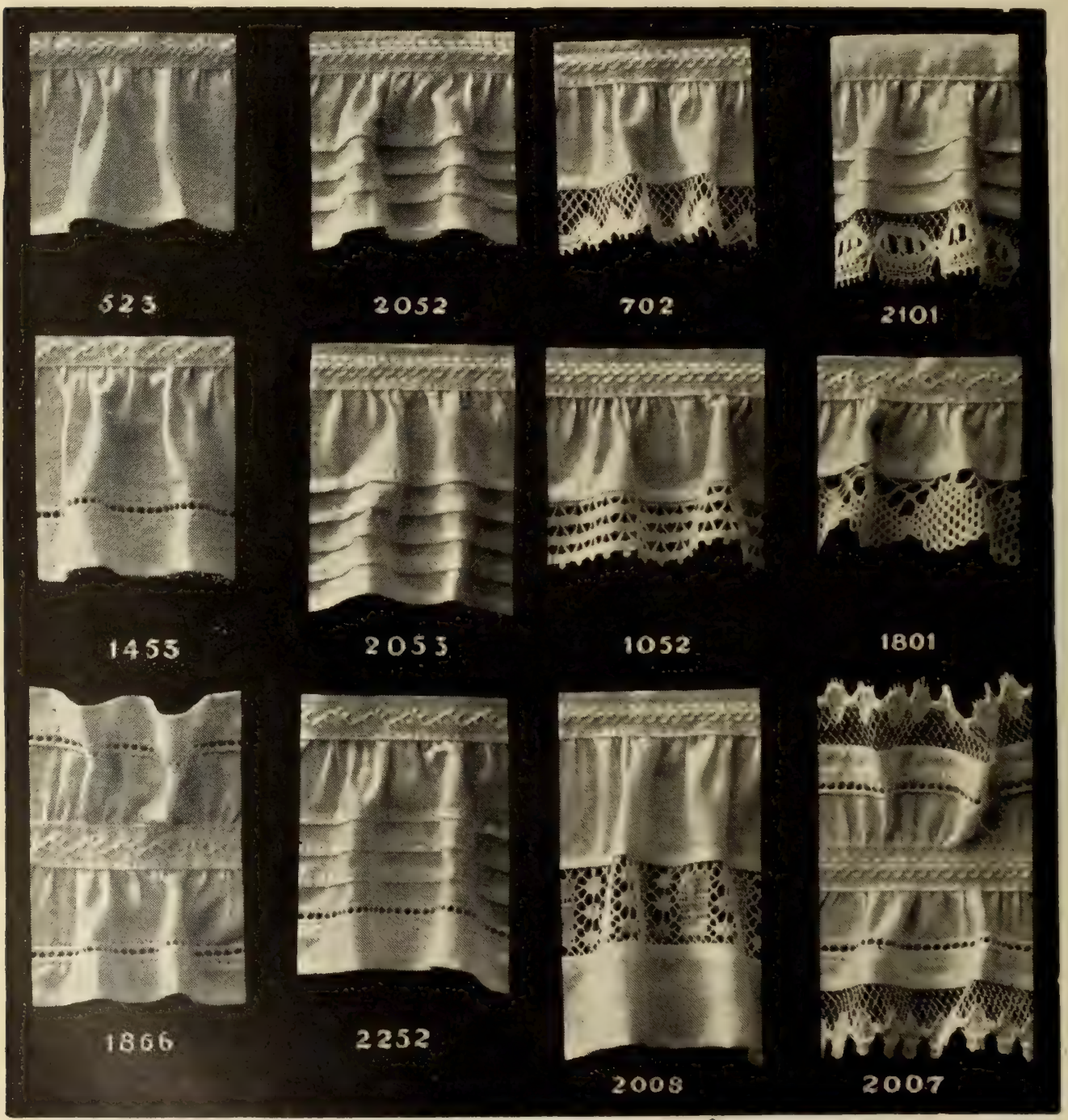
Main Sales Office—
MONTREAL

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

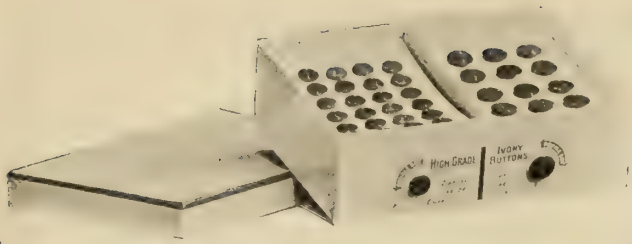
For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET,"
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.



BUTTONS

Pearls, Ivories, Metals and Covered

Next to the **C.P.R.** comes
the **Merchants Button Co.,**
for covering Canada.

Our Buttons are finer than ever.

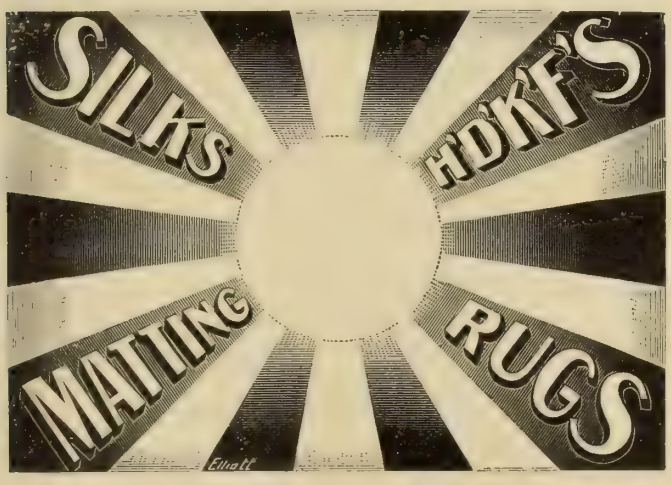
Our Travellers are delighted with the new samples, so will **our customers** be when they see them.

Our "Motto" is to improve your trade; **"if we do,"** you in return will improve ours.

Our Double Box has proved itself a winner; join the thousands that use it.

Merchants Button Co.

Waterloo, Ont.



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO

Plain Glove Talk

You know that 1906 saw unprecedented conditions in the foreign and domestic glove trade—high prices and scarcity of goods—and if you're my customer you KNOW I kept old values and delivered the goods.

It's a bit of valuable history that shows my plan of doing business.

As I have my own tannery, I might have sold leather at the ruling figures and made money, but, frankly, I am in business to stay and believe in protecting you.

1907

Fall Line Ready

1907

My representatives are now out with a complete range for Fall and Winter 1907. The line embraces **Unlined, Silk Lined, Wool Lined and Fur Lined Gloves for Men and Women.**

It's mighty close figuring but it's enough for you to know not only old prices, but old values are maintained.

My Mocha Gloves at $9.00 and $10.50 are as good as ever.

The quality and workmanship are beyond reproach. After the first sale the Gloves make the next. That's how quality works for you and me.

Action and plenty of it is sure to follow the introduction of my gloves.

For a prosperous 1907 Glove Year let me help you.

FRED. GALIBERT

MONTREAL

Glove Manufacturer, Leather and Fur Dresser

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

THE

DOMINION LINEN MFG. CO.,

Limited

BRACEBRIDGE, ONTARIO

MANUFACTURERS

Cream and Bleached Damask Tablings.

Bleached Damask Cloths,

Napkins, Towels and Towellings.

Dress Linens, Dowlas, Tea Cloths.

The best value in the trade

Write us for samples

COMPLETE STOCK CARRIED IN TORONTO

Sole selling Agents for the Dominion

WALLACE, BLAKE & SHOULDICE

SUCCESSORS TO E. B. WALLACE & CO.

79 Wellington St. W., TORONTO

HITCHCOCK WILLIAMS & CO.

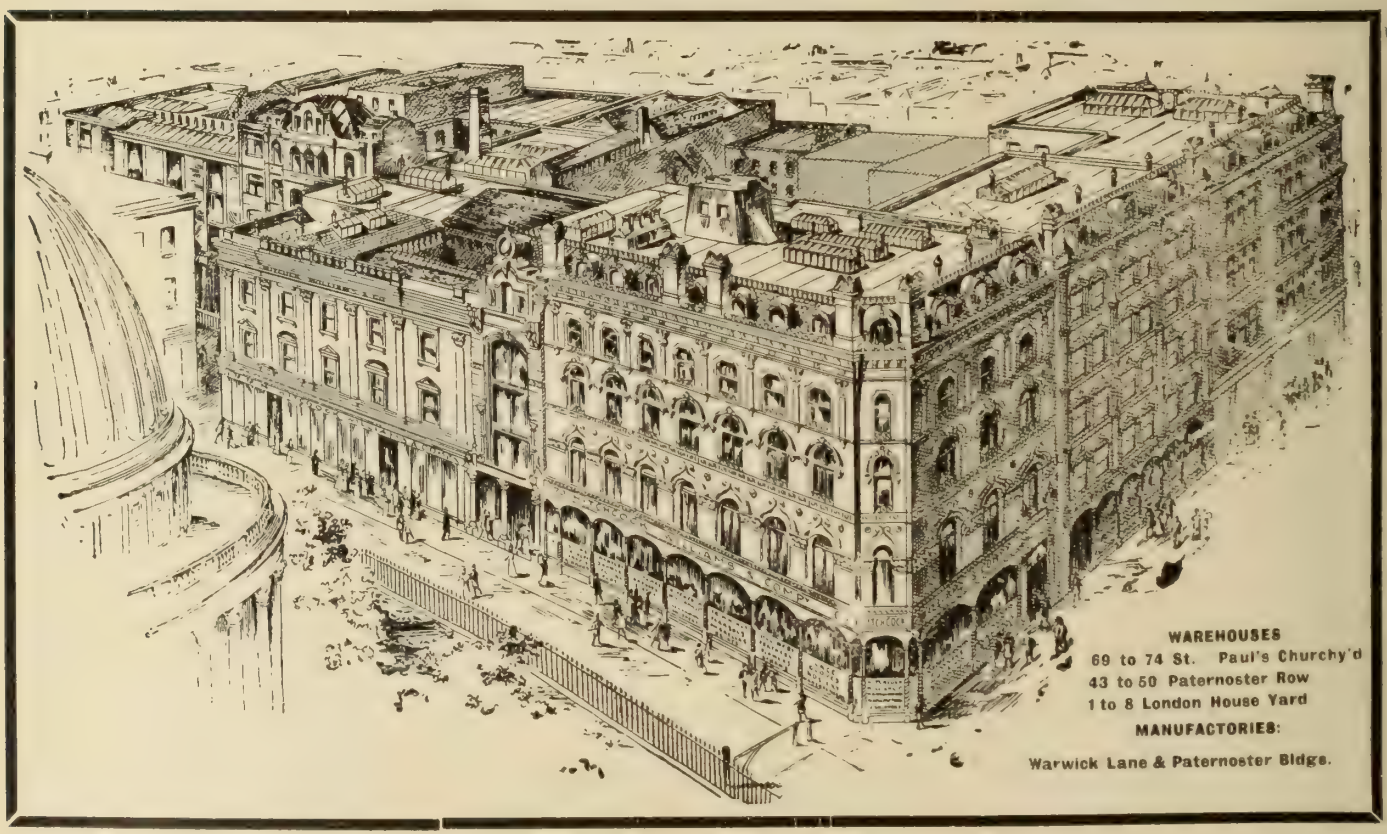
Manufacturers and Shippers

ST. PAUL'S CHURCHYARD

LONDON, ENGLAND

Telegrams—"CHURCHYARD LONDON"—A.B.C. Code

Telephones—Nos. 152 and 163 G.P.O. Central



Represented by Mr. A. W. Cliffe, central quarters Windsor Hotel, Montreal, from March 31st to June 20th and from October 1st to December 10th. Our representative carries a fine Range of Samples in Ribbons, Allovers, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton Dresses, Silks, Velvets, Millinery and Millinery Materials, Flowers, Feathers, Straw and Felt Hats.

H. W. & CO. THE HOUSE FOR NOVELTIES



High-class Lace Robes, and Material for Robes, carried in stock. Letter Orders receive special attention.

Kyle, Cheesbrough & Co., Montreal

The Lace Warehou

always in the lead in the Lace trade has again made a new record. More orders having been booked so far for spring 1907 than in any one year of its history.

Almost every description and quality of Lace has been displayed in our collection and notwithstanding the fact that repeated advances in cost have taken place during the past few weeks not a single price has been changed by us, and all will remain the same throughout the season.

The same applies to Lace Curtains and all kinds of Lace Fabrics and articles of Laces, of which we carry the most extensive line in this market.

VEILINGS are shown in large variety of the newest makes and patterns and in latest colorings.

LACE SCARFS and LACE COLLARS, we show in almost endless variety and newest styles, also Chiffon Crepe de Chene and Silk Scarfs.

EMBROIDERIES, SILK, CAMBRIC and SWISS, by the piece and also in carton and box lots.

SILKS of newest makes and colorings.

RIBBONS, Plain Faille, colored Moire, colored Satin, Mousseleine, black double faced Satin, Glace, Millinery and Fancies, all in latest shades of colorings.

CHIFFONS, GAUZES, Nets and Crepes in all makes. Some of our Chiffon allovers in the new Dresden patterns, and printed in colors and fancy spots, stripes and artistic designs, are simply ravishing.

DRESS TRIMMINGS and GIMPS, Fancy Braids and Ruchings are almost as big a specialty with us as Laces and it would be impossible for us to enumerate the enormous variety of newest styles, designs and colorings we show in these lines.

Kyle, Cheesb

Montreal: 93 St. Peter St. Winnipeg:

use of Canada

BELTS, Black Patent Leather, Silver and Gold, White Kid, Cloth, Silk black and colored, Corslet Belts, etc., everything new in Belts.

COMBS, HAIRPINS, BUCKLES, SMALLWARES, ETC.

HANDKERCHIEFS, PLAIN, FANCY and EMBROIDERED, boxed single dozens and in cartons of 5 dozen each.

READY-TO-WEAR LINES include Children's Cashmere, Silk and Stuff Dresses, White Dresses, Washing Robes, Frocks, Pelisses, Aprons, Overalls, Cashmere Cloaks, Serge Costumes, Ladies' Black Satin Under Skirts, Rainbow Skirts.

BLOUSES of our Rainbow Brand, made in Silk Lawns, Laces, etc , are as the brand implies, the brightest, newest and prettiest thing to be seen in the waist line anywhere.

HOSIERY, GLOVES, UNDERWEAR and WHITEWEAR, etc., we carry a full range of, throughout the season.

DRESS GOODS, to which we devote the entire first floor of our big building, is an ever increasing line with us and our plan of handling only the latest and choicest makes in this department has led to the unqualified success we have had in this line.
Among the almost numberless makes, we offer for this season Black Mercerised Bengaline, Black and White Checks, Tweed Checks, Mixture Suitings, Mohair Suitings, Stripe Suitings, Lustre Brilliantine, Wool Panama, Canton Tweeds, Black Corded Lorents, Costume Serges, Mohair Taffeta, Wool Crepe de Chene, Wool Taffetas, Canvas Suiting, Wool Drap Chiffon, Wool Imperial Satin, Wool Voile, Silk and Wool Eolienne, Silk and Wool Santoy, Striped Popelin, Wool Amazon, Botany Check Suitings, Melange Suitings, Shepherd Checks, Albatros and Ombre Plaid Suitings, also our special Mirror Poplin.

COTTON, piece Dress Materials include Printed Leno, Printed Cords, Cord Tape, Printed Organdie, Printed Mercerised Stripes, Printed Net Stripes, White Brocades, Split Lace Stripes, Leno Stripes and Checks, Spot Costume, Fancy Emb Leno, Mercerised Brocades and Checks, French Lenos, Cotton Voiles, Delainettes, Moire Stripe Mattings, Tape Striped Muslins, Lappet Spot Muslins, etc., etc. Plain Victoria Lawns, Nainscoks, India Linens, Persian Lawns and Coralettes.

FANCY FRENCH BLOUSINGS, 27/28 inch, in rich and beautiful designs.

"QUEEN'S GATE" Indelible Dye Cashmere Hose, Black and Tan, all sizes, our exclusive brand.

rough & Co.

ILVESTER WILSON BUILDING

England: 35 Milk St , London



The Montreal Home of

THE LACE WAREHOUSE OF CANADA

93 St. Peter Street

Kyle, Cheesbrough & Co.

THE STANDARD BRANDS

OF

LINEN THREADS

BARBOUR'S



KNOX'S



FINLAYSON'S



FRANK & BRYCE, Limited

Toronto MONTREAL. Quebec

BATTING

GUARANTEED FREE OF
THREADS AND OTHER
WEAK AND LIFELESS STOCK

NORTH STAR, CRESCENT

AND

PEARL COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not of shoddy. Ask for **North Star, Crescent, and Pearl Batting.** Be sure you get these brands.

Robert Henderson & Co.

Dry Goods Commission Merchants

181 and 183 McGill St., MONTREAL

RYLANDS & SONS LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS:

Heapey,

Longford Works,

Gorton.



WORKS:

Swinton,

Wigan,

Chorley.

Capital, $14,500,000; Employees, 12,000

DEBENHAMS FOR NOVELTIES



WEST END HOUSE

DEBENHAMS (CANADA) LIMITED

TORONTO

You never can know enough of a good thing.
And if it be two good things so much the better.

ALL

DRESS SHIELDS AND HOSE SUPPORTERS

BEARING

KLEINERT'S NAME

and Trade Mark

Are High-Class but not High-Priced

SOLD BY ALL THE LEADING JOBBERS

EXCLUSIVE MANUFACTURERS IN CANADA of the FOSTER FRONT PAD BELT HOSE SUPPORTERS

I. B. KLEINERT RUBBER COMPANY

TORONTO

HAVE YOU READ

The

BUSY MAN'S MAGZAINE

THE REVIEW OF REVIEWS FOR BUSY PEOPLE

Each issue contains a varied and selected number of articles from the world's leading magazines. This publication is really an ideal magazine, embodying as it does all the best features of the best periodicals.

We are most anxious that you examine a copy closely.

The Busy Man's Magazine is on sale at all bookstores, or it will be sent regularly for one year to any subscriber to THE DRY GOODS REVIEW for $1.50.

Have your subscription commence with our JANUARY NUMBER.

THE BUSY MAN'S MAGAZINE

Toronto, Canada

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director

THE METROPOLITAN BANK

Capital Paid Up, - - $1,000,000
Reserve Fund, - - $1,000,000
Undivided Profits, - - $ 133,133

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia :

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc,	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc'	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,412	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St.
New York, 1 Broadway

THE TELEPHONE

Is a companion, friend and servant combined
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office	Capital -	$ 1,500,000.00
Toronto, Ont.	Assets, over - -	3,460,000.00
	Income for 1905, over	3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

W. M. Whittingham & Co.

GENERAL

Shipping, Forwarding, Railway, Insurance, and Commission Agents and Warehousemen.

ESTABLISHED 1891

Head Office: Liverpool, 22 Water St.

and at

London, Manchester, Birmingham, Hanley, Swansea, Cardiff, Newport, and Hamburg

AGENTS IN CANADA:

H. V. COWIE, 476 Temple Bldg., Montreal

W. R. BEGG, 88 Bay Street, Toronto



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S, A.

Smallwares and Notions For Spring

We have the newest things in our line and a good assortment. Try us.

WRINCH, McLAREN & CO.
52 BAY ST., TORONTO

TRADE MARK

This design a guarantee of quality

Red Brown Wrapping

For Furniture Packing.

ALL WEIGHTS ALL SIZES

Strong, Tough and Stiff

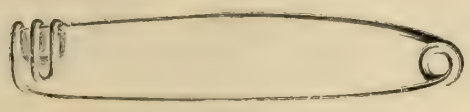
A Sure Protection to Destination.

SAMPLES AND PRICES WITH PLEASURE.

CANADA PAPER CO.
TORONTO LIMITED MONTREAL

This is an illustration of another

ENGLISH MADE SAJONIC TRADE MARK **SAFETY PIN**



Size 4

NICKELED STEEL "SKELETON" IN 4 SIZES.

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Fownes

Fownes Gloves

Now Located at

Rooms 1 to 4 Coristine, Building

Montreal

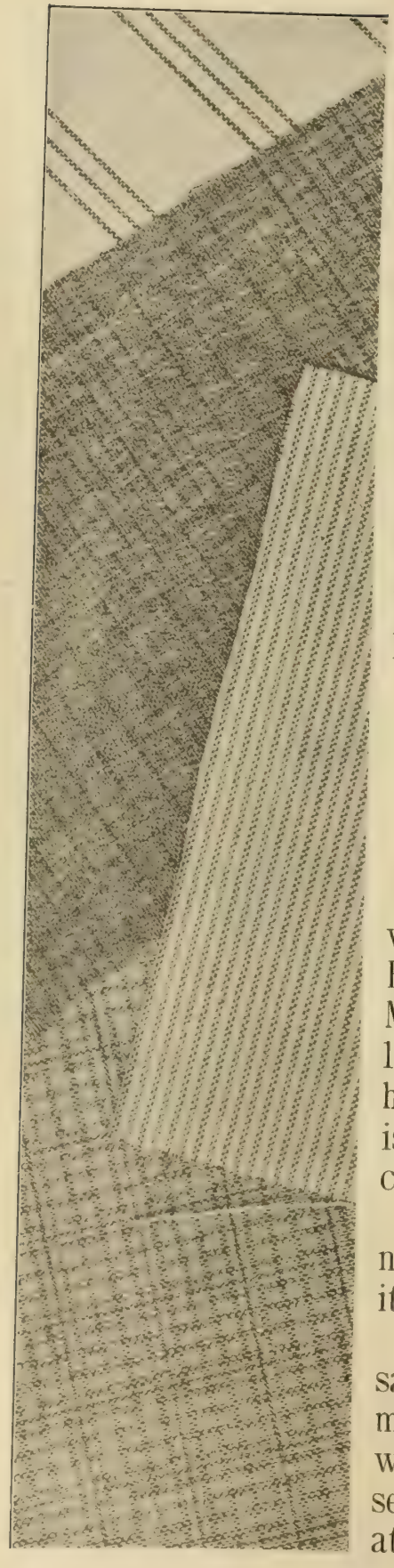
FOWNES BROS. & CO.

Glove Manufacturers

Coristine Building, - Montreal

LONDON WORCESTER NEW YORK PARIS MELBOURNE

Gloves



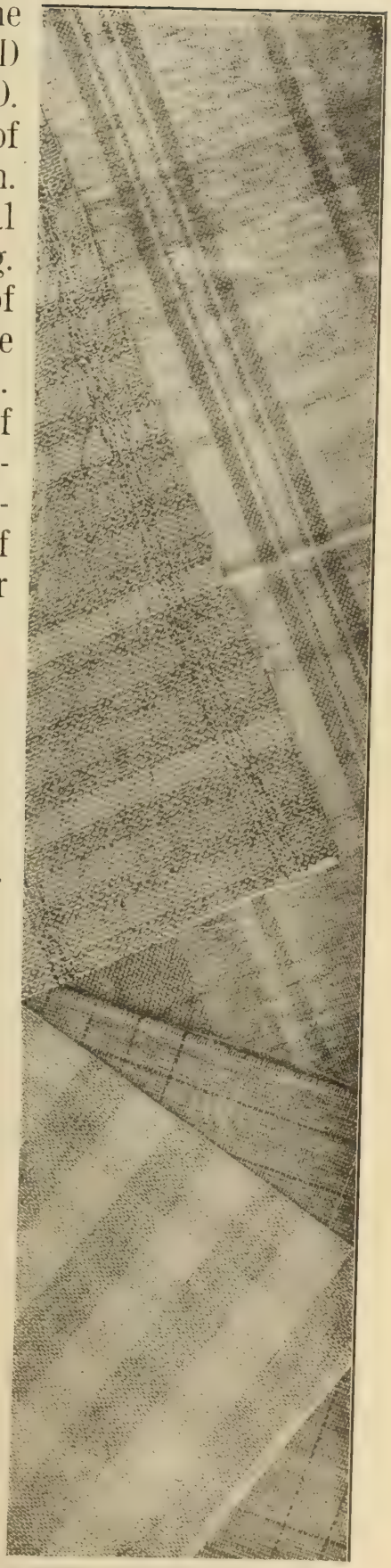
The best Mohairs in the world are BRADFORD DYED AND FINISHED. They are best because of the B.D.A. Dye and Finish. Bradford is the original home of Mohair weaving. Here the possibilities of this splendid yarn were discovered and perfected. The peculiar climate of Yorkshire, the natural sulphurous waters, the inherited skill of families of weavers, all play their part in the story of

BDA

Every Dress Goods Buyer worth the name knows BRADFORD DYED MOHAIRS. It's his knowledge of them that makes him buy. This knowledge is just as convincing to his customers.

Pass it along in your newspaper talks, and see it sell the goods.

When you say Mohairs say BRADFORD DYED, multiplying the number of words by three and the selling force by a hundred at least.



The Bradford Dyers' Association

BRADFORD, ENG.

GREENSHIELDS WESTERN LIMITED

SPECIAL IN

GINGHAMS

Ginghams in enormous demand. Mills sold up for the season. Supply insufficient for the demand.

We can offer the following lines while they last:

1,000	pieces	Checks and Fancies
3,000	"	Canadian Chambray
500	"	Real Scotch Galatea, Plain and Stripes
600	"	Real Scotch Chambray
300	"	Real Scotch Cord, in the Newest Effects
700	"	Real Scotch Plaid and Dress Checks

Very fine goods and pretty effects.
The newest thing in Ginghams.

Wrapperettes. Clearing lines at less than mill prices. Write for samples.

We have full stock at old prices

Shirtings, Flannelettes, Domets, Apron Gingham, Analine Moles, Extra Heavy Moles, Napped Flannelette Sheeting, Cotton Dress Goods, Skirtings, Etc.

While in the city call on us, we shall take pleasure in showing you our stock

GREENSHIELDS WESTERN LIMITED

P.O. Box 28 **WINNIPEG** **Arthur and King Streets**
Entrance on both streets

Ladies' Ready-to-Wear Department

In this department we carry everything in Made-up Garments for WOMEN AND CHILDREN, including a complete range of

BLOUSES, SKIRTS,
SILK WAISTS, UNDERSKIRTS,
NIGHT GOWNS, CORSET COVERS,
DRAWERS, WRAPPERS,
E. T. CORSETS
RAINCOATS, MANTLES,
CHILDREN'S DRESSES,
CHILDREN'S HEADWEAR,
WOMEN'S MOTOR COATS,
GOLF COATS, Etc.

All Letter Orders Given Particular Attention

A Large Variety in all These Lines

SPECIAL—We are offering special values in FALL BLOUSES, SILK WAISTS and LADIES' JACKETS.

Sole Selling Agents for the famous

E.T. Corsets

Write us for Book showing Styles

54, 56, 58, 60 ARTHUR ST.	**WINNIPEG** Entrance on both streets	53, 55, 57, 59 KING ST.

Greenshields Western Limited

Priestleys' Cravenette

Many poor cloths are stamped **Cravenette.** Cravenetting is a process that can be applied to either good cloth or inferior cloth. A cheap Cravenette is a bad investment, for the simple reason that the colors are not fast and it will only keep out the rain for a short time.

Should you want rainproof material that will give all round satisfaction then buy **PRIESTLEYS'** Cravenettes. They are made from the best of wool and are guaranteed fast dye.

Our Mail Order Department is up-to-date

Greenshields Western Limited

P.O. Box 28

WINNIPEG

ARTHUR AND KING STREETS - - ENTRANCE ON BOTH STREETS

GREENSHIELDS WESTERN LIMITED

HIGH-GRADE MEN'S FURNISHINGS FOR SPRING

Never since our opening have we been favoured with such an immense placing business for spring.

We are compelled to think that our handling of the very finest grade goods is responsible for this gratifying increase to our Men's department.

If you have not yet seen our range write us a postal, for our representative to call on you. Many lines are being sold out and, further, the present indications are that deliveries will be unsatisfactory to those who leave their buying to the last minute. Note the following:

SOFT FRONT SHIRTS, with or without cuffs attached, in all the newest patterns to retail from 50c. to $2.00.

STIFF FRONT SHIRTS—While these are not nearly such good sellers as the soft fronts, there is always a staple demand for same, and we are showing a splendid range.

SPRING AND SUMMER UNDERWEAR—Our range is complete in Wool, Cotton, Merino, Linen and Silk, which we believe cannot be surpassed by any house in the trade.

HALF-HOSE, NIGHT ROBES, PYJAMAS, SUSPENDERS, NECKWEAR, GLOVES, COLLARS, CAPS, SWEATERS, RAIN PROOFS, ETC.

GREENSHIELDS WESTERN LIMITED

P.O. BOX 28

WINNIPEG

ARTHUR and KING STS.
ENTRANCE ON BOTH STS.

Laces and DRESS TRIMMI

Easily the Largest and Best

¶ Our importations of high-class merchandise for the Spring season are commensurate with the big business impending in all classes of these goods, and are larger than ever before.

In Shape to Make Deliv

Laces Stronger Than Ever. The outlook has never been brighter. The Spring season 1907 will no doubt prove to be a record breaker in all lace departments. Manufacturers are overburdened with orders.

Many import orders given by other houses for Spring delivery will only be partly filled or not at all.

Our stocks are complete, and Spring novelties are arriving daily. They were never more beautiful. Careful buyers should secure goods at once if they do not want to be disappointed.

Vals last season had the largest sale ever seen. This season they will be even better property. **Our stocks, from the cheapest to the finest sets, have no equal in Canada.**

Plauen Laces of all descriptions are very good property. Our stock ranges are without equal, and samples should be carefully inspected.



Square Mesh Medallion. Imitation Princesse Border.

We invite you to call and inspect our

KONIG and

Victoria Square

Offices and Manufactories: BRUSSELS, PARIS, CALAIS, LYONS,

Embroideries

NGS, VEILINGS

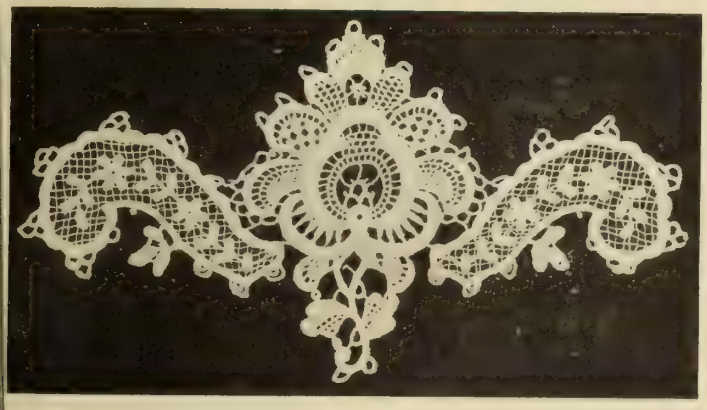
Assorted Stock in Canada

¶ They comprise staple goods and late novelties in uniqe designs, notably the new square mesh goods from the principal lace markets of Europe.

eries Just When Needed

Dress Trimmings. Pull Braids are in strong demand, and a scarcity will exist throughout the season. Our stock is complete in plain and fancies.

Embroideries will again be a great fashion. St. Gall makers are overburdened with orders for a long time to come, consequently deliveries are slow and uncertain.



Square Mesh. Venise Festoon.

We make our own goods in St. Gall thus assuring prompt deliveries of our clients' orders. Our stock range has become a household word in the trade, and should be inspected.

Veilings. Our stock range of veilings is complete, comprising novelties and staple lines. Individual Chantilly Veils have been good property during the Fall. They will, without a doubt, be even better during the Spring.

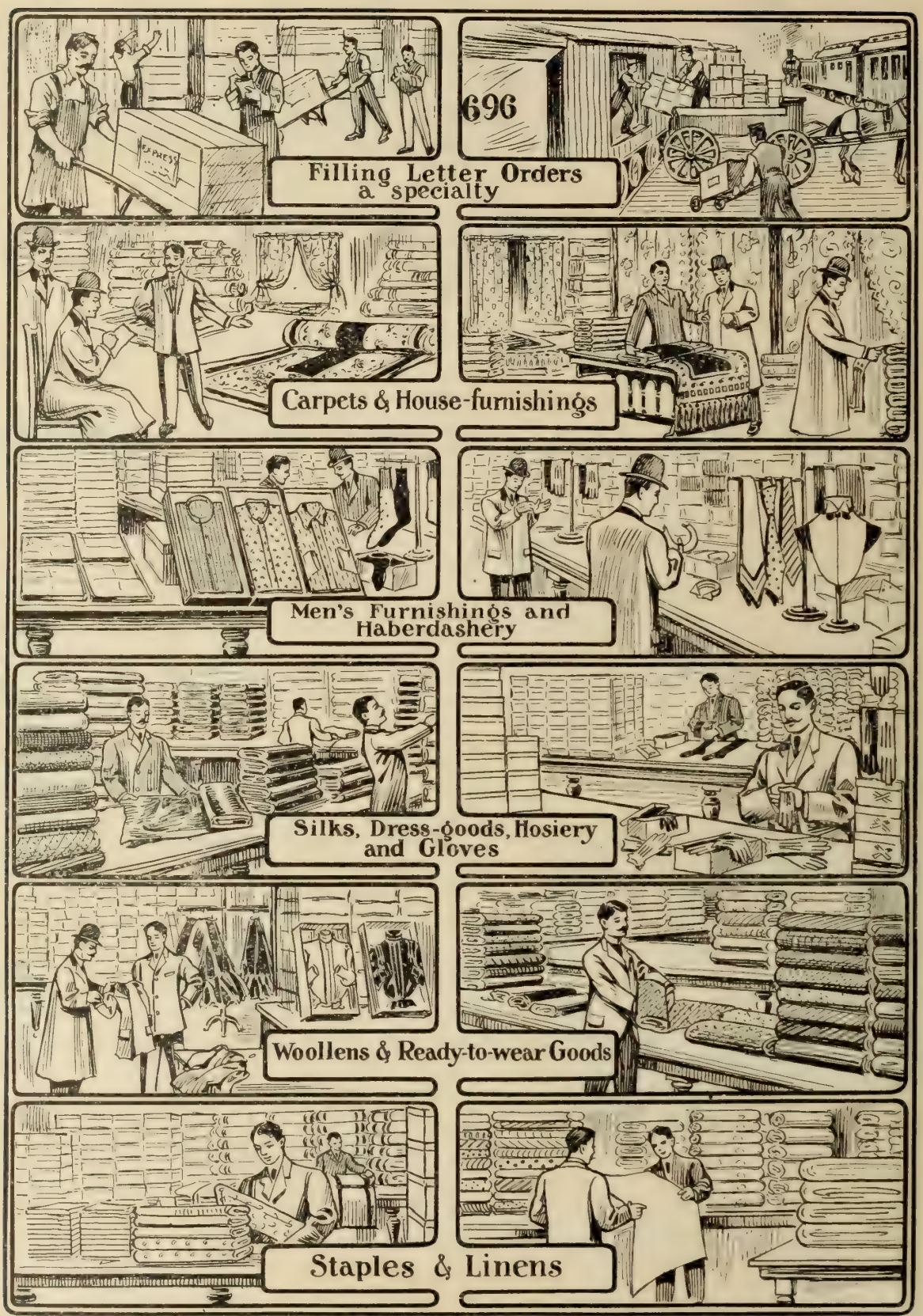
Special attention to our Veiling Department is kindly requested

showing, or see our travellers' samples

STUFFMAN

MONTREAL

PLAUEN, NOTTINGHAM, ST. GALL, LONDON, NEW YORK



Just a reminder that we are still leading in the above departments.

JOHN MACDONALD & CO., Limited

Wellington and Front Sts. E.

TORONTO

THE DANCYGER'S SAFETY PIN TICKET CO.

Main Office and Factory:
DAYTON, OHIO, U. S. A.

MANUFACTURERS

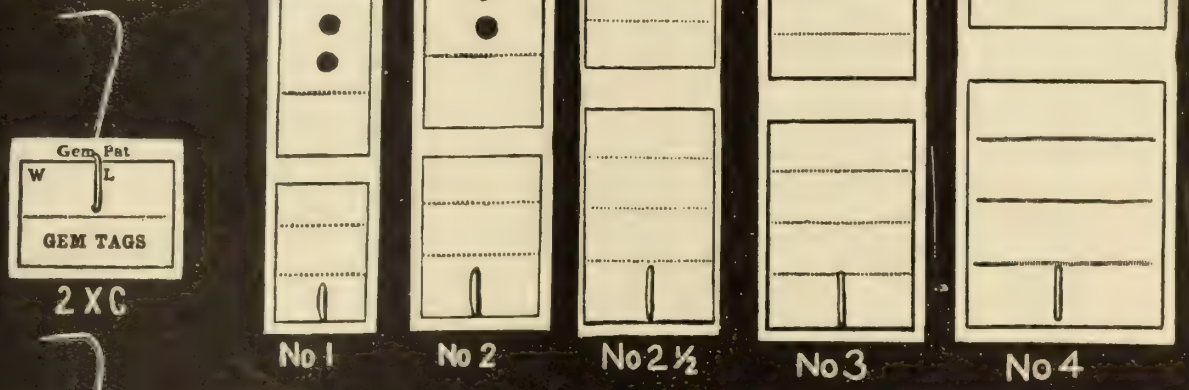
Branch Factory and Office:
TORONTO, ONT., CANADA.
77 YORK STREET

We solicit your correspondence, and will forward samples on application.

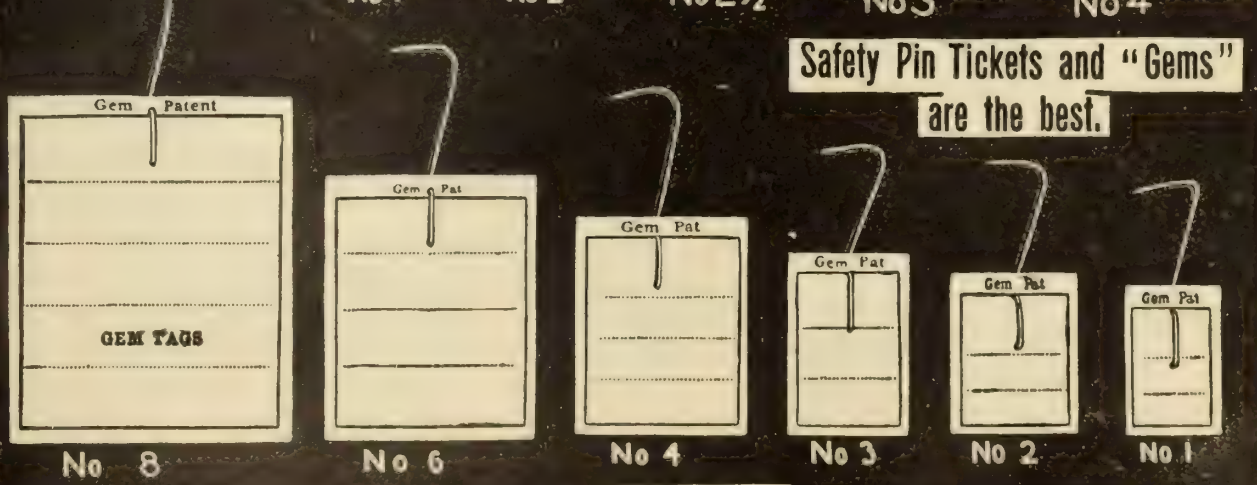
NO DANGER IN USING THE DANCYGER'S SAFETY PIN TICKETS.

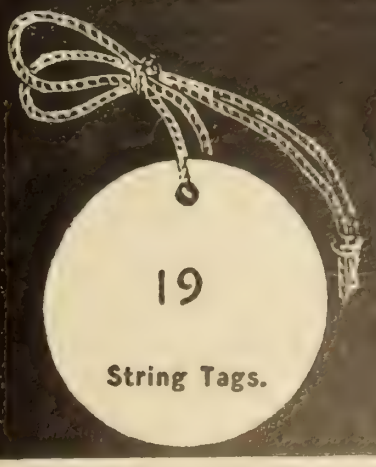


SAFETY PIN TICKETS

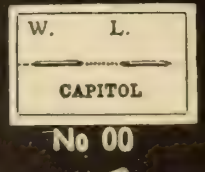


Safety Pin Tickets and "Gems" are the best.

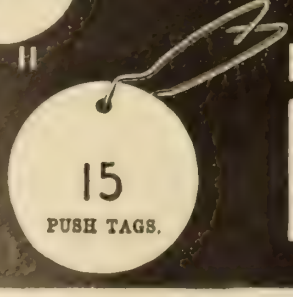


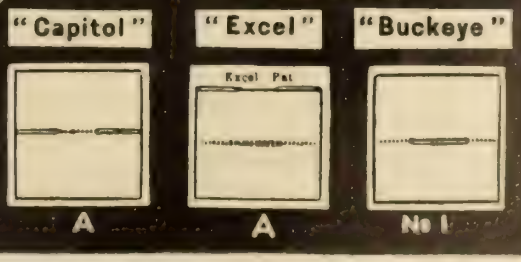












Address all orders to 77 York Street, TORONTO

JANUARY—and a Thorough Cleaning Up of Dry Goods Stocks

The merchant who goes carefully over his stocks at the commencement of the year, when stock-taking is the program, and sends to these works to be re-dyed and finished any soiled, faded or off-color goods, will have little "dead stock" to go on his inventory.

We make the old stock new again and ready to be sold at current prices alongside other goods on shelf or counter.

—30 years' satisfactory business with leading
—merchants all over the Dominion is proof of
—what we can do for you.

R. PARKER & CO.

DYERS AND FINISHERS

TORONTO, CAN.

J. Y. SHANTZ D. B. SHANTZ

THE

Jacob Y. Shantz & Son Co. Limited

BERLIN, - ONTARIO



Manufacturers of

Fine Lines of Buttons

IVORY, HORN, PEARL, PEARLETTE

All leading Wholesale Houses handle our goods in Canada, and leading Button Houses in the U.S., who recognize our goods as of the best manufactured on the continent.

FACTORIES: BERLIN, ONT., BUFFALO, N.Y.

WAREHOUSE: CHICAGO, ILL.

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

"LESTERINA"

The new make of

UNDERCLOTHING, PYJAMAS, ETC.

Wholesale only, from

Anderson, Son & Co., Leicester England

Agents

MUNDERLOH & CO., Montreal and Toronto

John M. Garland, Son & Co.

Spring Program
January
1907

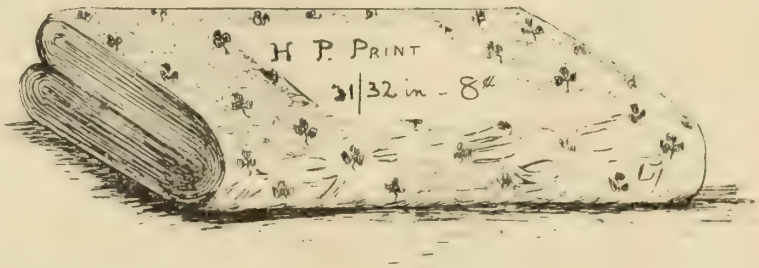
Costume Materials
Park Tweeds
Chiffon Tweeds
Loma Tweed
Princes Tweed
Trafalgar Tweed
Cream Jacquards
Printed Dimitys
Corded Lawns
India Linens
Crepe-de-Chines
Paris Wool Taffs
Chiffon Broadcloths
Cream Panama Cloth
Novelty Blouse Goods
Staple and Novelty Linens
Ready-to-wear Blouses and Skirts
Smallware Novelties
Men's Suitings and Trimmings
Fancy Vestings
Carpets, Curtains and Netting
Men's Furnishings

H.P. **H.P.**

What?

The most Width, Weight and color that is shown to-day by any maker of Print Cloth at 8c.





The strongest Print plank in the House.

H.P. **H.P.**

Ottawa - - Canada

LEADERS OF PERFECTION

The Dontear REGISTERED HOSE SUPPORTERS

The Clasp for the "Dontear" Hose Supporter is the most Compact, Neatest and Strongest in Grip ever invented, and is just the thing to complete our vast styles of Hose Supporters, such as

The ORIGINAL BELT
and the
CAN'T-B-BEAT



The front piece of

The "Original" Belt Hose Supporter

being made out of one piece, not only gives the straight front effect, but distributes the strain all around the waist line.

Lightest in Weight,
Strongest in Wear,
Comfort in itself.

The "Original" Belt Hose Supporters

with

"Dontear" Clasps.

The Dontear

With Rubber Grasp And Dainty Clasp.

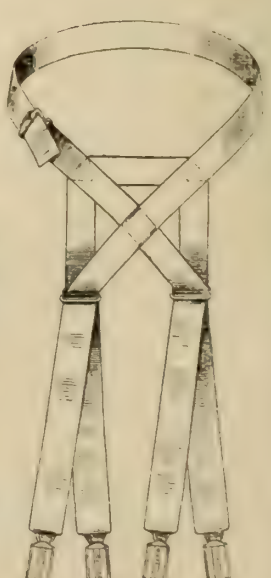


The Dontear

With Rubber Grasp And Dainty Clasp.

Waist Holder and Skirt Supporter

being made of corrugated rubber, which holds the waist in proper position, does not injure the most delicate material, while the clasps maintain a firm hold of the skirt. The only Self-Adjusting Waist and Skirt Supporter on the market.



The Eisman Novelty Mfg. Co.

Patentees and Sole Manufacturers

77 YORK ST., - - TORONTO

The W. R. Brock Co. (Limited)

TORONTO

THE general scarcity of certain lines of goods, throughout the trade, the difficulty about deliveries, the steady advance in prices which started about 3½ years ago and has continued without interruption up to the present time are facts so well known to every business man in the country that emphasis or comment regarding them are not necessary here, we merely prophesy that the same conditions will exist for Spring 1907, and in a more acute degree and beg to draw attention to the following :

Spring Leaders

— 1907 —

Dept. A.

No. 75—	**500 pcs. White Cotton** (extra fine Madapolam)	to retail at	....	**10c**	regular	**12½c**
RAB—	**400** " " " (heavier quality)	"	....	**10c**	"	**12c**
B BB—	**100** " " " (special heavy make)	"	....	**12½c**	"	**14c**
15—	**200 pcs. Bleached Factory**	"	....	**12½c**	"	**15c**
	65 bales 36-in. Bengal Grey Cotton	"	....	**10c**	"	**12c**
6614—	**300 pcs. Imported Oxford Shirting**	"	....	**10c**	"	**12c**
213—	**500** " " "	"	....	**12½c**	"	**15c**
	500 pcs. 40-inch Indigo Apron Gingham	"	....	**12½c**	"	**15c**
	500 " **Silkenos** (high finish Indigo, plain and bordered)	"	....	**15c**	"	**17½c**
	1000 pcs. Rockfast Drill, guaranteed the genuine cloth and finish	"	....	**15c**	"	**17½c**

Special Note to the Trade:

We do not carry the common make of "Rockfast Drill" and warn our customers to beware of imitations so branded to deceive. We have the sole control in Canada of the genuine article.

The W. R. Brock Co., Limited.

Dept. B.

32-in. Fine Taffeta Prints, can be retailed at **12½c**
26-in. Printed Swiss Spot Muslin, can be retailed at..... **12½c**
26-in. Printed Fine Organdy Muslin, " " **12½c**

The above three cloths are confined to The W. R. Brock Co., Ltd., Toronto, Montreal and Calgary.

IX —**23 x 42 Bleached Diaper Fringed Towels,** can be retailed at ..... **10c** worth **12½c**
B127—**22 x 44 Fine Huck,** " " " " ..... **25c** " **35c**
HR1—**R. B. Crash Toweling,** can be retailed at ..... **6c** " **7c**
Tiger—**60-in. Cream Damask Tabling,** " " ..... **35c** " **45c**
110—**28-in. Striped Flannelette,** " " ..... **6c.** " **7c**
EE —**31-in. Plain Saxony Flannelette,** " " ..... **10c** " **12½c**
B18 -**36-in. Black Percaline,** " " ..... **12½c.** " **15c**

Dept. C.

KG43 **42-in. Victorian Rippline,** all shades, can be retailed at..... **75c**
500—**38-in.** " **Velour Cashmere,** " " " **50c**
JA124—**50-in.** " **Chiffon Venetian,** " " " **$1.00**
HW57 -**40-in.** " **All Wool Coating Serge,** can be retailed at ..... **50c.**
FE —**50-in.** " **Cream Coating Serge,** with colored overchecks and stripes, can be retailed at ..... **$1.00** and **$1.25**
Special—**30 pcs. only (Bonnet's) Black Peau de Soie,** can be retailed at **1.00**
Special—**10** " " **36-in. Taffeta,** " " **1.25**

The above lines are confined to The W. R. Brock Co., Ltd.

Dept. D.

100 pcs. each of the well-known brands Celtic and Premier Worsteds, Black and Indigo, at a great deal below present market price.

75 Pcs. 56-In. Rain Coatings, thoroughly shrunk, in all good shades of Greys and Olives, 30% below regular price.

200 pcs. 28-in. Fancy Worsted Trousering, light and mid Grey shades.
200 " **56-in** " **Suitings,** light, mid, and dark Greys and Blues.
1000 " **Linen Canvas,** Black, White and Natural, extra value.
100 " **each 54-in. Serge Lining,** 3 qualities, H105, H113 and H125, at old prices.

The W. R. Brock Co., Limited

Dept. E.

English Brussels Carpets, can be retailed at ..... $ 90 regular $1.05
" " " " " ..... 1.05 " 1.25
English Velvet Carpets, " " ..... 1.30 " 1.50
English Tapestry Carpets, " " ..... 60 " 70
60-in. Lace Curtains 3½ yds, " " ..... 1.00 " 1.25
38-in. Art Muslin, " " ..... 10 " 15
40-in. " " " ..... 13½ " 17½
38-in. Window Scrim, White and Ivory, can be retailed at ..... 10 " 12½

Dept. F.

Kantuch—**Hermsdorf Black Cotton** (best value in the trade) to retail at 25c
HH6—**Stainless Black Cotton Hose** (nothing to equal them), to retail at.. 12½c to 15c
Llama—**Our Well-known Black Cashmere Hose**, to retail at..... 50c
Gaiety—**Black Cotton Hose,** embroidered, " " 25c
Invader—**Stainless Black Cotton Hose** (balance of a large contract) to retail at 10c or 12½c
111, Brockbest, New Cairo—Three well-known lines of **Black Cashmere Hose**, large sizes, can be retailed at 25c
98—**Black Cashmere Hose**, double knee and all improvements, can be retailed at 50c
100 gross Book Pins—200 pins in a book, can be retailed at 3c
Shoofly, Skidoo, Go Home, and Shoot—4 lines of **Self-opening Umbrellas,** primus frames, to retail at $1.00, $1.25, $1.50
L34, L36—**Victoria Lawn,** to retail at ..... 12½c and 15c
G20, G11—**White Persian Lawn**, right finish and weight, to retail at..... 15c " 25c
X62, X63, X65—**White India Linen,** bought when the market was 20% lower than at present, to retail at ..... 10c 15c " 25c

Dept. H.

M138—**Men's Natural Wool Shirts and Drawers,** to retail at..... 75c
M596—**Men's Neglige Shirts**, light grounds, detached cuffs, to retail at 50
Big 4 **Men's Striped Drill Work Shirts,** large size, fast colors, to retail at..... 50c
Rockfast—**Extra Large Men's Striped Drill Work Shirts,** to retail at 75c
Viking—**Black Cashmere ½-Hose,** extra fine gauge, to retail at 25c
Benison—**Men's Tan Unlined Kid Gloves,** the best value in the market, to retail at $1.00

Dept. G.

HER LADYSHIP GARMENTS

One of the lines featured on our free illustrated advertising circular, which works for you night and day and sells more goods than the help in your store.



D 266

White mull, tucked yoke, all-over embroidered front, ¾ and long sleeves 34-42

Are made and priced to sell, and the present season is demonstrating that the buying public is daily turning towards this noted brand. See the complete range. It will be time well spent.

The W. R. Brock Company, Limited

TORONTO

MEN AND METHODS

Department Store in Small City Some Splendid Cash Businesses—Keep What People Want —Merchant Questions Necessity of Stock-Taking — Start Xmas Selling Earlier — Other Matters of Interest and Importance.

ST. CATHARINES DEPARTMENT STORE.

The McLaren & Company department store was the pioneer of the cash business in St. Catharines, and its trade has grown to large proportions. Nearly everything is carried that could reasonably be handled by a house of this kind. Hardware, groceries, and drugs are not included. Men's furnishings and clothing are confined to an exclusive section, and appear to be right up-to-date.

The store bids for trade through a large district. Liberal advertising space is used in the St. Catharines, Niagara Falls and Welland papers. All matter is prepared by a specialist connected with the staff.

Two deliveries a week are made to Merritton and Thorold, and one to Niagara Falls and Port Dalhousie. Several wagons and horses are maintained. Parcels are delivered anywhere in the district free of charge but an effort is made to limit such service to purchases of $35 and over.

The business was established in 1848, and at that time dry goods, groceries and liquors were carried, and later dry goods alone. About ten years ago the various other departments were added, and the cash system adopted.

Crockery and glassware are located in the basement, which is roomy and well lighted.

A good deal of space on the second floor is allotted to furniture, in conjunction with which, of course, are carpets and other house furnishings. Business in this department is very active.

Boots and shoes are found a nice line to handle. One excellent point is that they do not take up very much room.

The notion department is given all possible prominence. Everything is displayed in small counter lines. "People coming in," said the manager of the store, "see first of all the notions; they buy one thing, and are induced to take others, because the stock is so arranged that it invites inspection, and every article can be seen readily."

On the second floor is a ladies' rest room, nicely fitted up. It is found that customers go there chiefly to use the writing desk.

Salespeople are required to stay in their own departments. This means extra expense, but better service, and that is worth a great deal more than the difference.

Want books are utilized in every department. The manager keeps in close touch with all sections of the store and endeavors to know the customers, their needs, etc. He encourages suggestions from the staff.

Prices quoted by the big city department stores are watched constantly, and it is a rule of the firm that they shall not permit themselves to be undersold.

Friday is bargain day, and goods to be sold at a reduction are displayed in the windows early in the week. Change in displays is made twice every week.

Each department is conducted as a separate store, and stock is taken twice a year.

Salespeople are all paid by salary, without any commission arrangement.

Christmas display and sales are started always about December 1. When people are induced to buy early, the rush that always comes the last week is relieved considerably, and the store is able to give better service. The whole of a large room on the second floor, ordinarily occupied by furniture, is given over to toys. From Dec. 1 a staff of twenty clerks is usually employed here alone.

Underwear is kept in linen-covered stock boxes, 500 in number. These cost $1.50, or thirty cents apiece.

All old papers are pressed and sold to the paper mill in Merritton at 45 cents per cwt.

The store's method of handling parcels, and of estimating cost of doing business, are dealt with in another part of this issue.

NO FORMAL MILLINERY OPENING.

Madill & Anderson, St. Catharines, do not hold a formal millinery opening. They just announce that on a certain date they will be ready to do business, and, to start with, there are not a great many trimmed hats shown. This plan, they find, operates very successfully, and the stock is kept clean. Supplies are purchased mainly from hand to mouth; comparatively few are imported. The firm accord a large share of the credit for the success of this department to the lady in charge. She has pronounced creative ability, knows her customers, pretty nearly what they want, and what will suit them.

In marking ready-to-wear garments at a reduction, alterations are always taken into consideration. For instance, an article that would otherwise be placed at $5 is sold at $5.50.

The fact that people in general are prosperous, is demonstrated by the increased sale of dress goods, and the demand for better qualities. Where formerly the bulk of this store's business was done on 25 cent goods, the price now runs from 50 cents to $1.25, with 75 cents as the leader.

It is the practice to give a reasonable cut on some thing every week as a trade drawer.

The store does a cash and credit business, but collections are made very closely. "We have not lost $25 in six years," one of the firm told The Review.

The store interior has a roomy, neat appearance. A 40-foot addition was made recently.

KEEP WHAT PEOPLE WANT.

The Jas. C. Tait Co., St. Catharines, have a fine store, bright, and modernly equipped. They are located on a corner, a circumstance which provides them with excellent lighting facilities.

Furs are one of the strongest departments. They have an entire section to themselves on the second floor, and a large stock is carried.

The company have their own delivery wagons, and a good system for handling parcels. They keep away from bargain sales as much as possible, being firm believers in the steady method of merchandising. Formal millinery openings are held, and these occasions are made "show

days" for the entire store. Carpets are quoted at a price, "made and laid." No charge is made for alterations in the ready-to-wear department, except on garments sold at reduced price. The dressmaking trade is large, and this branch is managed by a lady who has been with the company for eight years.

In conversation with The Review, Mr. Price, manager of the store, made this remark: "The longer I am in business the more I dwell upon this point; keep the goods the people want."

BUSINESS ON CASH BASIS.

Inksater Bros., St. Catharines, have done a strictly cash business since starting in St. Catharines eight years ago. They were materially assisted in the adoption and maintenance of that policy by the fact that a local department store broke the ground two years previously. Conditions have advanced so that St. Catharines is now practically a "cash city."

The firm buy their millinery supplies from hand to mouth. "When you consider interest and insurance we are just about as far ahead," said S. J. Inksater, "not to speak of the minimum of risk in regard to accumulation."

"Mail order house prices do not bother us much," he stated further, in discussing local trade conditions in general. We sell many things for less than they do. Just the other day a lady came in and asked to see a coat, at the same time quoting a price which Eaton's had advertised. We had exactly the same garment marked cheaper by $1, and made the sale, besides convincing one more customer of the fact that the home stores could compete successfully with the metropolitan houses.

St. Catharines has a good deal of outside competition, but the stores are of a good order and strong in the protection of the home market.

The city is connected by electric railway with Thorold, Merritton and Port Dalhousie. The fare from no one of these places is more than 10 cents.

All of the stores are obliged, by city by-law, to close at six o'clock ordinarily. The closing hour Saturday evening ranges from 9.30 to 10 o'clock.

H. R. Inksater, the elder of Inksater Bros., died on October 20, after an operation. He was 36 years of age. The remains were interred at Paris, his former home, obsequies being conducted under Oddfellow auspices. A widow and a young child survive.

A SPLENDID NEW STORE.

The new store of Farthings, Aylmer, is illustrated in another part of this issue. It is one of the very finest of its size in Canada, the ideas being taken from a 14th street store, New York. The firm, up till last summer, occupied premises having a frontage of 18 feet. The adjoining building, with a frontage of 22 feet was purchased, and the two made into one.

Over 100 feet of glass cases are used, and all mantles and clothing are carried in oak wardrobes.

The millinery showroom has a very inviting appearance. A feature worth special mention is a circular seat, heavily upholstered in leather, built round one of the pillars. It adds a luxurious touch.

The carpet department extends across the front of the second floor, and is exceptionally well lighted. The dimensions are 40 x 30 feet. A reserved stock room on the same floor measures 40 x 60 feet.

The enlarged store was finished about September 1. The purchase of the additional property and cost of alterations, amounted to between $10,000 and $11,000.

The only criticism that can be offered as to store arrangement has to do with the location of the men's clothing department. It must be very materially handicapped by being placed near the mantles, and on the same floor with general dry goods and millinery. We would very strongly advise that, if at all practicable, this department be removed upstairs, perhaps to the room, 40 x 60 feet, now used for reserved stock. It has been demonstrated in many cases that clothing must be separated from dry goods. We have seen several successful departments of this kind on the second floor.

Farthing's state that their business is pretty nearly all cash.



McLaren & Co's Department Store, St. Catharines.

ONE OF THE BEST IN CANADA.

The Mickleborough store, St. Thomas, is the best retail dry goods property in Canada, outside of the larger cities. A good idea of its exterior appearance may be gained from the illustration given in this issue of The Review. The dimensions are 66 x 120 feet, and three floors and basement are occupied. The building was erected four years ago. All interior fittings are of quarter-cut oak.

The light is exceptionally good all through, windows having been made as large and numerous as possible.

A diagram accompanying the exterior view of the store shows the arrangement of departments on the first floor.

The front half of the basement is occupied by clothing and linoleums. It does not seem to us that the former department comes up to its possibilities.

In the rear section of the basement, but in such a position that it receives good light, is a large sample room, which is a great convenience to both the store managers and commercial men. The former economize time, and the latter are always sure of having their goods well examined.

On the second floor the carpet department runs down one whole side of the building, and in connection with it are curtains, shades, etc. On the other side are the millinery rooms, and ready-to-wear and fur departments.

The third floor is given over almost entirely to dressmaking. There are three dressmakers, each occupying her own set of rooms—reception, fitting, dressing and work rooms, and wardrobe. On this floor also is the carpet sewing department.

Millinery is a good line with this store, and a large staff is employed.

The floors all through the building are double, with asbestos felt between. The steam heat goes direct to the third floor from the boiler, so that in circulating through the pipes and radiators below, the condensation is always ahead of it, thus doing away with the disagreeable noise that is present in connection with steam heating systems of the ordinary stamp.

Mr. Mickleborough has been in business in St. Thomas for 35 years. "I built up my trade on good goods at good values," he told The Review. "We do not cater to cheap trade at all."

This store employs a staff of over 100 hands.

START CHRISTMAS SELLING EARLY.

The Northway Co., Chatham, sell on strictly cash terms. They hold formal millinery openings, and cater to the better class of trade. Millinery is one of their best departments. The attractiveness of the show room is enhanced by a circular pillar seat, upholstered in green. Dressmaking is found very good. In the ready-to-wear section no charge is made for alterations, except in the case of reduced prices. "People would have no use for a garment if it did not fit properly, and would object to paying extra for any work that might be necessary to make it do so," said the manager. The store fills quite a number of mail orders. There is a very nice rest room for ladies on the second floor. Hosiery is kept in stock boxes.

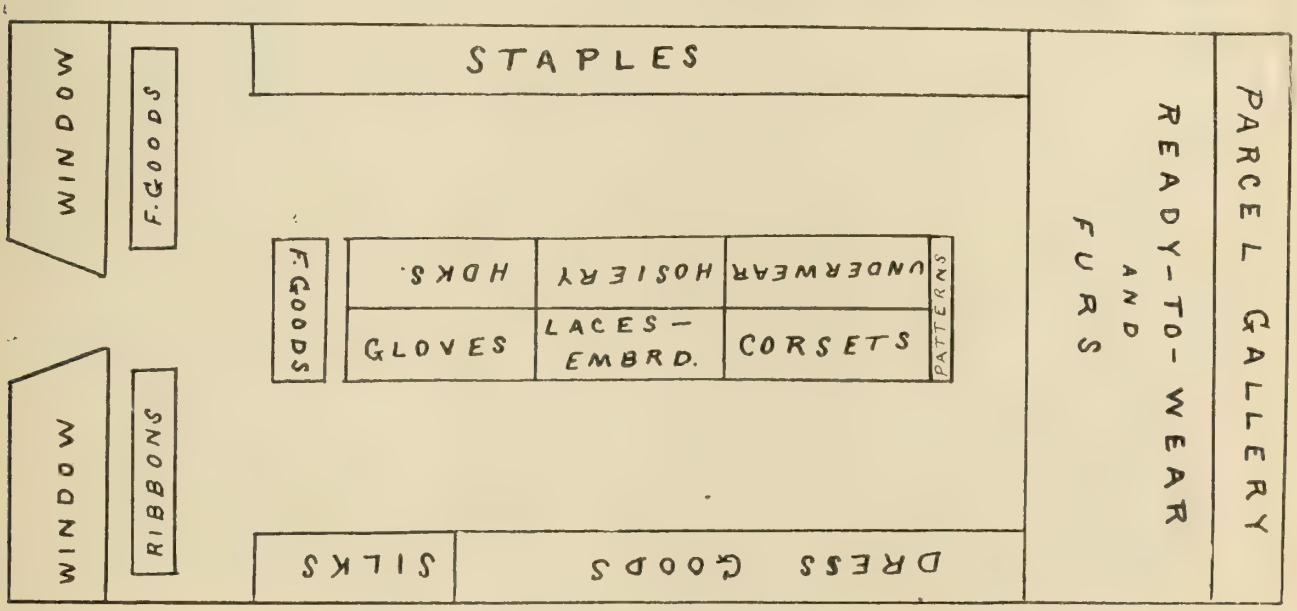
The Review asked the Northway manager how soon he considered that Christmas business could be started. He answered that he had come to the conclusion that trade on holiday goods could be opened up in November.

Fancy goods are displayed at the front of the store in three very fine cases, two 12 feet long and one 13 feet. The latter is the largest that could be procured. All are fitted with glass shelves and electric lights.

DROP STOCK-TAKING.

"I have just been thinking over an idea, that other merchants would, no doubt, regard as impracticable," said G. Chant, St. Thomas, to The Review. "It is that of doing away with formal stock-taking altogether. Mind, I have not decided to do so, but the thought occurred to me that, perhaps, such a change might be possible, and I have been figuring it out.

"Stock-taking is a heavy task, and while it is in progress the store's customers get scant attention. I am a cash buyer and everything in my store belongs to me



Arrangement of Departments in T. Stone & Sons' Store, Chatham.

It is nobody's business but my own, how much stock I have. Of course, the man who is obliged to make his purchases on time must take stock for the information of creditors. What is to prevent me using the time consumed in stock-taking in booming business and increasing my sales?"

The Review wanted to know how he would go about it. He said that he might, by means of stock sheets, keep track of the goods in his store, so that he could tell at any time just what they amounted to. Then in January, instead of piling in to take stock, he could go through his shelves and throw out all undesirable goods. This would occupy but a short time, and clearing sales could be initiated right away. Mr. Chant is not sure that the difference in his receipts would not more than make up for any loss that might suffer through not handling his stock thoroughly.

The Review cannot agree with Mr. Chant. In the first place the weeks during which stock is taken are naturally slow, and it requires something mighty good to rouse the buying public to any great activity. There are reasons why the stock sheet spoken of might not show what stock was in the store. Then, the system does not provide the merchant with any information as to goods that may be damaged in some way.

The title, "The Cheap Store," has a force in connection with a plan which Mr. Chant follows up successfully. As he puts it himself, he is "one of those merchants known widely as cash buyers, who are constantly being offered job lines." He buys a good deal in this way, but generally only goods which regularly have a value that everyone knows. Take, for instance, 25-cent oilcloth; if he could buy it so as to sell at 18 cents he would figure on drawing a great many people, and disposing of much other stock besides the oilcloth. The public in this case would be well acquainted with the fact that the cheapest standard price in oilcloth is 25 cents.



The Jas. D. Tait Co., St. Catharines.

STILL IN BUSINESS AT 70.

H. G. Broderick, St. Thomas, is 70 years of age, but he has no idea as yet of retiring from business. "I would not be satisfied," he said, and added with a smile: "Do you remember what Horace Greeley said in this regard? It was that the first year after retiring, a man became morbid, the second year he took to patent medicine, and the third he died."

Mr. Broderick is firmly convinced that the steady method of merchandising is the best. "No clap-trap goes. Business may be carried on for a while in that way, but it will not last. The first principles to be laid down are good goods, good values and proper attention to customers.

"A merchant must be truthful in order to get the confidence of the public, and once that is accomplished he is safe.

"If I were speaking to a young man starting out in business I would counsel him regarding little savings. Often merchants do not bother about securing a cash discount that may amount to only $1. I'll take the discount every time, no matter how small it is."

In speaking further on the value of honesty, Mr. Broderick said: "I have had clerks come to me and state that they had a customer, say, for some dress goods, and had sold a piece of $1 a yard materials for $1.25. They thought it a smart trick, but I brought them round smartly to the opposite view. I will not allow such practices, because it is dishonest, and, further, it is bad policy. I take a great deal of satisfaction out of the knowledge that some people have bought every dollar's worth of dry goods from me since I started here thirty years ago, and have never had cause to complain."

Good salesmanship, to Mr. Broderick is a fine art. "There is a way of doing and saying everything that has a good effect upon customers," he said, "and it should be studied diligently. Take for instance, the case of a lady coming in to buy some dress goods. Your price is quoted, and she states that the same material can be purchased at ———'s for less. It is a good salesman who can grant the necessary reduction, sell the goods, and send the customer away without any impression that, ordinarily, the store is high-priced. The explanation given her must be frank, reasonable and convincing."

Mr. Broderick knows nothing about millinery, but the department is in charge of a good manager. One season, in other hands, there was quite a loss, and among other stock left over were about 150 straw shapes.

CHANGE DEPARTMENTS ROUND.

T. Stone & Son, Chatham, formerly had millinery on the first floor at the rear, and ready-to-wear garments upstairs. The departments have changed places to the material advantage of both. Mr. Mills, who is connected with the firm, and who formerly managed the G. B. Ryan & Co. store at Berlin, said: "We change other departments round frequently, for we believe it induces people to go about the store more than they otherwise would."

Dressmaking is conducted in two sets of rooms, one on the second and the other on the third floor.

In connection with the sale of rugs special orders are taken for parquet borders.

"Our turnover is more than 40 per cent. larger than it was several years ago," said Mr. Stone, "and our credit business has decreased. Then there are numerous sales that go through the books, which should really be considered as cash. Take millinery, for instance, that is picked out one day and paid for the next."

This business was established in 1852.

LARGE FURNITURE DEPARTMENT.

C. Austin & Co., Chatham, have a choice location, right opposite the market. It is the intention of the firm to make some alterations in the interior of the premises next spring. To estimate from the outside the amount of floor space in the building one would likely place it at little more than half what it really is. The reason for this is that it is not only L-shaped, but the L has a double base.

From the main street one enters the dry goods section, about 60 feet deep. This connects with the men's furnishing and clothing departments, 45 x 70 feet, forming a right angle. The latter connects with the furniture department, at the rear, which is of the same dimensions. Each of these has its own show window and entrance from the side street. The store occupies three floors.

Clothing is an important line. Five salespeople are in charge. No suits are sent out without being re-pressed and having all of the buttons sewn on tightly.

The dress goods stock is kept in the way which we described in "Men and Methods" for November.

Three years ago the firm put in a stock of furniture, and the venture has proved very successful. A good class of trade is served. All the finer upholstering work is done on the premises. In speaking of his reason for starting this department, Mr. Austin said: "When people are going to furnish a house they generally visit all of the stores. iThe one that can sell the furniture generally furnishes the carpets."

An excellent plan in the dry goods section is the use of tables arranged down the centre of the floor. Hosiery is displayed on one, and practically sells itself. Bargain goods are put out in this way also.

Mr. Austin had a show case made some time ago that is of the same height as an ordinary counter. The advantage is that dress goods can be sold over it

Salespeople stay in their own departments, and transfer customers. Different sections of the store are connected with the office by means of a private telephone system.

Millinery does no more than make both ends meet, and that is considered satisfactory.

NO MORE BARGAINING.

"One thing that the stores here have gotten over in the last few years," said a merchant, "is the habit of allowing customers to bargain with them. I have had persons come in, and after inquiring the price of an article, ask what I would take for it. Thank goodness those days are gone. We sell for cash now, and it is the best system of doing business."

AS OTHERS SEE US.

The Review happened to get into conversation with a leading citizen—a professional man—of a good-sized Ontario town recently. Speaking of the different stores, he remarked: "Mr. ——— is a great man for advertising bargains. I am not well up in the methods of merchandising, but it strikes me that the store which continually exploits that point lowers its standard in the eyes of the public."

MERCHANTS STARTED MARKET.

Before the organization of a Merchants' Association in Simcoe, the town had no market. When the merchants got together they were not long in formulating a plan to induce farmers from the surrounding country to come in one day a week with their produce. They guaranteed to take care of everything that remained unsold, and still do so.

The Christmas market is strongly encouraged, many prizes being offered for the best butter, poultry, etc.

POORLY LIGHED STORE.

A store which we were in recently is so dark that artificial light has to be used most of the time. This is partly due to overhead displays, but mainly to the construction of the front. A few alterations would not only save this merchant a heavy bill for lighting, but, apart from that, would pay him handsomely by making his store a much more pleasant place in which to buy goods.

ST. THOMAS' BIG CASH STORE.

"The Big Cash Store," St. Thomas, is conducted by The Anderson Co., formerly Northway & Anderson. For ten years business has been done on a strictly cash basis. Five years ago the present fine premises, illustrated in this issue, were occupied. The inside dimensions are 110 x 110 feet, and the store is located on a corner. The equipment is splendid.

One thing that Mr. Anderson points to with no little satisfaction, is the manner in which the stock of staples is kept. It is in charge of a Scotchman who was thoroughly grounded in the work in the Old Country.

On the second floor there is a stockroom for parcel goods, that is required to be always neat and clean. A certain amount of space is allotted to the head of each department, and he is made responsible for it.

Tables are used profusely for display purposes, and everything possible is out where it can be seen.

The dress goods stock occupies 110 feet of shelving, running down one side of the store.

Good window displays are maintained, and that there is excellent scope for good work along this line may be judged from the cut shown.

Several water taps in different parts of the store are a convenience that customers appreciate, especially during the warm weather.

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

JANUARY CLEARANCE SALE.

Many women have what some people call a mania for bargains. There are others who are not very particular about prices so long as they are fairly moderate. But the bargain hunters outnumber the other class. The men who offer the most and best bargains, get the best trade. Women who are attracted by a few cut prices, very often buy ten dollars worth of goods at the regular price, and one dollars worth on which there is a saving of fifty per cent. and go home satisfied. They may not save very much but they will plan their shopping so as to take advantage of whatever savings there are offered. You should hold special remnant sales often enough to keep your stock pretty free from them. Special, reduced price clearance sales should be on the programme often enough to make everything go out of your store before it goes out of style. It is better to be a little too early than a little too late with a sale of goods likely to soon go out of season. While a cut price sale, a little too early, might result in the loss of some full price sales, it will better please those who buy, insure the sale of more goods, and enable you to commence the forthcoming season in better shape.

SINGLE THEME ADS.

The majority of dry goods advertisements are representation of the store rather the the store policy.

An advertisement is representative of the store when, to a certain extent, it enumerates the articles that are in that store.

An advertisement is representative of the store policy when it systematically seeks to catch the attention of readers, not for one day but every day.

An advertisement covering, say, a range of forty articles is generally not as effective as an advertisement specializing on one article in a smaller space.

This is not the case with departmental stores, for some people follow their ads like sheep follow the bell-wether.

But with the average retailer, seeking, in competition with others, to gather in orders from newspaper space, and at the same time build up a business reputation for himself, it is certainly the case.

"Printer's Ink" tells of a house that printed daily newspaper advertisements, in which a large section of the stock was briefly summarized—"Fall overcoats, $12 to $30; suits, $10 to $35, etc." Somebody advised the concern to advertise a single suit or overcoat at one time. This was done, with a talk on methods of making, materials, etc. The result of such concentration became apparent immediately. In a few weeks a great number of men were coming into the store bringing with them the "clipped out" ad.

"Printer's Ink" continues: "One thing at a time is a fundamental rule in publicity. One thing all the time is a better rule. The large mass of advertising printed today tends to cause confusion in the minds of readers. An advertiser who fills his space with miscellaneous offerings rather increases this confusion, but strong exploitation of a siogle article makes his commodity, his name and selling plan a luminous point that both attracts attention and fixes his advertising in the memory."

Try advertising a fur coat, skirt, underwear, etc., each at one time.

ILLUSTRATIONS.

Some one has said that we first look at picture books and thereafter all through life are influenced by pictures. Writers have twisted the parable until they almost make it state "Use illustrations in all your advertising."

With the progress of the paper salesmanship idea two distinct classes of advertising illustrating have come into prominence. The first is that wherein the advertiser illustrates his statements by picture, the second wherein he shows a photograph of his goods. The first class of illustrating is generally considered beyond the pale of retailing. It belongs chiefly to big magazine advertisers. The second class is as much the retailer's as anybody's.

But the retailer in his eagerness to keep down expenses goes in for the generality of illustrating. In other words uses "stock" cuts.

Undoubtedly stock cuts are better than none, because almost any kind of an illustration catches the eye quicker than type.

But the trouble is stock cuts are oftentimes misleading.

If a dry goods man is advertising a special skirt, and sticks in the ad a cut of any skirt, it stands to reason some people are going to figure out false plans.

It would seem that where a retailer does not wish to use specially-made etchings it would be well to insert

A GREAT SCOTS NIGHT

Hallowe'en, and Hallowe'en weather, bring thochts o' Winter and Winter Claes. Ye needna gang ony where else when in search o' the best store. We have a' that is best in the Claething line. Maist of it cam frae Bonnie Scotland and that ither great country we annexed mony years ago ca'd England. Let us fit ye oot aince, and ye'll likely come back a second time. Gin ye gang to the great Concert the nicht, come tae us for yer Shirts, Ties and ither Furnishings, and we'll please ye also in that line.

WM. CURRIE,
CLOTHIER
423 Notre Dame Street West

in the body of the ad. a note to the effect that the cut shown does not illustrate the particular line talked about.

The illustration would then have the special and only duty of doing "signal" service.

TRADE TEMPTERS.

Have you tried the package slip as a means of getting inexpensive publicity? This slip is supposed to be stuck on all parcels going out, the name and address of the buyer being inscribed on lines marked out for the purpose. Below the name and address is some note on your goods, a coming sale, special price offerings, etc.

Did you ever try to get a mailing list by enclosing "name" cards in parcels and offering a premium for those returned in a certain time with names and addresses?

Do you send your newspaperman items relating to yourself and your store—alterations, additions, etc.,—anything that makes news for the paper, yet advertising for you?

When you send out mail matter do you get full weight for your stamp by enclosing circulars, etc?

Did you ever make any arrangements with your hotel

Warm Underwear

Some men want all-wool or nothing; other men wouldn't wear wool if they got it for nothing. So here are kinds to suit all tastes and purses, from the man who wants luxurious underwear at $8 a suit or more, up to the careful buyer who wants good serviceable underwear at a couple of dollars a suit or less. Indeed, we have rattling good underwear at $1.50 a suit. We invite you to come and look.

W. & J. WILSON

Clothiers, Hatters and Haberdashers

83 Government St., Victoria, B.C.

man whereby farmers who dealt with you could have their horses looked after without trouble or expense to them?

Do you use show cards generously?

Do you let the window bulletin do "inside" advertising for you?

HOW TO PREPARE COPY.

"Our silent partner" says: "One good way to prepare copy is to set down separately each argument about your proposition that seems convincing, then select the strongest—just a few of them—and weld them together into a readable, understandable ad."

The idea is all right in essence but in this "hurry up" age you must have an easier and more rapid method. The writer has read lots of theories about how to "grind" copy—some of them comprising pages of books—but the only one he believes to be efficacious for the busy retailer is to simply jot a heading down and then to scribble away thoughts suggested by the heading.

If a clerk writes the ads. he could keep a book of headings so that if he is feeling heavy, the book will act as an impetus when the eye and brain themselves will not.

The value of jotting the heading down first (contrary to the wiseacres) is that it starts the ad.-writer going right away.

Whereas to follow "Our Silent Partner's" suggestion in its entirety means, in nine cases out of ten, the ad.-writer will fidget around for the first "say" and be exasperated long before he gets the last one. The start is the main thing in ad.-writing, from the ad.-writer's standpoint.

PUBLICITY COMPLETENESS.

Did you ever give a thought to the fact that you put all your advertising weight on the very goods people expect you to have and oftentimes neglect the very line people don't know you carry?

You're not the only merchant who makes this mistake. Grocers get into the way of advertising tea and coffee and neglect soap and confections. Hardwaremen boom paint and lawn mowers and forget about sporting goods and silverware.

Now is there any valid reason why you should not occasionally run an ad. on umbrellas, gloves, hose supporters, leather goods, embroidery, hoops, corsets, curtain poles, linoleums, wall paper, smallwares, novelties, etc?

You may say that you advertise the lines that get the most business. Certainly! the most business because you advertise them. All your prospective buyers are not looking for new hats, or the latest in skirts. They may be looking for some line you have allowed to go out of stock in the belief sales were bound to be small.

Try the advertising remedy where orders are small and see if they will not increase.

Some Extracts From Ads.

"If you buy your fancy winter vests and flannel shirts from us you get something out of the ordinary."—Finch, & Finch, Victoria, B.C.

"Our overcoats this year are the pink and perfection of good taste."—A. Bristol & Son, Picton, Ont.

"The season for showing Fall and Winter dress goods and jackets is now at its height. We have a very large and up-to-date stock."—F. B. Newcombe & Co., Kentville, N.S.

"It would take a book to tell what bargains we have, so come in and see for yourself."—The George Cobley Co., Frank, Alta.

"We want every woman in P.E.I. to know about our fur department."—Moore & McLeod, Charlottetown, P. E.I.

"Girls' jackets in all the leading colors and styles."—Geo. Knowling, St. John, Nfld.

"Now is the time to buy your fall and winter underwear."—Will J. Whelan's, Quebec, Q.

"Something new in dress materials. It will be worth your while to see these."—R. O'Leary, Richibucto, N.B.

"An excellent stock of ladies' neckwear just arrived. Latest styles and patterns, prices very reasonable."—G. N. Eaton, Prince Albert, Sask.

"We are now prepared to show you all that's new in staple and fancy dry goods."—C. H. Post, Brockville, Ont.

"In blankets we have them in white, red, grey, green

and brown at all prices."—Riggs & Whyte's, Cumberland, B.C.

"The richest and smartest of all autumn millinery is here displayed in enchanting profusion of chic street hats, and superb creations for formal dress wear."—William T. Lee, Owen Sound, Ont.

"We have also received a nice line of men's shirts, gloves and caps."—A. & R. Loggie, Richibucto, N.B.

"If you have not tested the high character of our clothing, we trust you will not fail to do so the present season."—Cornell & Travis, Indian Head, Sask.

"Bring the children to us for their winter outfits, and we will furnish them with the very nicest, neatest, warmest, most comfortable hats, hoods, coats, etc."—Allenby's, Hespeler, Ont.

"Every department is well stocked with all the latest goods for Fall and Winter 1906-07."—Cummings & Rennie, Truro, N.S.

"Take a glance over these fur goods prices and come and make your selection."—McIntyre & Castell, Belmont, Manitoba.

Our sheepskin-lined coats are the best thing we know of for working men."—S. A. McDonald, Charlottetown, P.E.I.

"Mothers, bring in your boys. We like to see them wearing Star Store Shirts. They look so well in them."—The Star Store, Wetaskiwin, Alta.

"Extra special bargains in ladies' and gentlemen's fine furs will be offered to the public this week."—S. Kerner, Fredericton, N.B.

"We bought these blankets early this season before the advance in the wool market prices and can save you money."—G. R. Ashwell & Son, Chilliwack, B. C.

"An investigating spirit on your part will lead you to the conclusion that S. Saunder & Co., can give you the best overcoat value for your money."—S. Saunder & Co., Berlin, Ont.

"This week will be quite an advent in our skirt department."—Faguy, Lefinay & Frere, Quebec, Q.

"We recognize the fact that people want good attention, good service, good merchandise, low prices."—J. W. Ryan & Co., Kentville, N.S.

"Splendid blue serge sailor suits in sizes from 21 to 36 inches, trimmed with white or self braid."—Carsley & Co., Winnipeg, Man.

"The money value in each garment is invariably up to Nelson quality. The only trouble is they wear too long."—Alex. Nelson & Co., Montreal.

"Trimmed millinery in a remarkably beautiful range of colors, styles and effective combinations."—Spence's, Kingston.

"No, we can't go into descriptions of our hearth rugs. You must see them in our south window."—Gordan & Keith, Halifax.

"An unusually fine assortment of children's jackets."—A. & S. Rodger, St. Johns, Nfld.

"Have received direct from Glasgow a large lot of linoleum and cork carpet which we invite you to call and examine."—J. A. MacCaul & Co., Indian Head, Sask.

"The glad hand of welcome will be extended to all who visit our men's furnishings department during the next few weeks when there will be displayed a superb collection of furnishings."—M. Trainor & Co., Charlottetown.

"Special stock of pure all-wool blankets."—Woods & Taylor, Galt.

"Newest in dress goods, latest in furs."—J. W. Taylor & Co., Vancouver.

"These coats are all well cut, beautifully made and guaranteed to fit and wear well."—A. C. Baillie & Co., Picton, N.S.

"This season we have secured an extra choice selection of ladies' ready-to-wear waists and we here quote a few of our lines."—Campbell & Titsworth, Lacombe, Alta.

"Lace curtains in a splendid assortment of styles and prices up to $12.00 per pair."—Weddall's, Fredericton.

"Protect your feet and ensure good health by wearing the good warm and reliable stockings sold by this hosiery house."—John E. Boles, Ingersoll.

"Latest styles in French millimery. Latest styles in English millinery. Latest styles in felt and fur hats, feathers, wings and flowers and hair ornaments."—Glover, Fry & Co., Quebec, Q.

"It is a pleasure to show you our many lines of furs."—McDougall & Secord, Edmonton, Alta.

"Ladies', men's and children's clothing."— C. C. Crawford, Glen Ewen, Sask.

"Boys' wool sweaters from 39 cents up."—Vineberg & Goodman, New Glasgow, N.S.

"Our millinery department is extremely busy, but so organized we can take care of and promptly deliver the largest or smallest of rush orders."—Henry Young & Co., Victoria.

"To buy a raincoat there's no place like Bibby's."—The H. D. Bibby Co., Kingston.

"The first store in Moncton to introduce the new styles."—E. C. Cole & Co., Moncton.

"Men's light and heavy underwear."—Hoffman & Jacobs, Manitou, Man.

"New and up-to-date neckwear, wine shades in 3-inch four-in-hands."—H. H. Brown, Charlottetown.

"Best value in ladies' hose, commencing at 25 cents."—Hosterman's, Stellarton, N.S.

"Extraordinary values in real pure eider down comfortables."—Macaulay Bros. & Co., St. John, N.B.

"Removed to the Mackey Block, Oak Street, but still doing business."—Harry Clavir, North Bay.

"Lace and chiffon collars, 70 cents."—G. H. Johnston's, Lethbridge, Alta.

"For quick selling we have prepared a special line of new trimmed sailors, turbans, and fancy shapes."—Mrs. Fawcett, Morden, Man.

"Wall paper is one of our specialties, and we have a stock away ahead of anything you can see elsewhere."—Frank Lush, Deloraine, Man.

"Bear in mind this is not a bankrupt stock of cheap, shoddy plunder, but the cleanest and best selected stock of up-to-date wearing apparel to be found in all Picton County."—Gaffen Bros. & Co., New Glasgow, N.S.

"Special showing of ladies' coats, skirts and costumes for this week."—A. Ross & Co., Chilliwack, B.C.

"I've tried them all, was the remark of a lady when purchasing white wool blankets at our store on Saturday, but such values as these I have not met before."—Peter Farrell & Co., Fredericton.

"This space is reserved for McMurdo & Montgomery who are opening up a brand new stock of men's furnishings, etc., in the Dreard Block, on or about Nov. 10."—McMurdo & Montgomery, Wetaskiwin, Alta.

"A heavy shipment in all lines of dry goods to hand."—H. C. Disney, Oxbow, Sask.

"Allow us to show you a corset that is both comfortable and elegant, and very moderate in price."—The H. E. Maddock Co., Uxbridge, Ont.

"Royal Irish poplin ties."—E. Chapman, Vancouver, B.C.

Ad. Criticisms

Wm. Currie, Montreal.

The ad. of Wm. Currie, Montreal, is shown in this issue, is distinctly original. The Scotch is pretty good, too.

There is no reason why the men's furnishing man should not get up first class stuff. He has a good subject, and original treatment is within reach of all.

Douglas & Co., New Glasgow, N.S.

This firm employs the candid style in seeking glove business.

A line used in opening was: "You have only one pair (of hands) and they have to do you for a lifetime." The succeeding argument is worked out in what appears to be a successful manner.

Halliday & Stinson, Chesley.

The Chesley merchants prepare attractive advertising. Halliday & Stinson's millinery and dress goods, announcement made fine reading. It was sufficiently conservative to be free from all taint of sensationalism, yet sufficiently individualistic to carry weight as a personal message. The typography was fair.

J. F. Cairns, Saskatoon.

Mr. Cairns is characteristically western in publicity matters. His big ad. in the "Phoenix" was breezy in style, yet replete with argument. Prices appeared freely and white space made reading easy. The layout was effective.

F. Simard & Cie, Quebec.

F. Simard's ads. are conventional in that name of firm is to be found at top and bottom, and all headings are plain.

This company could profit by imparting some animated feelings on dress goods merits, etc., into their ads.

W. & J. Wilson, Victoria.

"Warm Underwear" was not a good enough heading for Wilson's ad. The heading might have been "The Why and Wherefore of Underwear Satisfaction" or "Underwear That Suits."

W. & J. Wilson are "jolliers." Their preachment savored of an essay but the peroration was pointed.

Miss Morgan's, Fredericton, N.B.

Miss Morgan was rather non-commital in her millinery announcement. No adjectives were used, no descriptions were given, no prices were to be seen. A little more direct argument could easily find a place in Miss Morgan's ads.

Eoll & Clements, Fort Willian.

Fur-lined coats made a "talkable" advertising subject and Eoll & Clements need make no apology for their interpretation of the possibilities. Their ad. was convincingly written, well displayed, and a first-class etching was brought into service. White space used with discretion gave the ad. a chaste look.

John Wootton, Manitou, Man.

Mr. Wootton's ad. was just as plain in text as it was gaudy in typography. Insufficient border to surround a page ad. was used and the chief heading was none too suitable in size. John Wootton's ads. would be greatly improved with the addition of a few appealing sentences on quality or merit.

MacLellan Bros., Charlottetown.

They believe in being effusive. Their advertising bubbled over with superlatives. Yet while this is ordinarily considered a weakness MacLellans seemed to establish a point in favor of their overcoats.

MacLellan's ad. is poorly displayed.

Compton & Montgomery, Wetaskiwin.

They secure artistic type effects for their ads. in the "Times," but their "say" is overstaid. A little personal talk never does any harm and the chances are it will strerghthen dry items and rows of figures. Compton & Montgomery, illuminate your ads. more

Layton & Beck, Westville, N.S.

Large space was put to good service by Layton & Beck. Ten item-panels (four of which we show) surrounded with about one half-inch of white space and a strong border, make the most striking ad. to be seen in the "Free Lance," Westville.

350 Yds. Heavy Wool Dress Goods
Light Grey, Dark Grey, Green
50c for **33c**

Full Range of Sateen and Moreen Underskirts
60 Black Underskirts, worth $1.00 for **69c**

Lot of Woolen Dressing Jackets
$2.25, $2.50 and $3.00 for **$1.48**
Lot Dressing Jackets, $1.45, $1.90 for **98c**

500 Yards Wrapperette
All Patterns—10c for **7 1-2c**
Full Stock of Wrapperettes—all prices

Layton & Beck's Style.

Of course Layton & Beck's ad would be ineffective with a less striking layout because the matter itself was just a group of items. This shows how an advertiser missing one essential to a successful ad made fair use of another essential and "got there."

Hollinrake & Co., Ingersoll.

Some meritorious booklets from Hollinrake & Co., have been reviewed in the Good Advertising Department, but the ad under consideration was one of the first bits of newspaper publicity from this company that has been examined by the department. Furs were the topic and the space allotted about 135 lines, double column.

An excellent line cut drew attention to the ad. and the wording was sufficiently "open" to be easily perused. But a little more persuasion and snap would give the

various statements the necessary "open sesame" to confidence.

Archibald Wright, Winnipeg.

He knows how to win attention to his announcement, surrounded by other announcements. He adopts the columnar style, shows white space generously and tops his ad. with a circular drawing giving the streets leading to Wright's store.

The ad. which we examined was set in nonpareil modern, leaded, and the hanging indention was worked out successfully in the chief and subsidiary headings.

Mrs. D. R Murphy, Quebec.

This ad. had an excess of matter, consequently it looked crowded. Millinery was the subject and an etching impressed this fact on the mind of the reader.

McBean & Co., Georgetown.

They conduct "The Mammoth House" and that inscription found the topmost place in their ad. The body type stood up remarkably well for a town newspaper and the illustration couldn't be better.

McBean & Co., adhere to a single theme and marshal all the facts and figures at their command.

These ads. should produce tangible results.

Prince Bros., Battleford, Sask.

They turn out creditaqle ads. All their statements are pertinent, clear and forceful. Discretion is shown in the adaptability of wording to space. In the one examined a border might have been used to give symmetry to the whole.

McKean & Co., Westville, N.S.

The ad. of McKean's was symbo,ical of the pleasing way of essaying to enthuse the reader. It was a first class specimen of the "so much" information, "so-much" argument class of salesmanship on paper. An attractive drawing embellished the ad.

—⟡—

THE HOME ECONOMIST.

W. W. Mann & Co., Stittsville, Ont., still issue their "Home Economist," previously reviewed in this department. Mr. Mann is now making a feature of "With the Editor" items. The quality of these items will be seen from the following :

Comparisons of prices and qualities will invariably result in buying here.

We quote prices and show the goods. You act as the judge. We're willing to abide by your decision. That's how we have always done business.

Money saved. It happens here every day. Good reasons for it—no high rent to pay, expenses always kept down—we're satisfied with small profits, we buy in large quantities—and there's no red tape about our way of doing business.

Permanent patrons are won by fair treatment. Our Store has more permanent patrons than any other store in the country. We know it to be true and you do too, if you have ever traded here. If you hahen't it would be wise to investigate, wouldn't it ?

AFTER THE SHUTTERS ARE UP

Baumer was making a few purchases at the stores, and while being served saw a sovereign lying on the floor. Quivering with excitement, and glancing to see that no one was observing him, he quite accidently dropped one of his gloves on top of the coin and picked up the glove—but not the coin, which still remained on the floor. Just as he was in the act, however, an assistant approached and blandly said :—

"Good evening, sir. Will you allow me to show you a bottle of our celebrated liquid glue, which sticks—"

But Baumer had vanished.

* * *

Traveler (leaving hotel): "Well, landlord, here's a pretty how-d'ye-do; you go and charge me half a guinea for a bed, when you know pretty well that the house was so full I had to sleep on the billiard-table."

Landlord : "Well, sir; please look at the rules pasted up on the wall there : "Use of Billiard table one shilling and sixpence an hour ! "

* * *

Dressmaker : "And would you have leg-of-mutton sleeves, Madam ? "

Customer : "Most certainly not ; I am a vegetarian."

* * *

One day a man entered the shop of a hatter named J. Dodging and asked for the loan of a hat, promising to return it on his way back. The hatter consented, and the man departed.

A week passed and the man had not returned it, so the hatter went in search of him, and, meeting him, exclaimed : "Do you know who I am ? I am Dodging, the hatter ! "

"That's strange," replied the man. "I was doing the very same thing myself."

* * *

Customer: "You say, then, that this material is the latest?"

Shopman : "The very latest, madam ? "

"But will it fade in the sun ? "

"Why, it has been lying in the window for two years, and look how well it has stood."

* * *

Grub : "I've had an offer to go to work for a London wholesale house. What would you do if you were in my shoes ? "

Friend (after a careful inspection) : "I think I should black 'em."

* * *

A man we know has a pet aversion. It is the modern office boy. He can stand the old-fashioned breed which whistled all the time he was in the office and played marbles when sent with messages of special importance. But the new breed with the blank expression and a supercilious contempt for everything sets him rampant.

He went to see an old friend the other day, and a pert specimen of the loathed new breed was on duty in the outer office.

"Whom do you wish to see ? " he asked icily.

"Mr. ——, my little man," said our friend urbanely.

"And what is your business with him?" came the next startling query from the mannikin.

Our friend went purple and coughed hurriedly. Then he turned with a smile of angelic sweetness.

"Tell him, my good sir," he said genially, "that I wish to ask his hand in holy matrimony."

* * *

"Well, I secured an order all right," said the new salesman, glowing with pride and smiling contentedly.

"But you lied to her," protested the proprietor. "You told her they were genuine old Irish lace——"

"No, I didn't. She simply said she didn't want any 'bogus imitations,' and I assured her ours were genuine."

* * *

Shopwalker: "What are we to do with Heavyhead? He is always falling asleep."

Proprietor: "Oh, send him to the nightshirt department, and tell the customers that our nightshirts are so excellent that the very look of them sends the salesmen to sleep."

* * *

"I never ask a gentleman for money," said a tailor.

"But suppose he doesn't pay you?"

"Well, if he doesn't pay me within a reasonable time I conclude he is not a gentleman—and then I ask him.

* * *

"Here, my dear," said the husband, producing a handful of sovereigns; "here are ten pounds I won at cards at the club last night. You may have it to buy that dress you wanted.

Reluctantly the conscientious wife took the money, then said with an expression of rigid rectitude:

"I simply hate the idea of using money gained in such a way. Henry, promise me that after you have won enough for me to buy a hat to go with the dress you will never again touch those awful cards. I don't want my husband to become a gambler."

* * *

Business Man: "Now, look here, didn't I tell you not to show your face here again?"

Persevering Commercial Traveler: "You did, sir; but I can't leave my face at home, can I, when I come here?"

* * *

Jenkins was a junior clerk to Mr. Skinflint. He had been pretty hard at it all the week, and, feeling that he had about enough of it, he strode into the managing director's office with an air of determination that even the senior clerk envied.

"Mr. Skinflint," began Jenkins, in an injured tone, "as the office-boy has been ill all the week, I have had to do his work as well as my own. As this is pay-day, I thought it just as well that you should know this."

"Just so—just so!" answered his chief. "Let me see, your salary is $5 a week, I think, and the office-boy's $2.

"Yes, sir, quite right," answered Jenkins, full of hope and ideas as to how he would spend the extra money.

"And," continued Mr. Skinflint, in a gentle tone, "you managed to do all the duties in your usual office hours?"

"Yes," agreed Jenkins.

"H'm! Well," said old Skinflint, "working half the week for yourself is $2.50, and the other half for the office-boy is $1. Your salary for the week will therefore be $3.50!"

* * *

A Laughable but rather embarrassing case of mistaken identity occurred the other day in a large draper's shop. A gentleman who is a little too fond of joking entered the shop for the purpose of meeting his wife at a certain counter. Sure enough, there stood a lady dressed, to his eye, at least, just like the woman he was after.

Her back was turned and no one was near her; so he quietly approached, took her by the arm, and said, in a voice of simulated severity: "Well, here you are, spending my money as usual, eh?"

The face turned quickly towards him was not his wife's; it was that of an acrid, angry, keen-eyed woman of about fifty years, who attracted the attention of everybody in that part of the shop by saying, in a loud, shrill voice:

"No, I ain't spending your money or no other man's money, and I'll——"

"I beg your pardon, madam," cried the confused gentleman. "I supposed you were my wife, and——"

"Well, I just ain't your wife, nor no other man's wife, thank fortune, to be jawed at every time I buy a yard of ribbon! I pity your wife if you go about shaking her like you did me. If I was her, I'd——"

The chagrined joker waited to hear no more, but made his way out of the shop, amid the titters and sly chuckles of those who had witnessed his confusion.

NEWSPAPERS AND MAIL ORDERS.

Competition from retail mail order houses has become so strong on the other side of the line that the local newspapers have taken up the campaign in protection of their home markets. One of them recently made the following comment on the situation:—

"When the catalogue comes from a mail order house, draw an easy chair to the table where the light will shine full upon the page, and put on your glasses that no bargain may escape your eye. What a wonderful book it is, to be sure? Wonderful for what it does not contain as well as what it does. You will miss some things you would be glad to see. Where is their offer to pay cash or exchange goods for your wheat, oats, corn, beans, butter, eggs, and hay? How much do they pay for cattle, sheep and hogs, f.o.b. at your depot? How much tax will they pay to support your schools and educate your children—for improving roads and bridges; the support of the poor of the county; for the expense of running the business of the township, county and state? On what page is their offer to contribute money to the church? What line of credit will they extend to you when your crops are poor and money gone. When through illness or misfortune, you are not able to send 'cash with order' for your groceries, clothing, farm tools and crockery?"

SOME GIFT ARTICLES.

Articles to feature prominently in Xmas advertising and window displays: Neckwear, gloves, mufflers, smoking jackets, bath robes, dressing gowns, jewelry, handkerchiefs, umbrellas, etc.

Under the heading "Bargains by Post," the London Daily Mail publishes an advertisement offering "30 Solid Bed Room Suites" for £7 15s. each. We pity the poor postman!

Cash Basis of Doing Business

Views of Some Merchants who Conduct Strictly Cash Stores—Very Loose Credits Prevail in Many Communities.

The tendency of the times is toward the cash basis of doing business, a tendency carefully fostered by all good merchants. Many strictly cash stores are enjoying a large measure of prosperity in towns and cities where it was predicted that they would last just about long enough to eat up whatever capital the proprietors invested in them. Even in small communities where the extending of credit was regarded as a fixed policy, the system is being operated with marked success.

Numerous large, and eminently prosperous houses, do not pretend to sell for cash only, but they watch their credits so closely that losses through bad accounts are reduced to the minimum. As a matter of fact the majority of them extend very little credit.

On the other hand, we find merchants who carry accounts on their books for months, and even for a year or two, under such conditions that we believe, in the great majority of cases, collections could be made within a reasonable length of time if the proper methods were only adopted and rigidly maintained.

One store that we visited recently gives a discount of 5 per cent. on all cash purchases and is well pleased with the result.

In touching on the state of affairs in numbers of small towns we can do no better than quote what a general merchant said to us not long ago :—"Another thing that is bettering the position of the general store is closer collecting of accounts. There is no reason why this cannot be done. In some instances you find merchants are backward about asking payment within a reasonable time, because they are afraid of offending old friends. If they are going to be up-to-date and gain a standing where they can look competition square in the face, accounts must be rendered regularly, and settlement insisted upon. By lax methods in this respect a great deal of money is lost. The time is approaching when every merchant must be able to buy for cash and and get his discounts. How can he do so if his customers are not made to adjust themselves to more business like terms ?"

Following are the views of several merchants who are selling on strictly cash terms —

—⟡—

THE RITCHIE CO., BELLEVILLE.

"About eight years ago we found we had over 1600 accounts on our books, representing about $30,000 out standing. We thought that money would be a lot better in our till than where it was. We made up our minds to two things : first, that we would collect the money, and, secondly, that we would discontinue sending out goods, except for cash.

"We had been doing business on the cash and credit plan for forty years, and it was not without some uncasiness that we carried out such a radical change. We did a lot of advertising concerning the benefits of a cash business for both buyer and seller. The result was that, the first year, without running any special sales, we increased our receipts over $9,000 above what they had ever been before, and, best of all, we had the money. This in the face of the fact that we were insisting upon the payment of all accounts.

"Some of our friends told us we would ruin such a long-established business, but we felt strongly on the subject, and stuck to our guns. Our business has increased each year in a manner to almost surprise ourselves.

"Think of the benefit of having that $30,000, with which to take cash discounts. We make far more out of the use of the money than we made in profits on the credit sales, when losses through bad accounts were deducted.

"Others may think and act as they please, but we are for cash, and, we think, not without good reason."

—⟡—

A. L. GARLAND, ST. THOMAS.

St. Thomas is a railway centre, and as the great majority of citizens receive their salaries or wages but once a month, a situation is created under which one would think that a large amount of credit would be extended. All of the stores catered to the natural tendency of trade until The Anderson Company started eight or ten years ago. They were the pioneers in the cash system of doing business, and, apparently, they have made a decided success of it.

"My business from the start has been strictly cash and one price. It was uphill work for the first year, but since then it has gone ahead at a fair pace. My increase since the first year has been 78¼ per cent., and 1906 exceeds 1905 by 58¼ per cent.

"The great advantage in selling for cash is that you do not have to worry over unpaid accounts, and can better finance a business, as you can count, from week to week, just about what your sales will likely be. Under the credit system you may expect large payments at a period when you need the money, and meet with disappointment. Then if you have not a large capital, you have to postpone your engagements with your creditors. This has a tendency, if continued, to weaken your credit.

"Then again, supposing you have bought heavily for a season's trade, and it turns out to be a bad one. At stock-taking time the cash man might show a heavy stock; but better than a low stock and the balance in book debts, which, to my mind, are estimated too liberally when they are cnnsidered to be worth 75 cents on the dollar.

"If you have the stock you can curtail your purchases along certain lines for the coming season ; if the book debts and low stock you will have to buy as heavily as if you had had a good season and sold for cash. This increases your liabilities, and were you to continue along this line you would in time build up a very large liability, with a big portion of your assets simply book debts.

"There is satisfaction to me to know that in the goods have not sold I have them on my shelves, and I fancy that is the way the wholesalers look at it.

"I advertise a cash business, and seldom get applications for credit. When I do get a few and state the facts, usually I find that the people making application spend a great portion of their money at my store afterwards.

"Another thing : suppose a lady is getting credit at a certain store, and finds at the end of the month that she is a little short. She postpones settlemeot

till next pay day, and in the meantime invariably stays away and buys her goods at a cash store. I have known dozens of such instances here in the past few years.

"A man who sells for cash has another advantage: He makes more friends. A credit store often has to push for settlement of some accounts, and this leads to bad feelings. The upshot of it is that the customer transfers her patronage. Perhaps she goes to a cash store and at the end of the year finds that she is money in pocket."

T. G. A. FORMAN, WOODSTOCK.

"In discussing this question one is led to ask: What can one say, what argument can be made, in favor of a strictly cash, as against a credit business, that has not been said or made many times before? In the consideration of it one is compelled to recognize that there are many who have made a comparative, while others have made a splendid success of a credit business. It must be readily understood that if there be any advantages in a credit over a cash business, or vice versa, these advantages must be such as may be counted ultimately in cold, hard cash. Any who give intelligent thought to the subject know that the great advantage, if such there be, in a cash over a credit business, must rest in the single fact that in the former there occurs no risk of loss through unpaid accounts. Were all capable of paying and willing to pay there would be little to say in favor of the strictly cash business, except in its lessening of the expense account, through the fact that there is always either stock or cash on hand as an immediately available asset. And after all, perhaps, this is the greatest of the adavantages which in the commercial world go with the strictly cash business; the business man or firm needs only the one stock of merchandise with which to do business. They have either the goods, or the money with which to buy more. They do not have a considerable stock in the hands of customers, as well as on their shelves, the former of which can be carried only as an additional bill of expense.

"Any or all who have had the pleasure—or otherwise—of conducting both kinds of business know well that a carefully conducted and successful cash business is a paradise compared with the other. Of course those who have always carried 'the other' and feel their inability to change, 'the other,' with all the worries and disappointments which accompany it, is the only thing for them.

"The great essential in a successful cash business is faith—or confidence, if you will - both in one's self and the public to which he caters. One must believe that it can be done, that he can do it, and that the public will respond to his efforts to supply reliable merchandise at carefully considered cash prices.

"It is not sufficient to eliminate credit; it is absolutely necessary to convince one's customers, by the goods and prices placed before them, that it is in their own interest to pay cash.

"The successful cash business cannot be made by eliminating profits as well as credit. It can be built up and maintained only by a thorough system and diligent attention to it—by a system of buying and selling that will ensure the confidence of the buyer and the necessary margin to the tradesman. That means not too much, but just as certainly not too little profit.

"After all is said and done, it is the staple or everyday goods, where the styles change less rapidly, and there is less likelihood of depreciation, that afford to all dealers the surest grounds for success through profit, whether the business be carried on upon the cash or credit plan. Smaller margins do not allow much for depreciation in values through rapid changes of style. Therefore the wisdom of adhering widely to the everyday goods, and narrowly to the more fickle ones is only too apparent.

"At this point it might not be out of place to remark upon the loss so liable to occur to the retailer through these rapid changes to which the dry goods trade appears to be particularly subject. The successful dry goods business, whether for cash or credit, can be accomplished only through selling goods at a profit. And after all, a great deal of the success is attributable to judicious buying to buying goods that will sell, will sell quickly, and at a fair profit. By a fair profit I mean a profit that will please both merchant and customer.

"The reason for the failure of many businesses lies in an injudicious outlook. The proper outlook is the present and ultimate satisfaction of customers.

"It may take time to convince the people, but they can be convinced, that the best basis for the buyer and seller is the strictly cash basis."



"The Big Cash Store"—The Anderson Company St. Thomas.

WIMS & CO., BELLEVILLE.

"We find no difficulty at all in conducting our business on the cash system. About twelve years ago, when we were in Deseronto, the idea struck me that the ready cash system was the proper one to steer a business to success. We advertised in the local paper that on a stated date we would close our books forever; that we would give no credit to millionaire or beggar, layman or clergyman after that date. The result proved so satisfactory that we have maintained that policy ever since.

"We have some trouble with approbation customers. They take our goods and send in word that they will keep them and call in a day or two. Sometimes their memories are poor, but we never forget to remind them, with the result that we get the cash for our sales.

"The shoe merchants of our city entered into an agreement about two years ago not to give credit or allow goods out on approbation. This agreement is still in force, and so satisfactory has it proven that the shoe men will continue it." Mr. Wims adds: "To my mind the

dry goods merchants could do the same, with pleasure and profit to themselves.

"I am a firm believer in the ready cash system, and during the balance of my mercantile career it is the platform on which I intend to stand or fall."

R. C. BURNS, BRANTFORD.

"Of my first venture in the retail dry goods field, in a place where about half the business was credit, and too much of it remained on the books, I have few pleasant recollections. Contrasting that experience with the past eight years that I have been in Brantford, doing a purely cash trade, I have no hesitation in advising any man to adopt the cash basis.

"Make it cash, and stick to it. No matter how small the business done, with proportionate expenses, any merchant will enjoy it better, have less worry, live longer, and I believe in nearly every case will be better off."

TWO EXTREMES.

In discussing with The Review the cash basis of doing business one merchant made reference to come conditions that prevailed in many districts years ago, under the "truck and trade" system. "I was in business," said he, "in a country town, and prided myself somewhat on my salesmanship. I had a customer one day for a pair of trousers, and after a great deal of trouble I landed him. You man imagine my surprise when he asked me to accept manure in exchange for the trousers. I refused, and asked him if there was really anyone in town who would make a transaction of the kind. He said Mr. —— did. Thank fortune that merchant is now out of business."

Cost of a Modern Store Front

Farthings of Aylmer put in one of the Very Finest of its Size at a Cost of Less than $2,000.

During the past year a great deal of money has been spent in the improvement of retail dry goods premises throughout Canada, and 1907 will witness much greater activity along this line. Present day conditions not only demand that a merchant and his goods shall be right up to the minute, but that they shall have bright, modern surroundings. In the face of strong competition from mail order houses, and stores in larger centres that can afford to carry heavier stocks, the local dry goods man realizes that, in order to protect his trade, he must offer good goods at fair prices, buy for cash, and, besides these prime essentials, make the equipment of his store such that the public will find it a pleasure to go there and do their buying.

People boast of large and well equipped dry goods stores in their home communities, almost as they would of splendid municipal institutions. They are pointed out as one of the very best evidences of the fact that the community is prosperous. Under such conditions merchants may hope to reduce to a small figure the amount which their customers spend at out-of-town stores.

In view of the many improvements that are contemplated, the accompanying cut of a modern store front, with the cost of building it, in detail, should be interesting. The store is Farthing's, of Aylmer, a town of 2,300 population, and over $10,000 was spent in remodelling it last summer. Now it is certainly one of the finest of its size in Canada. The dimensions are 40 x 120 feet.

A feature of the window is that it comes out flush with the brick columns on each side. This gives an extra foot of space, and, besides, greatly enhances the appearance of the front.

The entire metal work is painted and sanded in imitation of grey stone. The lion heads and all signs are done in gold leaf. In the window below the dividing bars used are 1 3-8 inches wide, finished in polished nickel.

The front, both inside and out, is finished in golden oak (natural wood). On the outside the very best carriage varnish was used, and it imparted a bright appearance that will last.

The interiors of the windows have each a ten-inch border of inlaid parquetry flooring, and in the centre a heavy green carpet, which is matched by heavy plush curtains.

The entrances are made with bent corners, and the vestibules are tiled.

The necessity of pillars or other obstructions either inside or outside the windows is obviated by the use of a 40-foot steel girder across the front. In the second storey above the windows, a large truss, similar to that in a bridge, connects with the steel girder by means of an iron bar, and makes a very substantial front.

Following are the items of cost as furnished by Mr. Farthings :—

Metal work, cornices, etc.	$ 200
Luxfer prisms	250
Plate glass	630
100 feet of transom bars	94
Steel girders	100
Tile vestibules	50
Material and labor, 1st floor	250
Material and labor, 2nd floor	125
Painting, etc., about	60
Signs	75
Electric fixtures	40
Parquetry flooring	71
Carpets	25
Plush curtains	40
Total	$ 1,960

Mr. Farthings took his ideas for this front from a 14th street store, New York. "We have made a pretty heavy outlay," he said to The Review, "but I think our town warrants it. Our sales for the month of October showed an increase of over one-third."

It is not out of place here to make some reference to the interior fittings of the store. Oak wardrobes are used in both men's and ladies' ready-to-wear departments. There are over 100 feet of glass counters, or silent salesmen. Three cases are each [illegible] in length, with rounded corners. The millinery show room has a circular pillar seat, upholstered in leather.

AN UNUSUAL SITUATION.

"Conditions differ in different places," remarked an Ontario dry goods man, and added: "I encountered a good instance of this not long ago. We bought out a business in a town not far from where our main store is located, and gave the manager whom we had appointed a set of rules for the employes. One of these was that clerks should place themselves at the disposal of customers as soon as they entered the store. Strange as it may seem, this rule did not work. The people of the town in question insist upon taking a look round for themselves; they have always been used to doing so, and we soon saw that it would be injudicious, at the present time, to attempt the introduction of any new procedure in this regard. It is an unusual situation, but it certainly exists just as I have told you.



FARTHINGS, Aylmer.

HAVE TRAVELERS VOTE BY MAIL.

Among commercial travelers there is a movement in favor of such amendment in the law as will permit them to vote by mail. There are eighteen or twenty thousand travelers in Canada, and, under present conditions, an intelligent vote is lost.

Systems of Handling Parcels

Some Stores of Medium Size that have Up-to-Date Equipment — A Very Live Question Just Now.

The Review has had a number of inquiries from merchants in regard to parcel systems that are being successfully operated in stores of medium size, and we find that this matter is one of considerable interest throughout the retail trade. We have obtained information from various sources, that should prove of value to those who are thinking of adopting more up-to-date methods along this line.

In the great majority of cases the practice now followed is to have clerks making sales wrap up the goods, which are afterwards delivered by boys employed for that purpose. The objection to this, in the first place, is that clerks consume a great deal of time—when they might direct their energies much more profitably in another direction—at a class of work that could very well be concentrated in one department, and looked after with greater expedition, and also a saving in expense.

* * *

Take a busy day, and count, from the checks, how many parcels a clerk has wrapped up. Make an estimate of the length of time he probably occupied in doing so. Go through the same process of calculation with respect to each one of your salespeople, and add up the result. Figure what this would amount to in a week, month and year, taking into account that every day is not a busy day. Get to the root of the question and find out, as nearly as possible, what you are paying for the time that your sales force spends in wrapping goods. It may be a rather rough estimate, but it will serve the purpose. Then ascertain what it would cost you to put in a parcel equipment, and place a competent employe in charge of it.

* * *

There is another standpoint from which this matter must be viewed. Consider how many more people your clerks could wait on, and how much better attention they could give, in a rush, if they were untrammeled with parcel work. Is it not reasonable to suppose that each one of them could make a few more sales in a day than he is doing, and with greater satisfaction to your customers? When people crowd around your counters every moment must be put to good purpose. Delay may turn business aside in favor of competitors, and, perhaps, your store is said to be a very tiresome place at which to purchase on a busy day. Your clerks get the reputation of being slow, when the fault really lies with the system that you oblige them to follow. All these things must be included in the calculation of what your present method of handling parcels is costing, and whether or not it would pay to drop it and install up-to-date equipment.

* * *

There is still another point that must be mentioned, and numerous merchants may regard it as the most important. It is the desirability of having all goods checked over before they go out, a work coming within the province of the parcel department.

* * *

The above has to do with parcels before they leave the store. Delivery is the next step to be examined. What system shall be adopted in this respect depends upon the style of service that customers demand, and upon the extent of the business transacted. The reason we have given precedence to the former consideration is that we have found some places of as high as 15,000 population where the same exact system of handling parcels does not prevail as has been found a necessity in other places of less than 10,000 population.

* * *

It is sometimes very difficult to get boys who can be relied upon to exercise the desired amount of care both in handling goods and seeing that they invariably reach their proper destination as quickly as possible. Very often, in a desire to secure better service, with the minimum expenditure, merchants of all classes have clubbed together in supporting an independent parcel delivery. Many have found it necessary to abandon this in favor of their own equipment.

* * *

The department store of McLaren & Co., St. Catharines, requires a good system at all times. Goods sold are sent to a central desk. They are quickly re-measured and wrapped up, to be either given to the customer or classified for delivery. During the busy season a number of boys are employed for the purpose of carrying parcels to the desk, and, when necessary, returning them to the clerk making the sale. The latter's number, taken from the check, is attached by the parcel clerk, so that there is no chance of confusion or delay.

Parcels for delivery are entered in a book, with number of salesman, time sent out, driver's name, etc. Drivers are held responsible for all parcels which they receive.

* * *

This store uses several wagons, and will deliver almost anything of reasonable value in the district surrounding St. Catharines, although an effort is made to establish a minimum of $35 or $40. Deliveries are made twice a week to Merritton and Thorold, and one to Port Dalhousie and Niagara Falls.

* * *

The Anderson Company, "The Big Cash Store," St. Thomas, handle parcels in about the same way as McLaren & Co., except that they use a carrier system, working on the same principle as the ordinary cash carrier, by means of which each department has a speedy means of sending goods to the desk. When the re-measuring is done, the name of the purchaser, address, salesman's number and time to be delivered, are entered up. When the parcel goes out the time is checked and name of driver taken. The delivery men are held accountable for goods in their charge. The company has its own wagons.

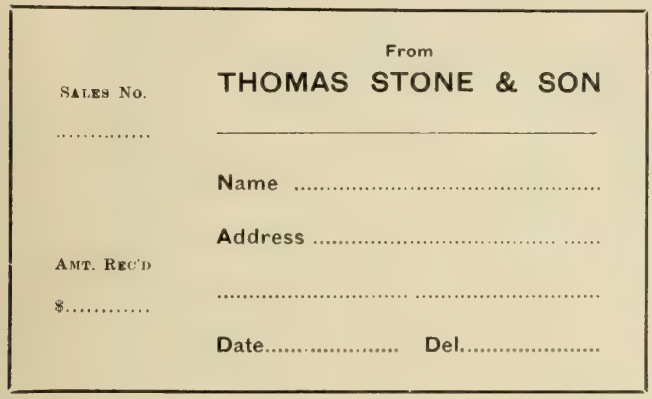
* * *

Thomas Stone & Son, Chatham, have two horses and wagons, representing an investment of about $1,000. All parcels are conveyed, by means of a carrier system, to the desk, which is located in a gallery at the rear of the store. Those which customers desire to take with them can be checked over in a very short time and returned.

The counter checks used by this firm have an extra division, something after the style of the one here produced. It calls for the name and address of the purchaser, amount received, number of salesperson, date and time of

delivery. This is for use of the parcel department. The usual check form is attached, but the two are separated as soon as the goods are measured. The name of the buyer, etc., is copied into a book, along with the time wagon leaves store and name of driver. The latter is responsible for goods.

There are three deliveries every day—10.30 a.m., 2.30 p.m., and 5 p.m. If necessary it is always possible to



make a fourth delivery at noon. This system is found to work very satisfactorily. If a customer calls up to say that a parcel was to have been received at a certain hour and had not arrived the book tells what time it left, and the reassuring answer can be given that it is on the way. Not a single parcel has ever been lost.

We know of a merchant in a city of 15,000 population who gets a flat rate of $12 per week from the concern operating delivery wagons. This is a pretty cheap service. Another dry goods man has all of his parcels delivered by a grocer in an adjoining block. A Berlin store employed a man to open boxes, act as porter, and also drive delivery wagon. He combines these duties very nicely. The store had an arrangement with a local livery for a horse and wagon, all the year round, at $6 per week. The livery stood cost of wear and tear, and provided a fresh horse whenever desired.

* * *

J. C. Tait & Co., St. Catharines, The Northway Co., Chatham, A. W. Cressman, Peterboro, and The Ritchie Co., Belleville, are some other stores which have their own delivery outfits.

The merchant who finds that he must for the present rely on boys to deliver his parcels can generally introduce some improvements into his system. Geo. Vickers, Barrie, and Orillia, has a register in which each boy signs his name opposite the parcels he is to take, and marks down also the time that he leaves. This not only furnishes a method of fixing responsibility for mistakes, but discourages loitering. It is known just where each boy has gone, what time he left, and about how long it should take him to make the trip.

Some of the Most Successful Ideas

A short time ago The Review wrote a number of merchants in different sections of the Dominion, asking them this question: "What was the most successful idea you ever put in force?" Some have given a general outline of methods essential to the building up of a prosperous business, and, naturally, there is considerable sameness about the single ideas expressed by others. From all of the replies we have picked the following:—

"Individuality has a great deal to do with a man's success. See first that you are right, and then go ahead. Above all, keep your character unstained, and this, combined with ordinary intelligence, will generally bring a substantial reward."

"Selling for one price, and that strictly cash."

"Keeping well stocked with the goods that the people want."

"1. We endeavor to study carefully the needs of the people, thus, as far as possible, buying the goods that will sell readily."

"2. We buy where we consider the best value is obtained, pay spot cash, sell on a moderate margin, and endeavor to use our people right, believing that gradual progress is safer in the long run than to become wealthy in a few years by unfair methods and practices. External vigilance and stick-to-itiveness will lead to fortune."

"The idea of doing business on a spot cash basis is the most successful one we have ever put in force. If any of your readers are thinking of doing likewise we will be pleased to give them any information in regard to our experience in this departure."

"Paying strict attention to my own business."

"Keeping everlastingly at it is the best idea that I know of."

"My most successful idea was to sell for cash."

"Advertising, followed up by attending closely to business, and conducting business on business principles."

"Strictly cash, and one price to all."

"After being in the dry goods business for eight years, and having made a competence, I may be pardoned for expressing myself strongly. My most successful idea was to cut out all intoxicating drink, and all the would-be "good fellows," who fail to see that they are ruining merchants whom they invite, during business hours, to drink with them. Like oil and water, they do not mix."

"On first going into business I thought the best thing I could do was to sell on credit to anyone who would be likely to pay me. At the end of three years (in 1876) I put in force my present cash system, and have continued to sell goods for cash ever since. I am sure this is the most successful idea I ever put in force. From what experience I have had in the cash system, I am convinced that it is the only true way to do business."

"When we commenced business we adopted the rule: "Strictly one price, and satisfaction, or your money back." We consider that this has contributed largely to our success, particularly in our clothing and furniture departments, as in many xases these two lines are sold on the get-any-price plan."

A men's furnisher writes: "The point most prominent in my mind just now is that when a customer inquires for an article, the merchant should show all stock possible near his idea, and then tell the truth. By this policy he may lose a sale, but never a customer."

Another men's furnisher says: "Solid window displays which command attention and draw the passing crowds exactly to the point—result, direct sales."

We submitted the question just at a busy period, and numbers of merchants may not have found time to reply. We would be glad to hear from them now.



A Beattie & Co, St Marys.



A. Beattie & Co., St. Marys.



A. Beattie & Co., St. Marys.



A. Beattie & Co., St. Marys.

Competition of Catalogue Houses

The Only Methods Which The Local Merchant May Effectively Employ in Meeting it — Big Expansion of Eaton's Business.

Two years ago the mail order business of the T. Eaton Co. was divided by the establishment of their Winnipeg store, which has taken charge of all trade from the West. That, of course, made a big reduction in the activity of this department at the Toronto house. Not for long, however. Now the latter alone has as large a business as was formerly received by the company from the whole of Canada, and, besides this the Western trade has increased very materially.

While most merchants realize that the retail mail order business has grown, there are few, if any, who would credit it with such expansion as that indicated above, in the single case of Eaton's. However, what we state is a fact, and one to which, we believe, every retailer ought to give some consideration in his forecast of prospects for 1907.

* * *

The Review has made some study of the means which a local merchant may effectively employ in protecting himself against the competition of mail order houses. Our conclusion is that he will find the solution of the problem —if such it may be called—in the development of his natural advantages, and in a thorough comprehension of the methods which are used to induce people to make purchases from catalogue.

* * *

In the first place let us enumerate the advantages which a local merchant has over the catalogue houses They are :

Location.

1. He knows the peculiar demands of his local trade, and can supply the exact goods wanted.
2. He can have a wide personal acquaintance with customers.
3. He can add new goods and new styles almost daily, where catalogue houses publish a general list but once or twice a year.
4. He can do a credit business, if he wishes, with responsible parties, while catalogue houses demand cash in advance.
5. His clerks can draw trade by their personal acquaintance.

The location of the local merchant makes the consumer desire to buy from him, because :—

1. He can see the goods he is purchasing.
2. He can get the article as soon as needed.
3. He can purchase without the inconvenience of writing a letter and getting a money order.
4. He can exchange any article not satisfactory without delay.
5. He can be waited on by a personal acquaintance.
6. Prices being equal he feels it a civic duty to patronize home industries.

Store.

1. He shows the goods, not pictures or descriptions of them.
2. He can use show windows to attract trade.
3. He can cultivate the shopping habit among customers by making his store attractive.

Transportation Charges.

Goods are received by him in such quantities that freight or express charges per item cost consumer less than when shipped from catalogue houses.

* * *

Foremost among the methods which have developed catalogue business is advertising. A study of the form of publicity used will give a merchant much instruction as to how he shall best counteract the efforts to break into his field. If mail orders are injuring him he may at once resolve upon doing a better class of advertising and more of it. Let him note the fine descriptive matter which the catalogue houses use. This is one of the strongest means they have of making their goods appear attractive. Take the following items, clipped from one of Eaton's ads :—

"Pretty Smyrna rugs. Size 30 x 60 inches. Reversible. Rich, glowing color harmonies. Floral and Oriental effects."

"Genuine French kid gloves—the favorite dollar kind—much wanted because of the splendid value. Nice, flexible, give and take kid. Sound oversewn seams. Two-dome fasteners. Gusset fingers. Imperial points. Colors, tan, mode, beaver, fawn, oxblood, navy, pearl, black and white."

These were picked out at random, but they give some idea of the point we wish to convey. Advertising should be designed to create a desire for the goods advertised. A great deal of that done throughout the country falls away short of the mark.

* * *

Catalogue houses make big bid for trade from the standpoint of cheap prices, still in many instances we find the local merchant offering the same goods for less money. "We can compete with them in everything but advertised bargains," one dry goods man, J. M. Farthings, Aylmer, told The Review a short time ago. "I was in one of the Toronto department stores this Fall," he continued, "and saw fur-lined coats at $85, that we were selling for $75." It will pay the local merchant to give some attention to the price consideration. He can occasionally pick up merchandise at such figures as will enable him to offer as good inducements in this respect as the catalogue houses. The man who can buy all of his goods for cash—as it is often advisable to do, even if it is necessary to borrow the money from the bank—will have a substantial advantage in quoting such reasonable rates as will make his store a splendid place to purchase at all times. Cash discounts, we have often remarked, represent, in a fair-sized business, a sufficient amount in themselves to satisfy a merchant, after expenses have been paid. This means that a man paying cash for everything and getting his discounts could really sell his goods at just such profit as would cover his cost of doing business. Discounts comprise in a great many cases all the profit that a catalogue house asks.

* * *

Cash discounts are a large element in the question of better buying. Another has to do with assortments.

Small range of goods in the local stores is one of the things which act most strongly in sending business to the catalogue houses from numerous communities. Even if this stock be small in quantity, have it bright and up-to-date, with as big an assortment as necessary to satisfy the demands of the local market. In this connection, a merchant should make it a point to know what lines his customers are purchasing most heavily from catalogue.

* * *

Then there is the drawing power of a neat, attractive store. A prolific cause of increase in catalogue trade in some smaller towns and villages is the untidy, unattractive, and even uncouth appearance of the stores. Stocks and prices may be right, but that fact loses its weight when business is attempted in slovenly environments. There is no excuse for such conditions as we have found in some stores, one of which we commented on editorially in the November issue.

* * *

The importance of good service in the store cannot be underestimated. It will go a long way toward making buying pleasant, and hold patronage.

* * *

In many towns and cities that we have visited merchants inform us that mail order business is falling off year by year. After going through their premises, and noting their methods we can well believe that this is so. They are working along the lines above described, and competition from the catalogue houses is to them no longer a problem. They have discovered that it can be overcome, or, at least, reduced to the minimum if approached in the proper way. They realize that it is legitimate and that it must be met in the same way as the competition of any other firm. "A man who lies down before it deserves all he gets," said a merchant to The Review the other day.

* * *

The smaller towns, villages and country districts are furnishing the bulk of the catalogue business. The local retailers here need to spruce up and go after trade as though they meant it. Every one of them—as well as those in the large centres—should have a mailing list, and put a mail order plan of their own in operation. A great many stores have done so, and find that this department can be developed readily. We will be glad to furnish our readers with information in this regard at any time.

* * *

Various methods, different from those which we have outlined, have been attempted in the States, but they have all been ineffective, and, more than that, served to draw closer attention of consumers to the catalogue business. Retailers there have come to learn that abuse is injurious to themselves, and people answer the patronage-of-home-industry cry by saying that they have a right to buy where they please. The only successful way to meet competition of catalogue houses is to study the reasons why your customers trade with them, and give them better reasons for trading at home. By doing so you may improve local conditions so that there will be no considerable trade go out of town. It may be taken for granted that there will always be a little that you cannot hold, and, perhaps, would not find it worth while making the necessary effort to do so. However, see that it is of as small a quantity as possible.

In conversation with the proprietor of an excellent store in one of the Ontario towns we were told that, although prices quoted compared with those of mail order houses, the latter did a big business in the town. "We even sell better than they do," said this merchant, "but the trouble is people don't know it." We pointed out that what he needs is advertising. The only medium that he now has is a weekly newspaper. He is going to introduce more descriptive matter into his space and supplement it by a mailing list.

A BONUS FOR BUYERS.

Regarding a form of procedure calculated to remedy the evil of too heavy stocks, James Wood, of the Glasgow, Scotland, firm of Woods & Selby, sends The Drapers' Record the following outline of a plan he adopted five years ago, and which he has found to work very simply and satisfactorily :—

"In the event of it being found in the annual departmental trading account, made up by a firm of chartered accountants at the end of the financial year, that the stock in the department has been turned over not less than the number of times prescribed by the firm at the beginning of the financial year as the minimum number of times the stock in the department should be turned over during said financial year ; and it being found that the department has earned not less than the percentage of gross profits on the total turnover of the department prescribed by the firm, a bonus of 2½ per cent. (subject to deduction or addition, or cancellation altogether, as in the events aftermentioned) on the sum by which the turnover of the department has increased, compared with the turnover of the immediately preceding year, shall be paid to the buyer of the department.

"In the event of the gross profit on the total turnover of the department being (½ to under 1 per cent.) less than the prescribed percentage of gross profit on the total turnover of the department, then the bonus shall only be 1¼ per cent. on the sum by which the turnover of the department has increased as aforesaid ; and if the gross profit of the total turnover of the department is 1 per cent. less than the prescribed percentage, then no bonus shall be paid.

"In the event of the stock at the date of stocktaking being more or less than the prescribed amount for the department, 2½ per cent. on the sum by which the stock exceeds, or is less than, the prescribed amount will be added to or deducted from (as the case may be) the bonus payable to the buyer in respect of increased turnover in the department.

"Should the stock in hand of a department at the stocktaking exceed the prescribed amount by 10 per cent. or thereby, then no bonus shall be paid to the buyer of the department in respect of any increase in turnover.

"No bonus shall be allowed on an increase in the gross profit of a department, but, should a department show such increase in profit and at the same time a slight increase in stock, the increase in profit may be set off to some extent against the increase in stock.

"No bonus will be paid for a shorter period of trading than one year, namely, from stocktaking to stocktaking."

The Cost of Doing Business

Only a Few Merchants Know—Some Conduct Departments as Separate Stores—The Scientific Principles of Business.

According to calculation by commercial agencies, only seven out of every eighty-six men—8.13 per cent.—going into business are successful. Not all of the rest fall into the hands of the assignee; a great many struggle along from year to year, winning a mere existence, and perpetuating methods that hamper competitors who know how to progress and are trying hard to do so. An analysis of the situation is bound to prompt the conclusion that there are numbers of men in business who should be engaged in some pursuit which does not call for so much ambitious endeavor along scientific lines.

The estimate of 8.13 per cent. will be questioned; we have been told that it is too high, and that 5 per cent. is a liberal figure.

The commercial agencies advance the following as the chief reasons for non-success: Inattention to business, lack of capital, inexperience, loose credits and speculation. Applying these to the retail dry goods trade, the first may be classed as an elementary consideration that no merchant, who is worthy of the name, need have impressed upon him, lack of capital is something for which he cannot be blamed, inexperience, if accompanied by ordinary common sense, very seldom touches dry goods; loose credits are certainly a prolific cause of failure; speculation, of the nature indicated, may be passed over with the comment that few dry goods men we know of go outside their businesses to find investment.

Scientific Principles of Business.

The great majority of merchants who go to the wall do not, we believe, do so through deficiency in knowledge of merchandise, but, rather, because they have not mastered the scientific principles of business. Many of them in graduating from the management of departments in other stores do not develop much more ability and energy than were required in the old positions. They continue to be good buyers and salesmen, but fail as merchants because they are poor financiers. Perhaps, after the smash comes, someone points out that where they lacked chiefly was in not knowing what it cost them to do business.

This is one of the most important problems that a large proportion of the trade has before it at the present time. The Review cannot emphasize the fact too strongly, and we will endeavor each month to collect information in this regard that shall be of solid value.

Only Small Percentage Know.

"Ninety per cent. of retailers," said a business man recently, "cannot tell you what it costs them to do business, and it is the absence of that knowledge which causes a great many failures."

The old school definition that profit is the difference between the cost price and the selling price is erroneous. The expense of doing business must be subtracted from the profit. Very often that is impossible, for the simple reason that the former is the larger figure. The merchant will be fully aware of that, but he may be entirely at sea when it comes to an examination of details. This may be due to bad or inefficient methods of bookkeeping, but more likely to failure to include in the cost of doing business all the items of expenditure which should properly come under that head.

Some Items to be Reckoned.

Take interest on the capital invested. If a man were operating on borrowed capital he would pay interest. If he borrowed half his capital the interest on his own money would be as legitimate an item of expense as the interest on what he had borrowed. This should include, also, interest on the value of stock not paid for, and on all outstanding accounts. If he carries $1,000 or $30,000 on his books the interest on that is certainly a proper item in the cost of doing business.

Then there are rent, taxes, light, heat, wages, advertising, insurance, delivery, etc. Even if the merchant owns his premises he should reckon rent, or interest on the value of the property, which amounts to about the same thing. His own salary is another item. If a manager were employed a salary would have to be paid him. If a man is the active head of his own business, he should have a salary just the same. It might be said that his profits are his salary. That is putting it in the wrong light, and placing him in a worse situation than a mere manager. If the business failed the latter would lose only his position. He risks nothing. The merchant risks all he puts into the business. Surely his profits cannot be regarded as salary. Profits should be something quite distinct, something over and above that.

Depreciation on stock and plant, repairs and renewals must be considered. Every merchant should figure the percentage of depreciation and provide for it. Bad debts certainly have a place in the list also.

Generally the system followed by merchants who have a system at all is to figure up all the items mentioned above as a charge against their profits as a whole, and strike a percentage. Others—and they are greatly in the minority—departmentize their businesses, and apportion general expenses, thus making each section stand entirely upon its own feet, just as separate stores would have to do.

Departments as Separate Stores.

In estimating their cost of doing business, McLaren & Co., St. Catharines, treat department as a separate store. It is charged with all goods stocked, advertising space, salespeople, salaries—clerks are required to stay in their own departments—and whatever other expenditures are made solely on its account. A certain valuation is placed on floor space, that near the entrance being set at a higher figure than any other, and so on. The portion of rent which, say, the dress goods section pays depends upon its location and the amount of space that it occupies. Taxes are divided in the same way. Heat and light charges are made according to space, and insurance according to the value of the stock. Expenses that are of a purely general nature, such as manager's salary, delivery service, parcelling, stationery, office staff, postage, etc., are apportioned on the basis of stock and sales—1-3 on the former and 2-3 on the latter. The bigger the stock on hand the greater proportion of general expenses a department must pay. Stock is taken twice a year, but the store's system is such that it is possible to tell almost any time how each section stands. No credit is

extended, so that bad debts do not enter into the reckoning. Interest is charged on capital invested.

Good System in Chatham.

C. Austin, Chatham, has figured his cost of doing business by departments for a number of years. Even while his own turnover was comparatively small he found the system a very profitable one. He divides his store into the following sections and requires each one to show a fair profit: 1, dress goods, silks and dress trimmings; 2, wash goods and staples; 3, smallwares, hosiery, gloves and fancy goods of all kinds; 4, clothing and men's furnishings; 5, furniture carpets and draperies; 6, ready-to-wear garments; 7, millinery.

Each department is charged with goods received are credited with sales. Expenses incurred within itself are charged direct, insurance according to value of stock; rent and other general expenses according to space and location.

"By this system," Mr. Austin told The Review, "I know just what it costs me to do business in each of seven departments. I know that it costs 8 to 10 per cent. more to sell goods in one than in another, and it is pretty valuable information. At the end of every month I can tell just how each department stands, and compare it with the standing the previous year. Here is a summary which shows what quantity of goods was bought in November, 1905, and also in November, 1906, with the sales also.

"A splendid feature connected with this system is that a weakness in any part of the business can be quickly detected. A short time ago my figures showed that one department was not doing so well as it should. I at once investigated and found a good, legitimate reason for the drop in sales. The remedy was at once applied and everything is running smoothly again.

"I find a great deal of comfort at a slow time is looking back and seeing that, perhaps, business is even better than the previous year."

In a General Store.

Following are the views of an Ontario general merchant on the best system of estimating cost of doing business:

"What can or cannot be considered as a proper charge on profit is often asked.

"We contend that the cost of doing business has a prospective and retrospective side, and can be considered as a theory or a fact.

"To the young man about to start in business the prospective cost must appeal. To him it is a hazy dream; after years of business it often becomes an awful nightmare.

"We will, then, consider the cost of doing business from the standpoint of an investor. What must the young man consider as a legitimate basis of considering cost? All men enter business life for one reason—that of making money. Capital, time, energy, are devoted to that end, and the margin between cost price and price realized (commonly called by the misnomer "profit"—frequently a loss) must carry the business ship to the harbor of success or leave it a derelect upon the sea, a menace to the trade of those who navigate the same waters, dangerous to other interests limited only in proportion to its size, the practical result of not being able to discern between profit and loss. Stocks may differ—as may communities—but when a man draws say $5,000 from the bank and invests it in stock he must be in a position at the end of a period of time to withdraw that amount plus a profit above interest or he has not succeeded.

"To the beginner we say, over-estimate rather than under-rate the cost of doing business. It's safer. You invest say $5,000 cash in a stock of general merchandise. You estimate you can do $15,000 worth of business on this investment (we believe that the average stock in Ontario is not turned over more than twice, however). In order to do this you will have to charge against profit: Salaries (other than your own), rent of store, light, heat, taxes, insurance, advertising, freight, cartage, express, office expenses, depreciation of value of stock, and if you are doing a credit business, depreciation of value of book accounts also. We submit the following and contend that a man who hopes to succeed is not safe to alter the estimate only as time and experience together with the yearly balance sheet prove his ability to do so.

"To do a $15,000 business on a $5,000 stock of general merchandise we estimate the cost as follows:

	Per year.
Rent of building	$200.00
Salaries	
Man	500.00
Girl	250.00
Boy	200.00
Insurance on $5,000 at 1¾	88.00
Light and heat	100.00
Advertising, 1 p.c. on amount of business	150.00
Taxes	50.00
Freight, cartage and express	300.00
Office expenses	100.00
Interest on investment, 6 p.c. on $5,000	300.00
Ten per cent. on $2,000, cost of collecting book accounts, together with bad debts marked off	200.00
Add to this the depreciation in the value of his stock, worth say 80c. after one year	1,000.00
Total	$3,438.00

"We have $3,438 as the estimated amount of the legitimate cost of doing this amount of business. In many items our figures are too conservative, and you will notice we have not taken into consideration the salary of the proprietor, this because we consider the above table as fixed expenditure, a tax against the business which must be met, while the proprietor's salary may be decreased or increased as business may warrant. The man who goes into business for one year, then sells out, may consider himself most lucky if he can do so without an actual loss, while the man who remains in business would not have to consider depreciation of stock more than from 5 p.c. to 10 p.c. per annum, save only the year he should wind up his business, when after five years his stock would perhaps be worth 75 per cent.

"It will then be clearly seen that under ordinary circumstances a man must average 33 1-3 per cent. advance on net cost (not 1-3 advance on invoice, as much could be said about the importance of the cash discount and its place in a business man's success). But following up our example, 33 1-3 advance on cost would mean a gross profit of $3,750, or a salary for the proprietor, providing he remains in business, of roughly, $1,000."

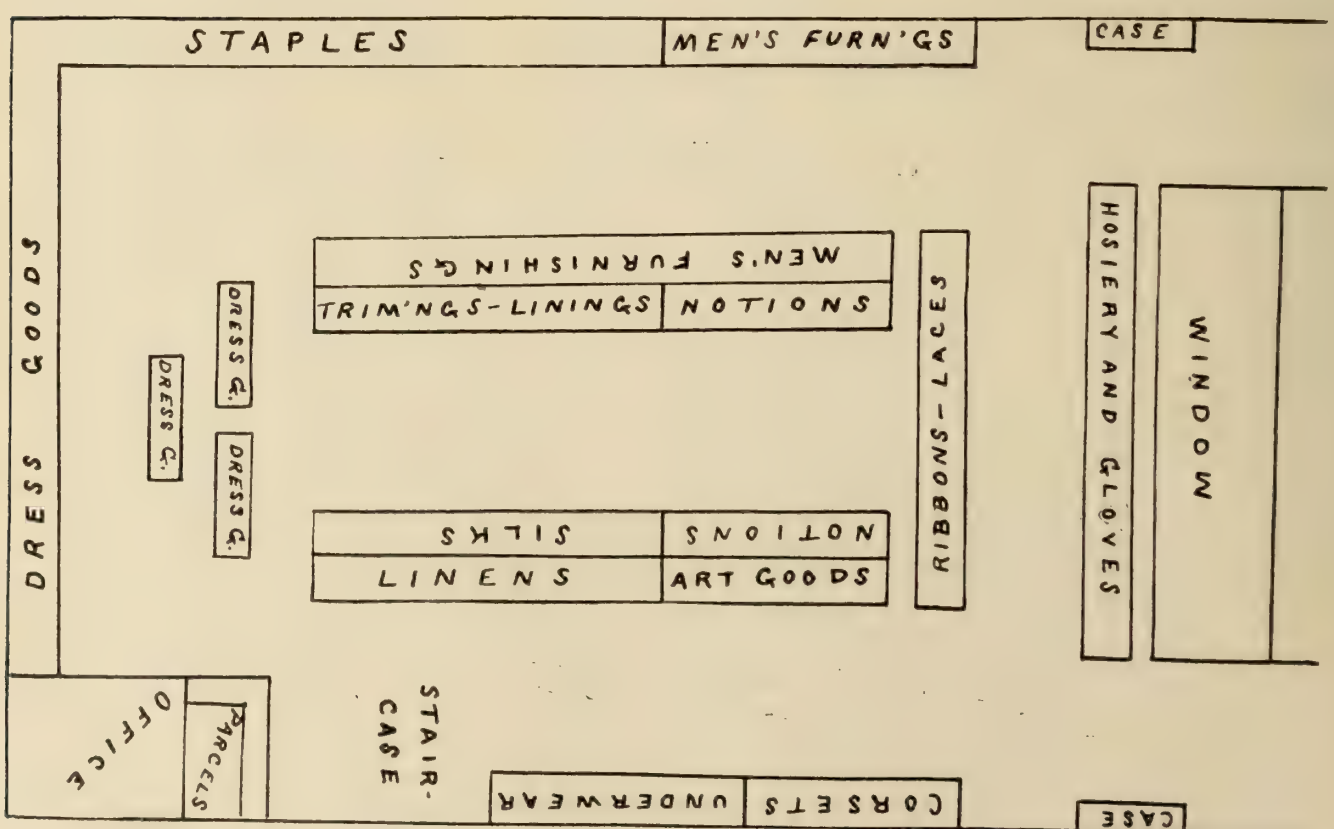
"If every business man felt that departure from the above, whether business extravagance or cutting of prices, etc., meant a cutting of his salary (the only item of cost not fixed) fewer business failures would have to be reported."

* * *

We invite all retailers to discuss this subject in the columns of The Review. We feel sure that an exchange of opinion would be of very material value.



J. Mickleborough, Limited, St. Thomas.



Rough Diagram of Ground Floor, J. Mickleborough, Ltd., St. Thomas.

Successful Millinery Departments

Editor The Dry Goods Review,—My millinery department has never shown a profit; in fact, there are seasons when it does not pay its own way. I know it is a very difficult department to handle, but I have determined to put it on a better footing. I am tired maintaining it simply as an attractive feature. You are in touch with stores that have made millinery a profitable line. Any information as to the methods employed will be very much appreciated.

"INQUIRER."

In the first place we may say that we have found merchants making good profits out of millinery, both in cities of 15,000 and villages of 1,500 population, and, in the former case, a couple have actually declared it to be the best paying branch of large businesses. This, of course, is exceptional; the great majority consider they are doing quite nicely if there is no deficit at the end of the season.

During the last few years several merchants that we know of have dropped the formal opening, and state that the change has been a most satisfactory one. They simply announce the sale of fall and winter, or spring and summer millinery, as the case may be, for a certain date, considerably in advance of competitors. A limited stock is shown, but in advertising, a great deal of stress is laid on the fact that fresh goods and new styles will arrive every day. Hats which the milliners make up to-day are put in the showroom to-morrow and cleared out, to be replaced the following day by to-morrow's productions, and so on. It is claimed that this does away with stock accumulation.

All but a very small percentage of the merchants are firm in their belief that a formal opening is the thing. Generally it is made a "show time" throughout the whole store. There is always sure to be a big crowd, and sometimes an orchestra is provided for its entertainment. Sales are never expected to run very high on this day; people are invited to look around and enjoy themselves. One store in Ontario issued invitations to men a year or two ago, and quite a number dropped in with their wives. Most of them said it was the first time they had been in a dry goods store in years, and they found the visit quite a novelty. It will have to be something pretty good that materially increases the popularity of the formal opening. One of its strong points is the scope which it affords for elaborate display. A large showing of hats is required at the outset, and a big consideration is the fact that public favor is divided into two or three shapes, rejecting the others.

The first point in building up a successful millinery department is the engagement of a good milliner. They are not over-plentiful and when a merchant does find one it will generally pay him to make it worth her while to remain. A Peterboro man gives his head milliner $20. a week, and, doubtless, would go higher sooner than lose her. She has made the department one of the very best in his store. There is, undoubtedly, a good deal in a milliner knowing thoroughly the trade to which she must cater. The manager of a Western Ontario store said recently: "Our milliner has been with us for twenty-two years, and she knows, as nearly as possible, what our customers want. She is capable of buying so that there will be very little accumulation at the end of a season. If a merchant gets a good milliner he should try hard to keep her. She will easily save the difference between the salary—if that is the consideration—he would have to pay her and that at which he might have to pay a successor."

We were in a store, in a town of less than 4,000 population some time ago where a turnover of $10,000 was made in the millinery department in 1905.

"This department," said a Brantford man," is the biggest attractive feature any dry goods store can have. Even if we lost $200 or $300 a year on it, we would still consider it paid. We figure on a gross profit of 100 per cent., and about 15 per cent. net. Salaries are high and we have to count on accumulation as a dead loss. We take this into consideration in marking our prices."

In order to reduce accumulation to the minimum most merchants import only staple goods, and buy the remainder of their supplies just as needed. "We do not import a dollar's worth," the manager of a good sized store in Eastern Ontario told The Review.



The Late David McMurtrie
A Director of John Knox & Co., Hamilton.

A splendid idea that we found in one successful department was this: Customers are promised that no two hats alike shall be sent out. This assures every lady of something with an individual touch to it.

We have heard the remark made by several merchants that they could easily do a larger business in this line and make less money. They are careful not to go into it too strongly.

A large number of exclusive millinery stores have been opened during the past year, and appear to be generally successful. The fact that the milliners are buying for themselves naturally makes them very careful in buying.

If "Inquirer" would like us to investigate any particular points in connection with the management of a millinery department we will be glad to do so.—Editor.

Business Management

By HOWARD R. WELLINGTON.

This Closes the Series of Articles on the Subject of Book-keeping.

In order to show how the surplus in the business is made up, a statement of Assets and Liabilities is shown herewith. It would be interesting for the merchant to have the items on these statements arranged in the same order for each year or period and comparisons could then be made periodically with previous years to ascertain the condition of the business from time to time.

As previously stated, when an account has a debit balance it must be one of two things—an Asset to the business or a Loss. When there is a balance at the credit of an account, it must be a Liability or a Gain.

Cash, accounts receivable, merchandise on hand, expense items prepaid, also coal and wood on hand, bills receivable, equipment, etc., are all Assets of the business, while accounts payable, bills payable, amount due bank, etc., are all Liabilities.

In addition to the above mentioned Assets and Liabilities is the proprietor's capital account, which is treated as a Liability. J. M. Russill, personally, and his business are not the same, that is, J. M. Russill has invested money in a business and the business owes him, therefore, the capital account of his business is a Liability of the business.

This is the last of the series on book-keeping for the retail merchant. There are, of course, more elaborate systems than those outlined in these articles, and slight changes are invariably necessary to fit in with the particular business, but in a general way we have endeavored to give those interested a fair idea of how to run a set of books, using double entry. The various methods and the books and forms may look cumbersome at first sight, but will be found very practical when used

Statement of Assets & Liabilities

Assets				Liabilities			
Cash	On Hand		50 50	Accts Payable	T. Thomas	100 00	
Mdse.	" "		4500 00		S Peter	30 00	
Expense.	Sundry items prepaid etc		140 00		R Ramsay	15 00	
Bills Rec.	J Simpson	50 00			T. Little	100 00	
	S Jones.	30 00			J Jackson	27 50	272 50
	J Jenkins	150 00		Bills Pay.	T. B Scott		200 00
	S Brown	28 00					
	C. Clear.	30 00	288 00	Bills Pay	Bank Discounts		1500 00
Accts Receivable	J Jones.	30 00					
	T Brown	50 00		Expense	Sundry items		30 00
	S Best.	100 00					
	S Test	20 00		J M Russill	Capital &c.		6681 00
	S Thomas	30 00			(Ist Instl)		
	T Simpson	25 00	255 00				
Equipment	Sundry items		750 00				
Real Estate			3000 00				
			$ 9983 50				$ 9983 50

FIG. 1.



Business Basis Should be Mutual



Our country's growth is proverbially world-wide. Our increasing business is keeping pace with its advancement,—the past season being an incentive to still press forward.

Our aim is to secure a new record during 1907

Our reputation for fair and liberal treatment in all trade matters is well-known to our friends. To retain their confidence and support, we have pleasure in stating for our mutual benefit that our merchandize in all departments has been the most carefully selected and replete in variety we have ever shown.

Our lines should aid all who handle them to succeed—

Domestic and Foreign Staples

Household Linens

Plain, Printed and Fancy Wash Goods

Dress Fabrics ***Silks***

Fancy Goods ***Dress Accessories***

Special—Embroideries and Laces

Hosiery, Gloves and Underwear

OUR REPRESENTATIVES ARE ON THEIR RESPECTIVE ROUTES.
SEE OUR SAMPLES.

BROPHY-CAINS, LIMITED

MONTREAL

WHOLESALE DRY GOODS. QUICK SHIPPERS

Why Retailers are Organizing

***Some Questions Which Various Associations Have Taken Up—
One Appoints Collector to Look After all Overdue Accounts.***

Among the many good things which the past year brought was the re-amination iof numerous Merchants' Associations throughout the country. During 1907 we hope sincerely to see much greater progress made in this respect. How so many retailers can remain blindly apathetic, in the face of very evident advantages to be gained through active organization, is something difficult to understand.

The majority of towns of fair size have had associations of local merchants at one time or another. Interest was maintained until the supply of live subjects for discussion ran low, and then it died a natural death. A few of the original promoters hung on for a time, but they too finally lost all enthusiasm. Each year afterward a sort of half-hearted meeting was held for election of officers. None of the positions were very highly prized, and, in fact, they had very often to be almost forced upon someone, with the assurance that he wouldn't have anything to do anyway.

Association is Good Business.

We have heard a good deal about jealousy between merchants being one of the greatest barriers to the operation of associations in such a way as to bring about any substantial good. While this point must certainly be considered, we believe that its importance has been highly magnified. Close competition, in its various phases, may sometimes make it hard for all merchants to get together on a friendly footing, but it should not prevent them from meeting for a purpose just as thoroughly of a business nature as the duties they perform within their own stores. We firmly believe that if a fair representation can be secured at the organization meeting, and the proceedings of the regular sessions be made of sufficient interest to hold the ground already gained, it will not be long before almost a full membership is attained. Then the question is how to keep the interest alive. There need be no fear on that score at the present time; subjects are plentiful, and many of them are of great importance.

We are not propounding a theory in saying that when the substantial value of such organization is realized there seldom is any difficulty in getting retailers of intelligence and progressive spirit on the list of members. We know several cases of this having been accomplished. Even if some prove stubborn they will eventually fall in line on the basis of business advantage. By regular association a man is apt to find out that his competitor, to whom he has become almost a stranger, is not such a bad fellow after all, and a better feeling springs up. This alone makes organization worth while, although it is by far the minor feature.

Most Merchants See Advantages.

Very few merchants anywhere will directly state that they do not feel the need of an association to deal, in the first place, with local conditions—bad debts, etc.— and then with questions of wider application. Perhaps each one in a certain town is dissatisfied with, for instance, the time of closing. He is afraid to take the initiative in making a change for fear the others would not follow and he might lose trade. This probably goes on for years until a Merchants' Association is formed, and the matter is settled up in a few minutes. There may have been a tendency to slaughter prices, and this also can be adjusted. An Association is divided into a number of sections, according to the various trades represented—dry goods, hardware and grocery sections, etc. They combine in dealing with matters of general import.

Stratford Has Collectors.

An association at Stratford is showing considerable activity for the first time in some years, and it has not been long in accomplishing something. One of the first decisions reached was that members should not sign any petitions circulated for subscriptions to any social function, bazaar, organization or meeting except as private individuals. They rightly claim that they have been imposed upon in this regard, and will stand for it no longer. They deem it unfair that they should be canvassed for subscriptions to nearly everything, while citizens generally are approached but seldom.

The bad pay question has also been taken up, and a "black list" established. A collector has been appointed to clean up as many old accounts as possible. They amount to many thousands of dollars. It is likely that the association will also have a permanent solicitor.

On the list of matters to be dealt with at regular meetings are freight rates, advertising, stock-taking, bookkeeping and cost of doing business. Others will be added shortly, and we hope to see the retail mail order business slated for discussion at an early date.

Annual Banquet at Guelph.

The Guelph association recently held its first annual banquet, and the affair was indeed a very pleasant one. A prominent dry goods man, in speaking to one of the toasts, said that the business done by Guelph retailers amounted to $2,000,000 in a year. They were, therefore, not an unimportant body and had a right to be heard. In the past they had not realized their strength. The regular meetings held were, among other things, conducive to good feeling and this naturally led to good prices and good profits. Another speaker said that the association was saving merchants of the city a lot of money.

Dealing With a Railway.

Woodstock merchants found their organization a good thing recently in dealing with some grievances which they had against the radial railway running from there to Ingersoll in regard to freight and cartage.

Blacklisting Delinquents.

The Galt association has formed a "black list." When an account has been running for some time, and the merchant sees no chance of a settlement, he sends a printed form, supplied by the association, to the debtor, warning him that if payment is not made within a certain time he will be blacklisted. This usually has the desired effect, but if not, the secretary of the association writes, and if without result, the debtor is placed on the black list.

JOHN KNOX COMPANY, LIMITED

WHOLESALE DRY GOODS, - - HAMILTON, ONTARIO

New Year's Greetings

To Our Friends and the Trade Generally, We Wish a Bright, Active and Prosperous 1907.

Thanks for the share of trade you favored us with during the past year. A continuance of your confidence will be appreciated, and assure you of our best attention.

Our Range of Samples for Spring has never been larger, nor more complete. It will pay you to keep in touch with us this year, our business is expanding every month.

We Advise Liberal Buying, the market is still rising, and you will find it safe and profitable to anticipate your wants a long way ahead this year.

Give our Travellers an opportunity to show you our splendid ranges. A full line from all departments now on the road.

BANK OF MONTREAL REPORT

Eighty-ninth Annual Meeting of Shareholders—Satisfactory year's work—Canadian Trade Conditions Reviewed by President.

The eighty-ninth annual general meeting of the Shareholders of the Bank of Montreal was held in the Board Room of the institution, at Montreal, on Monday.

There were present: Hon. Sir George Drummond, K.C.M.G., President; Mr. E. S. Clouston, Vice-President and General Manager; Sir William C. Macdonald, Hon. Robert Mackay, Messrs. James Ross, A. T. Paterson, R. B. Angus, Michael Burke, F. S. Lyman, K.C.; Angus, W. Hooper, James Tasker, B. A. Boas, George Durnford, Henry Dobell, J. S. Keoch, M. S. Foley, John Beattie, R. G. Starke, H. Cameron, W. Blackader, James Kirby, K.C.; James Croil, Lieut.-Col. Prevost, H. Paton, W. Stanway, A. G. Ross, W. D. Gillean, Rev. G. H. Parker, (Compton); M. O'Shaughnessy, John Turnbull, J. Scott.

On the motion of Mr. R. B. Angus, Sir George Drummond, President, was unanimously voted to the chair, and on the motion of Mr. W. Stanway, seconded by Mr. James Tasker, it was resolved: "That the following be appointed to act as scrutineers: Messrs. F. S. Lyman, K.C., and Angus W. Hooper; and that Mr. James Aird be secretary of the meeting."

THE GENERAL STATEMENT.

The General Statement on 31st October, 1906, is as follows:

Liabilities.

Capital Stock		$ 14,400,000.00
Rest	$ 11,000,000.00	
Balance of Profits carried forward	159,831.84	
	$ 11,159,831.84	
Unclaimed Dividends	2,228.01	
Quarterly Dividend, payable 1st December, 1906.	360,000.00	
		$ 11,522,059.85
		$ 25,922,059.85
Notes of the Bank in circulation	$ 12,036,097.00	
Deposits not bearing interest	30,842,380.93	
Deposits bearing interest	99,059,070.61	
Balances due to other Banks in Canada	141,564.73	
		$142,079,113.27
		$168,001,173.12

Assets.

Gold and silver coin current	$ 6,282,607.49	
Government demand notes	5,374,510.25	
Deposits with Dominion Government required by act of Parliament for security of general bank note circulation	520,000.00	
Due by agencies of this bank and other banks in Great Britain $5,597,767.93		
Due by agencies of this bank and other banks in foreign countries 3,027,768.24		
Call and short Loans in Great Britain and United States 29,784,242.00		
	38,409,778.17	
Dominion and Provincial Government securities	1,346,087.68	
Railway and other Bonds, Debentures and stocks	8,999,865.20	
Notes and cheques of other Banks	4,418,994.19	
		$65,301,842.98
Bank Premises at Montreal and Branches		600,000.00
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved) and other assets	$101,814,453.38	
Debts secured by mortgage or otherwise	183,955.04	
Overdue debts not specially secured (loss provided for)	100,921.72	
	102,099,330.14	
		$168,001,173.12

Bank of Montreal,
Montreal, 31st October, 1906.

E. S. CLOUSTON,
General Manager.

The Directors' Report.

The report of the Directors to the Shareholders at their eighty-ninth annual general meeting, was then read by Mr. E. S. Clouston, vice-president, as follows:

The Directors have pleasure in presenting the Report, showing the result of the Bank's business for the year ended 31st October, 1906

Balance of Profit and Loss Account, 31st October, 1905		$ 801,855.41
Profits for the year ending 31st October, 1906, after deducting charges of management, and making full provision for all bad and doubtful debts		1,797,976.43
		$2,599,831.84
Dividend 2½ per cent. paid 1st March, 1906.	$ 360,000.00	
Dividend 2½ per cent. paid 1st June, 1906.	360,000.00	
Dividend 2½ per cent. paid 1st September, 1906	360,000.00	
Dividend 2½ per cent. payable 1st December, 1906	360,000.00	
	$1,440,000.00	
Amount credited to Rest Account	1,000,000.00	
		2,440,000.00
Balance of Profit and Loss carried forward		$ 159,831.84

The sub-agencies at Fort Rouge (Winnipeg) and Ste. Anne de Bellevue, mentioned in our last report as about to be established, were opened shortly afterwards. Since the last annual meeting branches have also been opened in the city of Mexico and at Saskatoon, and sub-agencies at Fenelon Falls; St. Henri, Montreal; Upper town, Quebec; and Bank street, Ottawa.

The Ontario Bank having intimated that is was in difficulties and would have to suspend, this bank, on 13th October, last, assumed all its liabilities, under a guarantee of other banks against loss, and it is now being liquidated.

In view of the change in the number of directors made by resolution of the shareholders at the last annual meeting, and in order to bring the by-laws of the bank into accord with the Bank Act, as at present, it has been thought well by the directors to have the existing by-laws consolidated and amend-

ed to date. This has been done, and they are now placed before you for confirmation.

All the offices of the bank, including the Head Office, have been inspected during the past year.

G. A. DRUMMOND,
President.

THE VICE-PRESIDENT.

The vice-president then spoke as follows:

As the president will deal with the business of the country generally, I will only refer to the statement of the affairs of the bank presented to you. You will notice that the chief features are increases of about $11,000,000 in deposits bearing interest, and about $13,000,000 in our current loans. These changes took place principally during the last month of our fiscal year, and are the result of our undertaking the liquidation of the liabilities of the Ontario Bank. The profits show an increase of $160,000, due partly to the good rates ruling in London and New York, where we are compelled to carry a considerable portion of our reserve funds. The other changes are of minor importance, and do not call for any special comment.

When in October the deplorable condition of the Ontario Bank was submitted for the consideration of a number of bankers, it was thought best, in the interests of all concerned, that the bank should be liquidated, and, with the view of allaying any excitement which would probably be detrimental to the interests of the commercial community generally, it was decided that this bank should undertake to assume all the liabilities of the Ontario Bank, under a guarantee from other banks in the event of the assets being insufficient to discharge them. The bank is also a party to the guarantee, and we have agreed in addition to pay $150,000 for the goodwill of the business . We do not anticipate that there will be any claim under the guarantee. The liquidation is proceeding quietly, without any public excitement or disorganization of the business of the country, with a minimum of cost to the shareholders of the Ontario Bank, and without the loss of a dollar to either noteholders or depositors. The record of Canadian banks in this respect is excellent. During the last quarter of a century, by failures of banks, which could be organized under our present banking laws, the loss to depositors has been under $750,000. The noteholders, of course, have lost nothing. I speak only of banks that could be organized under our present acts. Other banks during that period failed, involving loss to both depositors and noteholders, but they were acting under old charters and under conditions which do not now exist—in one case there was no double liability. Out of the 12 banks that have suspended since 1880, five only could obtain charters under our present system.

With respect to the general business of the country, I can only repeat my remarks of last year, that we are still in the full flood tide of prosperity. Railway earnings continue large, immigration is satisfactory, and the farming community share with manufacturers and merchants the general well-being; but in its wake it is feared will follow over-expansion, inflated values and increasing speculations, particularly in real estate and mining stocks, leaving wreckage behind when the tide ebbs.

There is still time to set one's house in order and keep it there, but the tardy should remember that the prolongation of the day of grace may add to the severity of the day of reckoning.

THE PRESIDENT'S REMARKS.

The president, in moving the adoption of the directors' report, said:

In accordance with a practice of many years' standing in this bank, I attempt a brief review of the general trade of the country.

Beyond question the general condition is one of great prosperity.

In all or nearly all branches of trade, manufacture and commerce, considerable advances in the volume of trade have taken place, as compared with the preceding year.

The port of Montreal is now, it is satisfactory to note, much more widely recognized as the eastern port of the Dominion, and its efficiency the concern not of the province of Quebec specially, but of the whole Dominion. It is therefore not entirely satisfactory to note that the business of the year now ending shows little, if any, advance over the previous year.

The improvements of the port proceed but slowly, and much remains to be done in the harbor, the channel, and the gulf, to make it possible to claim Montreal a model port.

The present extreme rates of marine insurance are a great disadvantage. Upon the whole the shipping business shows a fair season's business, due in part to a greatly increased importation of goods and increased passenger trade, and the shipowners appear to be fairly well satisfied.

In this connection, it is in the highest degree satisfactory to note the improved volume of passenger business, due largely to the appearance on the route of four new steamers of the Allans and Canadian Pacific Railway Company. These boats, if only the pioneers, do much to remove the reproach which forced Canadian travel to New York and Boston, and prevented almost entirely general travel from reaching Canada, in effect placing Canada and Canadian interests in the background. We have the shortest sea route from Europe, and are only beginning to secure a reasonable share of a business which may include not Canada alone, but a large portion of the Western United States.

Taken in detail, I may say the various important departments of trade and commerce have done well.

The hardware trade reports "a larger business during the past year than at any former period in the trade's history."

The new application of iron and steel in building structures added to the demand for other standard purposes have caused a famine in these materials and unexpected delays in many enterprises.

The dry goods trade is reported as never better, and one feature to which I may refer later on, is the much better and more expensive goods now in demand.

In wooollens the report is that while still under a cloud from the operation of the preferential tariff it is better than last year, prices of all classes having advanced.

In cotton, advances in prices and an active demand are reported. Here again buyers are said to be taking goods costing seven to eight cents a yard, when not long ago four to five cents sufficed.

Boots and Shoes.—The demand has been good. Prices it is said have not advanced in proportion to the advance in the raw material, though now from 5 to 20 per cent. above last year.

In leather a large business has been done in the home trade, at an advance of one to two cents per pound. Raw

hides having advanced all round about 25 per cent.

Wool has brought very high prices during the year.

Some idea of the value to the farming community of the cheese and butter trade may be found from the following figures.

Cheese. — The cheese exported to Great Britain during the present season was of the value of $22,401,132.

Butter.—Of butter, $4,433,891, and including what remains to be sent over, we reach a total of over 33 millions of dollars. To these must be added the home consumption, which is every year growing in volume and importance.

The great feature of the hour is, however, the development of the North Western provinces — Manitoba, Saskatchewan and Alberta—in which the capacity to produce excellent qualities of all kinds of cereals seems to be assured beyond question.

Of wheat alone the present crop is estimated at 85 million bushels, the quality undoubted; the area under cultivation is greater than last year, but the yield per acre is about 19 bushels, as against 23 last year.

If the other grains such as oats, barley and flaxseed, are taken into account, and cattle exported to the value of eight millions of dollars, we are assured that the farmers have shared in the general prosperity .

The number of acres of Canadian Pacific lands sold from January 1st to October 31st, 1906, is 1,080,000, as against 653,000 acres in the corresponding period of 1905.

The number of immigrants entering Canada through Canadian Pacific gateways from January 1st to November 7th, 1906, is 132,000, as against 96,000 in the corresponding period of last year.

The best evidence of the extraordinary activity of trade is to be found in the railway traffic, which is trying to the utmost the resources of the roads; new rolling stock is being put into service as quickly as acquired, and the demand is still unappeased.

In addition, we have three great trunk lines engaged in active construction.—The Grand Trunk to reach the Pacific, the Canadian Northern and the Canadian Pacific in great stretches of extension the pace being only limited by the supply of labor.

The current complaint is of the increased cost of living, and it is an interesting question how far this is due to any increased cost of what are called the necessities of life, or to an advance in the style of living and the increased use of luxuries. Doubtless both enter into the case, but this is too large a subject for adequate treatment on this occasion.

In this matter some evidence may be adduced from the fact that the dry goods and other trades report the more costly class of goods now being sold.

There is abroad in the world at large a prevalent idea that capital and corportions of all kinds are antagonistic to the general welfare. Now it would be an interesting question how much of our present prosperity is founded on substantial realizations of our own, and how much is due to an increased confidence in our future on the part of outside capitalists.

The absurdity of regarding capital with suspicion is evidenced by the fact that the vast additions to our railways and other enterprises essential to the opening up of our country would be impossible without the aid of outside capital.

It would be contrary to all experience to hope for an unbroken continuance of the present condition of prosperity—periods of reaction and of suspended enterprise may be expected, but we may be assured that the surest means of postponing their coming and dealing with the bad times when they come, is the exercise of prudenec and caution to prosperous times like the present.

I beg to move: "That the report of the directors, now read, be adopted and printed for distribution among the shareholders." If any shareholder has any questions to ask, we shall be pleased to answer them.

The motion for the adoption of the report was seconded by the vice-president, after which Rev. G. H. Parker asked several questions in regard to dividends, and also as to the bank's premises, which were replied to by the president and the vice-president.

Mr. B. A. Boas spoke on the dividend question, and advocated the possibility of higher dividends in the future.

The report was then unanimously adopted.

Confirm Amended By-laws.

It was moved by the president: "Resovled that the consolidated amended by-laws of the shareholders of the Bank of Montreal, laid before the shareholders and read, be and the same are hereby confirmed, adopted and passed by this meeting of shareholders, and that the same be sealed with the Corporate Seal of the Bank, countersigned by the president thereof."

This was seconded by the vice-president, who remarked: I think it is hardly necessary to read the by-laws through; they are before the shareholders, and the changes are small and few. In paragraph III, the number of directors is increased from nine to ten. Paragraph VI. governs the election of an honorary president, which is a new position. No. X. had to be changed in order to enable us to carry out the quarterly dividends and the closing of the bank's books. As to No. XI., under the old by-laws, if we appoint any local director, he had to be qualified to the extent of twenty shares. We have though it was hardly necessary to ask a local director for any qualification. No. XIII. has been stricken out, as it is provided for by a footnote.

The motion was then adopted, after which Mr. B. A. Boas moved:

"That the thanks of the meeting be presented to the president and directors for their attention to the interests of the bank."

This was seconded by Mr. Henry Dobell, and was concurred in unanimously.

Mr. A. T. Paterson moved:

"That the thanks of the meeting be given to the general manager, the assistant general manager, the inspector, the managers, and other officers of the Bank for their services during the past year."

In making the motion, Mr. Paterson said that the importance of the staff to the Bank was a point which must be patent to everybody. The success of the Bank depended in the first place, upon the chief officers, but the subordinate staff had a hand in carrying out their several offices. The extension of a bank's business necessarily carried with it an augmentation of the staff. When he first joined the Board of the Bank of Montreal the staff was under 300 ; now it was, he believed, somewhat over 1,000.

Sir William Macdonald seconded the motion, which was unanimously adopted.

The vice-president thanked the shareholders, on behalf of himself and staff, for their kind expression of appreciation.

Mr. H. Paton moved, seconded by Mr. John Turnbull :

"That the ballot now open for the election of directors be kept open until 2 o'clock, unless fifteen minutes elapse without a vote being cast, when it shall be closed, and until that time and for that purpose only this meeting be continued."

This was unanimously concurred in.

THE DIRECTORS.

The ballot resulted in the election of the following directors :

R. B. ANGUS,
E. S. CLOUSTON,
THE HON. SIR. GEORGE A. DRUMMOND, K.C.M.G.,
E. B. GREENSHIELDS,
HON. ROBERT MACKAY,
SIR WM. C. MACDONALD,
A. T. PATERSON,
ROBERT G. REID,
JAMES ROSS,
THE RIGHT HON. LORD STRATHCONA AND MOUNT ROYAL, G.C.M.G.

Conditions Governing Prices in 1906

An Interesting Review of The Raw Material Markets for the Past Year—Great Difficulty in Buying Goods.

Nineteen hundred and six, notwithstanding its prosperity, will go down to history in the dry goods trade as an exceptionally difficult one in which to do business. Prices for all the leading textiles were high and tending upward, and because of some feature of the situation, stocks of raw materials were not up to par. For the greater part of the year it was not quite a question of price, although buyers did not altogether relish that point; the difficulty lay in being able to get goods at all.

The spinners have, in many cases, been largely responsible for the price situation, and in cotton fabrics the biggest advances of the year were made when the price of raw cotton was tending downward. No relief seems to be in sight, for in spite of the large increase in the number of the world's spindles, the production of cotton yarn is away short of demand.

In woolen fabrics it would seem that about the highest point has been reached, as Australia is regaining her old producing capacity. The decline, when it comes, promises to be gradual, and it will be well for the industry if this promise is borne out. No change is expected in the price of fabrics in the next few months, and even now the tendency is upward.

Silk was the only cheap textile at the beginning of the year, but crop shortages and increased demand sent it up also. Prosperity seems assured for some time to come for Ireland's one great industry and nothing but good reports are heard from that quarter.

Continued peace and prosperity are in prospect all through this year. There is a further development of the trade revival in Great Britain. The remarkable prosperity of the United States continues. Canada has just closed the largest trade year in her history, and is entering upon one that gives even larger promise. The British Colonies, with perhaps the exception of South Africa, are flourishing, while Russia is the only big nation which is not increasing her buying capacity.

———

Wool

The most notable feature of the marketing of the wool crop of 1905 was the very large proportion sold in Australasia. This was partly due to the scarcity of wool, the absence of stocks in the manufacturing centres, and the desire of buyers to secure supplies at the earliest date possible. Another contributary factor was the large increase in the crop. Growers were not quite sure that the high rates would continue, and rushed the wool into the market in an endeavor to sell at the prevailing prices. Buyers themselves were uncertain and those from Yorkshire held aloof at early sales, allowing continental buyers to secure the bulk of the crop. This uncertainty passed with the year, and 1906 opened with hardening values in both hemispheres, and buyers who had previously held off came into the market freely. The January sales in London further strengthened the situation, and the series closed with all kinds of wool distinctly higher, cross-breds showing an advance of 5 per cent..

The high price of merino wool, some years back, had led to the free use of cross-breds, and they had attained such popularity that values were very high. Some doubt had existed previous to these sales as to whether they would maintain their position, but as they were not so plentiful, and as consumption in the manufacturing districts was large, competition was keen, and values were enhanced. Widespread prosperity was also affecting the position of merinos, as, owing to increased purchasing power, fine fabrics were coming into vogue, and values were also advancing in these wools.

Would these values be maintained, was what the trade was asking, in the early part of the year when the bulk of the Australian clip reached Europe. Merino wools had already arrived in considerable quantity, and had passed into consumption, as the tendency in favor of fine fabrics was on the increase. Also the stocks, not only of raw wools, but of manufactured goods, had become greatly reduced by the recent years of famine and more than one big crop, it was felt, would be required to restore anything like normal conditions. Though the price of cross-breds was relatively higher than that of merinos, the increase in their production was small, and the increase in consumption so great that there was no immediate chance of the supply overtaking the demand.

In Australia the market was hardening under the keen onslaught of the buyers and the statistical position of wool, in spite of the big sales since the season opened, was almost as encouraging as it was at the same time in 1905, and the end of the Australian season was in sight.

The March series of sales in London brought out keen competition, as well as advanced prices. The bulk of the Australian clip had arrived, and had been absorbed, and the offering from that quarter was less than usual at these sales. The manufacturing end was busy, mills were working night and day; wool was badly wanted, not only cross-breds, but merinos also. Cross breds were in short supply, not only from Australia, but also from New Zealand and South America.

The demand at the sales, accordingly, was keener for cross-breds than for merinos, and the fine-haired staples. Advances were from 10 per cent. to 15 per cent. for these wools, and from 5 per cent. to 10 per cent. for merinos, over prices ruling at January sales. The East India wool sales also confirmed the general upward tendency.

April found values established, in all classes of wools, upon the highest ratio of the London sales, with holders confident that they would be maintained. Bradford spinners had large orders on hand for yarns made from cross-bred wools. They were holding prices firm, and were independent as to further orders. Indeed predictions were that these wools would go still higher.

The May sales in London brought out a full attendance and brisk competition, the superior lots being taken by the French and German buyers. Merinos scored an advance of 5 per cent., and cross-breds fully maintained their recent high level. The excitement was great in the market when it became evident that the May series of sales would establish all kinds of Australian wool on a higher price level than that of the previous March.

The crop of 1905 was a record one from the grower's point of view, for, though the number of sheep in Australia before the drought had not been reached, never be

fore had a crop been lifted that had proved so profitable to the growers. There have been seasons when some one grade of wool has ruled higher, but never one in which the whole crop was so valuable. The Melbourne correspondent of The Financier gives the total value of the 1905 crop as £25,719,750, against £23,794,500 in 1904. In 1905 the clip totalled 2,001,000 bales, or 368,000 more than in 1904. In 1904 the average value per bale was £11 and in 1905 it was £15.15.

Towards the middle of the year spinners of merinos and fine worsted or botany yarns were well under contract. Manufacturers who use fine wools were busier, as also were makers of fine woolens. Hosiery makers, spinners and manufacturers in Yorkshire and on the continent were being pushed for deliveries.

Little wool was available in Australia, but buyers there were still keen. Wool was at such a high level that no one cared to carry much stock, and a hand-to-mouth policy was ruling. In England buyers were waiting for the home clip, but as the British farmer had very definite notions as to its value, little relief was expected when it arrived.

The clip of 1906 was beginning to come into the market in Australia, and the early sales were most successful, competition being well sustained, chiefly by French, German and Japanese buyers

A distinct feeling of nervousness was manifested previous to the opening of the July sales, and reports were circulated that wool was already on the down grade. Some weak holders of merinos took fright and cleared holdings quite below ruling rates, and their example was followed in more than one instance by holders of the British clip. This also affected the sales, but it is probable that the best rates were obtained the first days, for when buyers got going it was readily seen that wool was badly wanted and closing rates were practically those of May sales. More hesitation developed after the sales nnd some Bradford top makers reduced their quotations to a small extent. Some grades of British wools also added to the weakness, but luster wools remained firm, as there was considerable buying for the States.

Predictions of a heavy crop were made from Australia, and authorities there say it will reach over 2,000,000 bales. The question now seems to be: Will any decline take place when the clip begins to come forward freely. Stocks in Europe are very low, and trade continues good. By the time the new clip arrives the old one will have vanished.

Much, it is said, depends upon the action of the growers, for should they again rush wool into the market as was done last year there will be danger of a general slump in prices. For months past now it has been predicted that the top of the market has been reached, and that a general decline may be expected. Though there has been some check in the upward tendency, the market seems as yet to be far away from any decided drop. Spinners and manufacturers are exceedingly busy, and there are practically no stocks of either fine or low-grade wools on the market.

The fifth series of London sales drew out a full attendance of buyers. Merinos were bought up by continental buyers chiefly at an average decline of 5 per cent. In cross-breds. fine-haired parcels ruled fully up to the July purity, but inferior grades were about 5 per cent. lower, and sliped wools, of which there was a liberal supply, were from 5 per cent. to 10 per cent. easier. South African wools sold up to previous quotations with the exception of inferior grades, which ruled about 5 per cent. weaker.

In Australia a quietness reigned, that was not without a suspicion of manipulation on the part of buyers, and some sales were cancelled. There promises, however, to be a big influx of buyers for the series of sales attendant upon the marketing of the new clip. Cable advices from Melbourne state that buyers from all parts were well represented at the October sales. There was a good assortment of wool and the demand was brisk, and quotations ruled fully up to those of the opening sales last season, for all the better class of greasy merinos, but other descriptions showed an average loss of 5 per cent.

Later reports state that broken weather is retarding the clip, and rendering delivery of loads of wool difficult at the country railway stations. The clip, therefore, is coming to hand slowly, and receipts are away below those of last year. It is also said that the previous estimates of the new crop is too large.

The market in Europe has since recovered the slight weakness displayed at the fifth sale, but what will happen when the bulk of the 1906 clip arrives it is impossible to predict. The feeling is gaining ground that the talked-of decline will hardly materialize, and that dealers who have sold below present prices for early delivery in the new year will find themselves caught. The new clip is from two to three weeks late in arriving, and stocks are unusually low in Europe. Buyers who are compelled to come into the market for immediate supplies are paying higher rates than were current three weeks ago, and combed cross-breds can now be purchased at lower rates than the raw wool.

Because of the high price of wool, Canada will have over 1,000,000 lbs. to export. The bulk of this is usually consumed at home, bat the price is so high now that it cannot be profitably used here, and dealers are seeking to market it in England.

Textile Mercury :—Good, sound conditions continue in wools, for, after all, the Alpha and Omega of the whole business is the continuance of a good consumptive trade. If the recent fall in cross-bred values has been made to order, it must (as in the case of merinos) pass away. Go where we will, sound manufacturing conditions prevail. There is briskness everywhere; consequently, the consumption of wool is assured. Users no doubt are justified in trying to get the staple as cheap as possible, but these forward sales seem to many a curse, and are done purposely to precipitate a fall.

A difficult task confronts any man who tries to forecast the future. We do not think fine wools this year (1906) will show a great deal of change either up or down. What is bought of any quality has to be delivered with all possible speed; but users do not seem disposed to buy anything to stock. They are now proposing to hold back until the weight of the Australian new clip comes to market, and then to see how it can be tackled. Our own feeling is that if legitimate trade demands be allowed full play, current prices will be fully maintained. At the same time there are so many financial interests to be preserved, coupled with dear money and the universal desire to buy at less, that we should not be surprised next Spring to see things a trifle less. At the same time consumption is quite equal to absorb every ounce of extra material; and if users will look matters fairly in the face, there should not be a great deal of change. Last year importers tried to "bluff," especially in cross-breds, and were afterwards hurt badly. This should deter them from repeating the process, in which case cross-breds should maintain their position. For the time being a cautious policy seems as if it would pay best in the long run.

Cotton

Generally speaking, an anxious and exciting time has been experienced by those who have had to do with the distribution, manufacture and selling of cotton. The demand for cotton fabrics during 1906 has been immense. They form the only apparel of many millions, not only in Asia, but in other tropical or semi-tropical countries, and there is a steady and constant demand from these quarters of the globe. The revival of trade in Europe, a continued prosperity upon this continent, and more than all the popularity of cotton fabrics, the high price of wool, etc., are all contributory factors.

The year 1905 closed with activity general both in the cotton spinning and weaving industries. Spinners, especially those making fine counts, were exceedingly busy, and yarn prices, particularly those of fine and medium grades, were stiff, and firmly maintained. Raw cotton was fluctuating in price, but had reached an average figure above 12c., and was showing signs of still further advance. Crop estimates for 1905 were still unconfirmed, and, from time to time, the conflicting reports would send the market soaring, or cause a sudden drop, according to whether they favored the bull or the bear interests.

Late in December bank failures in the cotton belt induced freer selling, and there was a decided drop in raw cotton—middlings, at 6.31d spot at Liverpool, and as the month progressed the market ruled easier. Hopes began to be entertained that prices would reach a still lower level. Towards the end of the month ginners reports came to hand, showing that 9,998,111 bales had already been ginned, and confirming those previously-made estimates that placed the crop in the immediate neighborhood of 11,000,000 bales.

The easier price of raw cotton gave a great impetus to trade, and serious complaint of delayed deliveries began to be heard—the demand for cotton goods being decidedly active at the beginning of the year.

Towards the end of February, bull speculators made several attempts to advance prices, but for the time being were hardly successful, though it became increasingly evident that a rise might be expected, in the near future, simply because consumption was so great.

March opened with American cotton lower than at the beginning of the previous month, and the drop resulted in large business. The fall was not, however, reflected in the price of piece goods, as manufacturers were so fully engaged that they were enabled to hold rates. The middle of March saw interest shifting from the crop of 1905 to that of 1906, because of reports of acreage seeded for the new crop. The total supply was estimated in some quarters at 14,077,000 bales, and after deducting 11,600,000 bales for consumption, there would be available 2,470,000 bales, as the visible supply at the mills. Therefore, there was every prospect of an abundant supply of raw cotton.

Spinners, however, were in a position to firmly maintain their prices, and especially in fine counts there was an increasing difficulty in securing deliveries. Manufacturers were fully employed—those who were making specialities being particularly busy. The high price of cotton goods was making trade with the Eastern markets difficult, not because goods were not wanted, but because prices and dates of deliveries were difficult to arrange.

April saw raw cotton again up to 12c., a hardening tendency being evolved by a report of bad weather in various parts of the cotton belt. Buying was moderately free, because of the extensive engagements for the Spring trade, and the encouraging tone of the general demand for manufactured goods.. The movement "into sight" also was smaller than at the same time in 1905, and this feature was not without its effect upon buying.

The final statement of the Census Bureau, showing that 10,778,000 bales of 500 lbs. had been ginned came as a surprise to America, and the market fell off as much as 40 points, but later recovered. This falling off was not reflected in Liverpool, and the rebound in the States established 12c. as the official quotation.

By the end of April an easier feeling manifested itself, and was further strengthened by good reports from the crop centres. The feeling was, however, that cotton prices would be maintained at a fairly high level during the remainder of the season, the governing factors being the strong and healthy tone of the demand, which, it was felt, was of sufficient weight to keep values from dropping abruptly, to any extent.

The end of May saw another decline in raw cotton that was difficult to account for, as an official report of deficient rainfall had just been received. No doubt, however, manipulative influences had been at work. Reports of the crop were conflicting. The Southern Cotton Association estimated the acreage of the new crop at 27,735,870, or an increase of 2.76 per cent. over 1905.

June witnessed an irregular market in the raw staple, with a tendency towards lower values. Early in July a bull report of the Bureau caused the market to advance a few points. It soon eased off, but not to any extent, being upheld by manipulators on both sides of the Atlantic. Increased interest began to develop in the condition of the growing crop, which, according to the most reliable accounts, promised well. Raw cotton remained around 12c., however. Crop estimates of 13,000,000 bales drove values down below 12c., but spinners failed to come into the market freely, as they hoped for still more advantageous terms. Yarns became a little easier to buy, and early deliveries were not so hard to obtain.

The early part of August brought a considerable decline in the States, and also in Liverpool, where futures reached 5.15d. As the new cotton began to arrive in considerable quantities, points became easier to negotiate. Spinners, however, were not pressing for business, and yarn quotations by no means reflected, as a rule, the fall in the raw material. Continued pressure for deliveries against old orders continued, and certain numbers of yarn were difficult to obtain. In Lancashire, it was reported that manufacturers had orders that would keep looms employed for 10 months or a year ahead. Some talk of cancellations was indulged in, but manufacturers were unmoved. By the end of August a decided slump in cotton values had occurred, and, in the opinion of many, the bottom had not yet been reached. The market was a difficult one, and the outlook for the future such as to baffle the closest observer. Crop prospects were exceedingly good, and this feature alone suggested lower prices. Spinners had a fair number of orders behind them, but some signs suggested weakness. Still there was an increasing anxiety for quick delivery on the part of users. The trouble in raw material brought out more inquiries for piece goods, but as prices were difficult to arrange, not much business developed. Some cancellations because of late delivery, were recorded, however.

In the first half of September ginners' reports showed 403,209 bales, as against 469,500 at the same time last year. Neill Bros. gave out that the crop in the Atlantic States was even greater than in the big crop years, a result, by the way, of intensive farming. The belief gained ground that the crop was of big dimensions, and wild talk of 12 or 13 million bales was heard. It was sure that Arkansas, Mississippi, Louisiana and Texas promised an abundant crop. American "middlings" hovered about 5.50d and some brisk selling took place, 12,000 bales changing hands in Liverpool one day.

Up to the last week in September reports of the maturing crop were all that could be desired. It was late, but it was abundant. Stocks in Liverpool were low, but plenty of the staple was expected in the near future. Lancashire expected a large yield, but it was felt that every bale would be needed. Producers of yarns, were in an undoubtedly strong position, and, notwithstanding the many new spindles at work, the production was scarcely enough to meet the demand. Manufacturers had no stocks on hand at the weaving sheds. Pressure for delivery began to show, and spinners who could promise early delivery obtained special prices. The cloth market was exceedingly difficult, and sellers complained that little headway could be made, though there was an extensive inquiry.

Owing to storms and floods, in the latter part of September, and the beginning of October, prices in raw cotton were again pushed up. Markets became irregular and values changed almost every hour. Up to the middle of the first week in October, Lancashire had received 195,000 bales, against 200,100 bales the previous year, and the Continent and Japan 321,000 bales, against 394,000 last year at the same time.

October closed with raw cotton erratic and unsettled. The yarn market, in sympathy, was also unsettled, and only users were buying who must have supplies. Spinners, however, were deeply engaged, and manufacturers were said to be paying premiums for deliveries. In piece goods circles trade was restricted by the fact that prices were not, in the opinion of buyers, in accordance with the values of raw cotton, but as manufacturers in practically all lines were behind in their deliveries, prices of piece goods held firm.

The general tendency was upward and in Lancashire there was some talk of a general stoppage of looms. Spinners got higher rates, and premiums were paid for early deliveries.

In November spot cotton at Liverpool hovered about 5.60d. Spinners bought more freely and covered their sales in yarn from day to day, in futures. The general opinion was that the estimate of 13,000,000 bales was too high, and that 12,000,000 bales would be nearer the mark. Even if the former figure were reached indications pointed use being found for every bale.

The wide-spread activity in factory buildings, not only in Lancashire, but in all manufacturing centres, and the large increase in the number of the world's spindles, speak plainly as to the confidence felt in the future of the industry. Many new mills are finding it difficult to secure hands, and there is a growing scarcity of operatives both in Lancashire and America.

Silk

To understand rightly the silk situation in 1906, and the casuses of present conditions, some little recapitulation must be indulged in. The month of July really opens the silk year, for it is then that the new season's crop begins to influence the market. The producing centres are widely distributed, but the principal ones are Northern Italy and Southern France, in Europe, and Japan and Southern China, in Asia.

The crop of 1901 was a large one, but, as the looms of Europe and America were fully employed, so was the demand. Prices of goods, however, were not exactly satisfactory, and manufacturers complained bitterly of the absence of profits, and, in consequence, raw silk declined during the first part of 1905. Steady consumption continued, which brought stocks down to a low ebb, in both Europe and the East.

April, 1905, prices were low, but buyers held off hoping for even better terms when the new crop came into the market in July and the following months. May and June brought bad news from the most important producing centres ; the weather was reducing both the quality and the quantity of the Italian cocoons; China promised a poor crop, and from Japan also a deficit was advised. The price of cocoons rose 30 per cent. to 36 per cent. in Italy, and 15 per cent. to 20 per cent. in France, and a general rise in raw silk was unavoidable.

Manufacturers unable to obtain more for finished fabrics, and somewhat sceptical also of a shortage, resisted the putting up of prices, but when it became apparent in July that the deficit was real the United States buyers came strongly into the market and pushed prices in Japan much above European quotations. In September, 1905, the American demand slackened, and that market began to show signs of over-production. Stocks began to accumulate in Yohohama, and the Japanese became anxious to turn them into cash. Thus, in spite of the manufacturing activity in Europe, a fall in the price of raw silk developed in Japan that extended to the other markets. A slight improvement took place in December, 1905, owing to better prospects in New York, as well as the steady demand from the European mills, a contributary cause being also the forming of a syndicate in Milan to support the prices of Italian silk.

Stocks in Europe were very light at the beginning of the present year, though somewhat larger in the far East. During the three months ending March, prices for raw silks were not only maintained, but exceeded those of July, 1905, the beginning of the silk year, so much that the average was 10 per cent. higher than that of any of the previous 10 years, showing a gain of nearly 5 per cent. per month since January. This was not the result of any speculation, but was occasioned by active buying to support immediate needs, chiefly by the European manufacturers.

With small stocks in the hands of both producers and manufacturers, and with the requirements of the European industries urgent, prices for raw silks remained firm, the volume of business being restricted by the fact that holders and producers were inclined to advance quotations beyond the limits to which manufacturers, who had small supplies on hand,, would go. Thanks, however, to the activity of manufacturing in Europe, and to the low ebb of stocks, prices not only remained firm, but showed a decided improvement. During the Spring and early Summer labor troubles, notably a series of strikes of weavers of chiffons, tulle, etc., and of packers also, helped to further enhance the cost of production of the finished fabric.

The approach of the new crop made buyers more cautious in their operation, a caution that was necessary, as prices were fully 10 per cent. over those of 1905, and April brought the contraction of business that usually proceeds the marketing of the new crop. Contrary to what usually takes place, this reserve on the part of buyers had hardly any influence upon prices. This was accounted for by the strong statistical position of the raw material, for the crop of 1905-6 had only produced 18,500,000 kilos, against 20,500,000 in 1904-5, and stocks were low everywhere. Prospects for the new crop were also not universally bright, as cold weather had retarded the growth of the leaves in France, and the first Canton crop had also been reduced by unfavorable weather.

The silk crop for 1906 is now assured as a fairly large one, but in spite of the dullness in America, quotations for all kinds of silk remain high. This is partly due to the smallness of available stocks, there being a decided

scarcity of old silk in the market to tide over the waiting time before the new crop becomes freely available.

The crop in France is a little short of that of 1905; but the Italian crop, owing to the good quality of the cocoons, is about 20 per cent. to 25 per cent. better. The yield in the minor centres of Syria, Brutia,, Caucasus, Turkeystan and Persia has been good. The estimated crop in Yokohama is from 95,000 to 100,000 bales, but the big demand from the native weavers will reduce the quantity available for export to from 90,000 to 92,000 bales. The weather has been generally favorable to the Chinese crops, and up to date the average is large—notably so in the case of the fourth crop, which shows 11,000 bales, against 7,000 in 1904, and 4,500 in 1905.

Notwithstanding the fact that the new silk is coming into the market in great abundance, prices in Europe are firmly maintained. In the Far East the market is active, and some sharp rises have taken place. In America silk fabrics can be said to be at present only fairly active, but this decline in piece goods is more than offset by the largely increased demand for other uses. The European mills are fully employed, chiefly in making soft, light makes of silks such as taffeta, chiffon, mousselines, gauzes, tulles, etc. The ribbon manufacturers, both in Europe and the United States, are extremely busy, and the manufacturers of long gloves, silk underwear, hosiery, laces, trimmings, etc., are using enormous quantities of silk. There is also an increasing fondness manifested for fabrics of silk and wool, silk and linen, and silk and cotton.

A disturbing feature that is likely to stiffen prices for the finished fabric is the action of the silk dyers in forming a union that has for its object the obtaining of sufficient profit to cover the advances in labor and raw material.

Flax

Stocks of flax, yarns and cloth were very small when 1906 opened, and spinners and manufacturers were booked far ahead. Prices were high and tending upwards. The state of Russia, it was feared, would have a detrimental effect on the flax supply, as that country is a large producer of coarse and medium grades.

The summer reports of the 1906 flax crop were of a satisfactory nature, as up to date the weather had been fairly favorable, not only in Ireland, but also on the continent, but wet weather in September retarded somewhat the marketing of the new crop.

By the end of October Irish flax was coming forward in fairly large quantities, and was readily bought at firmer prices. There was also a good demand for the Dutch and Belgian product. Irish flax continued to come forward and November saw it in considerable quantities. It was quickly disposed of at good prices. The Russian crop is in good demand for the use of continental and Scotch spinners. Courtrai flax is selling well.

The year 1906 has been an excessively prosperous one for the staple industry of the North of Ireland. At the early part of the year complaint came from the manufacturers that, considering the price of yarn, profits were cut too close. The demand for linens during the year has been so great that manufacturers have been able to even up, and steady advances in values have marked the progress of the year.

So great has been the demand for yarns that spinners have occupied an excessively strong position. They have been over-sold for the greater part of the year, and 1906 is closing with yarns in brisk demand, prices still on the up-grade, and many spinners are contracted away ahead for the whole of 1907. Continental spinners are quite as well employed and yarn rates generally rule higher than those of Belfast.

Notwithstanding the hardening quotations, business goes on increasing, and a gratifying feature is that much of this increase is coming from the colonies. Canada, in particular, is becoming a large buyer. The United States is decidedly Ireland's best customer for all varieties of linen goods. About 52 per cent. of the entire production of Irish linens goes there, each year showing an increase in this direction. Linen lawns, sheer linens, and dress linens in wide widths, form a very large proportion of this business. They are used for waistings, robes, and under-garments. Prices have advanced during the last three months from 10 per cent. to 12 per cent., but this does not seem to have had the slightest effect upon the demand, and at present there are no factories without from three to five months' work ahead.

St. Gall, Switzerland, is becoming a large customer for embroidery linens, and thousands of pieces are being made exclusively for that market. Irish linens are also being sent in increasing quantities to Japan, from whence they are returned embellished with embroidery, etc. There is a very large demand for Irish hand embroidered linens, and in no class of Irish goods are deliveries harder to obtain. A very large development has taken place in the trade in dress linens, great improvements having been made in the class of fabrics produced, and since 1900 the output here has more than trebled. This is a new feature of the linen industry that appears to have gained a firm hold upon the public, and one that, from present appearances, har come to stay.

BACHELORS OF COMMERCE.

The suggestion made by Professor Ashley, of Birmingham, that in every great city there should be an university providing a commercial training, and that "Bachelor of Commerce" should be one of the degrees, has met with considerable favor. It seems to us an excellent notion. The plan would develop and dignify the retail trade and commerce of the nation. It would draw a higher quality of brain and a better class of people, and thus produce better results than are at present achieved. Something of the kind has already been done in America, and in Boston even the public schools teach the girls and boys how they may best fit themselves for commercial life. In commercial life all over the world there is inclined to be an amateurishness, a rawness, an "underdoneness." Young people are not specially fitted for their occupations. They are green and awkward, and there is a want of earnestness and effort among them. These things would be overcome by a little systematic training. But university training alone would not suffice. There must also be apprenticeship, for many things can be learned in the shop that cannot be learned out of it.—Draper's Record.

WOOLLEN MEN AND THE TARIFF.

A deputation of woolen manufacturers, comprising John Dick, P. H. Burton and D. H. McKay, Toronto; E. T. Dufton, Stratford; Joseph Horsefall, Montreal; J. Hewton, Kingston; James Kendry, Peterboro, and S. T. Willett, Chambly, waited upon Sir Wilfrid Laurier and asked that the duty on certain woolen fabrics be restored from 30 to 35 per cent. under the British preference, and for the removal of ambiquities in the description of other tariff items, so as to prevent increases or decreases of duty that were not contemplated.

PRACTICAL—SALESMANSHIP

The Value of Decision Illustrated — Attention to Customers—Over-rating of Goods.

Attentiveness to customers should be instant, in season and out of season, from the moment the customer crosses the threshold of the store until he is out on the street again. There is nothing which customers more invariably resent than indifference on the part of the storekeeper or his clerk. To go into a store and be forced to stand about without being recognized is a kind of treatment which goes against the grain of human nature, and will not be tolerated by the average American. Of course, there are times in almost every store when there is much business to be done in a small time, and it is absolutely necessary to keep several customers waiting. This does not mean, however, that there is any necessity for the proprietor or his assistant to fail to give a pleasant word of greeting to those who are obliged to wait their turn.

It is an easy matter for the storekeeper or the clerk to give a nod of welcome and a word of excuse to those who cannot be immediately served. The customer who has been pleasantly greeted and told that he will receive attention in a few minutes will wait cheerfully, whereas he would leave the store in ill-humor if his presence were entirely ignored. The ability to keep waiting customers in good humor and make them feel that they are not neglected is one of the most valuable qualities a storekeeper or a clerk can possibly possess. Just ordinary courtesy and attentiveness demand very little time, and they are far more valuable than flattery or argument in the sale of goods.

In this connection it should be said that flattery is a very poor crutch for a salesman to lean upon. The average American citizen is generally shrewd enough to detect flattery and invariably resents it. Instant and unfailing attentiveness are worth volumes of flattery in the upbuilding of a good trade, and the salesman who is always promptly attentive to the customer's needs and who does not "slop over" is a trade-getter and trade-keeper of the highest order.

Tell the Truth.

Perhaps it will be thought that a word of caution with regard to the over-representation of goods is entirely superfluous and ungracious. I wish this were the case, but I fear that the observation is not all out of order. Very often the zeal and ambition of the clerk carries him further in this direction than his employer would wish him to go. Again, there are those in the merchandizing business, as in every other business, who allow their desire for gain to impart an elastic quality to their conscience, and who lose sight of the fact that nothing can be more fatal to their final success than misrepresentation, no matter how mild.

As a sheer matter of policy, it is far better for the merchant to understate than to overstate the merits of his goods. When a merchant gains a reputation in his community for never misrepresenting his goods he is on the high road to success. He will command the trade of his neighbors and he will hold it against obstacles.

In selecting his clerks every merchant should give careful consideration to securing those who have tact, pleasing manners, and all that is included in the term "a good personal address." At the same time, it will be well for him to remember that a clerk may have all of these qualities and still be a comparative failure. Many a merchant employing quite a force of clerks has been perplexed by the problems presented by this matter of the personal equation. Here is a clerk, for example, who outclasses all his fellow-workers in personal popularity with customers. His graces of manner attract the patrons of the store to him to a degree which marks him as an exceptional favorite. In spite of this, the totals of his sales from week to week fall below several of his co-laborers at the counter. He puts in as many hours as they do and works as diligently as they. Here, on the face of things, is a clear contradiction which is decidedly puzzling to the merchant. What is the difficulty?

In nearly all cases of this kind, and they are so numerous as to be almost general, I believe the cause of the trouble lies in the fact that the popular clerk, who has decidedly the lead over all his fellows, lacks in decision. Not long ago I saw an interview on this very subject in which the superintendent of one of the big State street retail stores, in Chicago, hit the nail squarely on the head as far as this point is concerned. He related how he had been puzzled to reconcile the fact that the most popular clerk in the fancy dress-goods department took about third rank, so far as the volume of his sales was concerned. The young man had a decided charm of manner which naturally attracted customers to him, and it was apparent to the management that this clerk had practically first call on a large percentage of the customers who came to the department to buy.

At last the superintendent decided to give his personal attention to the solution of this very interesting and practical riddle. To this end he stationed himself near the fancy dress goods counter and began to watch the young man at his work. A young matron came down the aisle, passed a clerk who was at liberty to wait on her, and went direct to the young man in question. It so happened that the superintendent was acquainted with the woman, and knew, from having waited on her himself before promoted to an executive position, that she was not especially difficult to please.

The Fatal Fault.

She handed the clerk a sample of goods of which she was having a skirt made, and told him she wished to get the material for a waist which would be appropriate to wear with the skirt. He looked at the sample, turned around to the shelves and started to take out a bolt of goods, hesitated, went to another, and then to still another. Then he drew out two or three bolts, looked at them and finally shoved them back into place. After making several false motions of this kind, he at length returned to the first bolt of goods which his hand had touched, drew it out and displayed it on the counter.

To the keen eyes of the watchful superintendent it was apparent that the indecision of the clerk had communicated itself to his customer, and, after examining the goods in a somewhat indifferent way, she asked if he had not something else more attractive. Then he took down the bolts which he had glanced at in his hesitating

pilgrimage along the shelves, showed them to his customer and discussed with her their relative merits. Still, she was apparently unsatisfied, and he once more ranged the shelves and brought down other patterns. There was more conversation and further comparison of goods, and for the third time he turned about and began to forage in a somewhat hopeless and hesitating way along the shelves.

More than once the customer seemed to be on the very point of decision, but finally she offered an apology, and, saying that she would come again, she left the counter without buying.

In the meantime, the clerk whom she has passed by had waited upon three customers and sold to every one of them. His manner of work was this : He gave very careful attention to the description of the goods wanted by his customer, and in each case asked one or two questions to bring out more clearly the desires of his patron. But in each instance after he had learned this he turned round and his hand went unhesitatingly to just the right goods. There was decision in his manner, and he placed the bolt of cloth upon the counter with the remark : "I think this is just what you wish." The watchful eye of the superintendent had taken in his movements as well as those of the popular clerk, and he was convinced of two things : first, that the taste or judgment of the clerk who made the three sales was no better than that of the popular clerk who failed to make his sales; second, that the decision with which the less popular clerk acted was the secret of his success.

The conclusion of this superintendent were, to my mind, entirely correct. He found out why the man who attracted the fewer customers was able to make the greater number of sales. Incidentally it may be added that the popular clerk remained at the fancy dress goods counter while the other was promoted to the head of the department.

Time and again, in my own experience, I have seen this incident paralleled. The gift of closing a bargain is by no means a common one, and it is left out of the composition of many clerks who are otherwise well equipped. And right here it should be added that without this gift all others are of no avail. No matter how skillfully the negotiations may be conducted up to the "sticking point," unless they go beyond that point they are useless. Though indecision on the part of the salesman is the besetting sin which generally causes his failure, there are other elements which contribute to this undesirable end.

One of these is the inability to shut out other matters from the conversation of the moment. Only the unskillful salesman will allow his customer to drag him into general conversation when he is actively engaged in displaying goods and attempting to get his patron's decision. This does not mean that it is not wise to chat pleasantly with customers about social and personal matters, but it does mean that this should not be done when once the business of selling is really in hand. Anything that distracts the mind of the customer from the vital point at issue is always to be avoided. Let all the "visiting" be done before the display of goods has begun.

Before leaving the subject of what the storekeeper should consider in the selection of his help, let me say that, as a general thing, the employment of relatives is to be avoided. It is not an over-statement of the case, I think, to say that traveling salesmen are well agreed upon the fact that when they find a storekeeper whose force is made up of his sons, daughters, nieces and nephews, he is considered as struggling under a distinct handicap, and his progress is watched with especial care. This is, perhaps, only another way of saying that the man who selects his assistants because they are relatives is not at liberty to make the selection on the broader line of their real qualifications for the work in hand.—S. P. Higinbotham, in Saturday Evening Post.

Footwear in a Dry Goods Store

Footwear is the only article of ladies' attire that is not generally carried by dry goods stores, although we have lately visited several which do a very nice business in this line. With capable management such a department should have some advantages over the exclusive store.

Department stores have been giving great attention to the boot and shoe section. In most cases it is now considered an important and profitable branch. When large manufactories give them sole agencies and continue them year after year, they must be satisfied with the amount of business done. Some large stores, catering only to ladies have a flourishing footwear trade, the stock being turned many times each year.

It is realized that this section requires skilful handling, as the various sizes, widths and styles make it difficult to choose stock. A manager, therefore, should devote himself to a close study of his customers. A want book would be indispensible.

A lady goes to a dry goods store for the other articles of apparel ; there seems no reason why her patronage could not be attracted to a first-class footwear department. It would recommend itself first from the standpoint of convenience, and with the right goods and proper services an effective bid could be made for all her trade. A store not carrying men's boots aad shoes should never fail to have a select stock of men's slippers. These are articles, which, apparently, the ladies deem it their perogative to purchase for the men of their household.

G. E. Fraser Sons, Picton, are a dry goods firm conducting a large and profitable shoe department.

The High Prices.

Prices at present are very high, but in many places where an attempt is being made to establish a trade retailers hesitate to advance. They carry a good stock, and when prices jump they still hold their original price and instruct the manufacturer to keep up the quality under any circumstances.

Felt lines have not been selling well, and as they cannot be carried over, retailers are reluctantly compelled to sell them at a sacrifice. This year ladies' gaiters are selling remarkably well, and they are shown in all shades to match the costumes, and in all lengths.

Manufacturers are face to face with what they consider to be a very serious problem of supplying the demand. Some factories are over-burdened with orders and there is a shortage of skilled labor. The price of shoe stock was never higher, and the demand for better quality of boots and shoes has greatly increased. Hides that last year were bought at three cents have now advanced to thirteen cents. Sole leather has advanced greatly in price, and a shortage is reported. Calf has also advanced, but kid remains steady although high.

TIMELY TOPICS

A Single System Which Saves Money—How Exaggeration Lost a Sale - Care in Writing Orders.

It is undoubtedly the best policy for a merchant to understate rather than overstate values. If the customer is not sufficient judge to see at the time that there is a tendency to exaggeration, the quality of the goods will reveal itself later on, and a feeling of distrust toward the store at which the purchase was made is inevitable. Generally customers know qualities, and whether they do so or not it is the wise merchant who always assumes that they do, and acts accordingly.

We stood in the leading dry goods store of a fair-sized town not long ago, when a customer, to all appearances a farmer, came in to purchase some underwear. A salesman took charge of him at once, and spent a good deal of time trying to sell a more expensive article than he wanted, which was a gross error of judgment. If a customer states decidedly that he desires a certain grade of goods, that is what he expects to be shown first. It is good policy sometimes for the salesman to then introduce a better grade and invite comparison, but never in an insistent way. We have yet to see a customer who could be forced into a purchase.

Among other things the salesman mentioned above said: "Now this underwear will last you eight times as long as any other that you can buy anywhere for the same money." The customer looked first as though he wanted to laugh at the ridiculous statement, and then, perhaps, the thought occurred to him that he must have been sized up as a man of poor intelligence. At any rate he froze right up and, saying that he "might come in another day," went out.

We met this same man at a store down the street a few minutes later. He was looking at underwear, and it didn't take him long to pick out what he wanted.

There is a good moral in this for some merchants.

* * *

A dry goods man in one of the larger Ontario towns found that his clerks often made mistakes in their checks, generally in the way of addition, and continued to do so despite his request that they exercise more care. He increased the salary of the young lady who kept his books, and in addition to her regular duties she was to quickly run over every check just as soon as it came to the office. This could always be done before a customer was away from the counter. Many errors were detected and adjusted. The merchant was able to pay his book keeper $5 a week extra and have a good surplus besides out of the money which this system saved him. He has continued it for several years.

* * *

We hear complaints from a number of wholesalers that retailers in sending in letter orders are sometimes very indefinite in their description of goods. Some of them are even careless, and the result is that they cause a great deal of inconvenience to the man handling their orders, and run the risk of shipments not arriving just when wanted. It is an easy matter to remedy. In writing an order the merchant should ask himself: "Have I made everything so clear that there is no chance of a mistake." Sometimes a description which is thoroughly comprehensible to himself may not be so to the wholesale house.

* * *

We have made reference before now to the advantages accruing to a store through the steady method of merchandizing. One of the best of concrete examples came to our notice a short time ago. In a small city an old-established store does a large business and makes no fuss about it. Progressive methods are employed, but care is taken to avoid anything that approaches sensationalism. For years it has gone steadily along dispensing good goods at fair prices, and accumulating profits and a reputation for reliability. The latter is now its greatest advertisement, and, consequently, a very valuable asset. The proprietor is getting up in years, and he may look back over a business career covered with honor, both in the eyes of his customers and competitors. The latter spoke of him to The Review as a successful man of fine principles.

PETERBORO FIRM ENLARGED.

The old-established business now being carried on in Peterboro by R. Fair & Co., will, after February 1, be conducted by Robert Fair & Co., Limited, with a capital of $75,000. Mr. Fair, who will be President and Managing Director, is taking in with him George R. Browning, who has been associated with the business for four years, and J. F. Moore, recently of Napanee. The Peterboro papers each give a couple of columns of space to the announcement of this change.

MERCHANTS AND BAZAARS.

"Although I am in sympathy with the laudable purposes for which church bazaars are held," said a merchant the other day, "I cannot help thinking that they are an injury to the general trade of this city, and that they ought to be restricted to a certain extent. Each bazaar realizes at least three or four hundred dollars, and half of that sum, at any rate, is made directly from goods which the different stores donate. Scarcely a day goes by now but I have perhaps as many as three ladies ask me to contribute to a church bazaar. I give them a blanket, a quilt or some other article, which they take and sell in competition with me.

"It is true that it would be difficult do do away with bazaars, but I think if the merchants could get together and form a mutual protective association and decline donations of any kind, or else agree to give a cash subscription, it would be a move in the right direction. It is impossible for one merchant to do anything alone, for if he refuses and others do not, he is likely to lose the trade of the ladies interested in the undertaking."

The Review has stated its views on this matter before now. Merchants, as merchants, should absolutely decline to make contributions of any kind or description, but should insist upon being accorded the same privilege of independent judgment as private citizens, without prejudice to their business interests. This has been done in some places with good results. A merchant's association furnishes the best medium for bringing it about.

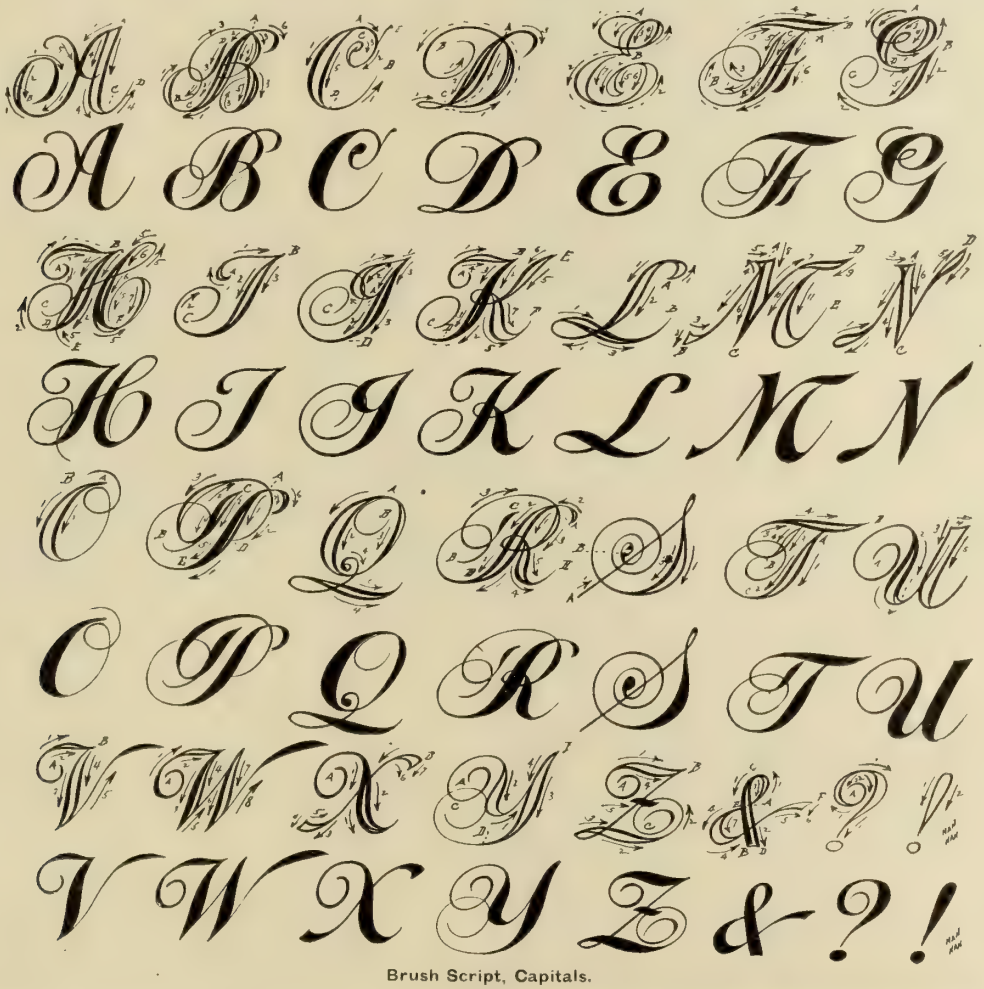
SHOW CARD WRITING

BY CRAFTSMAN.

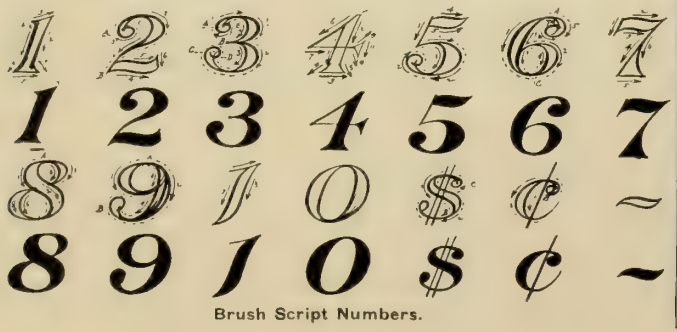
(Continued from December Number.)

Brush Script.

Brush script letters are mostly used on show cards when they are larger than any letters that can be made with the stub pens. Very few card writers can do this work with any degree of perfection until they have had much practice, but, this art once acquired, these letters in combination with script scrolls, present a work of beauty. The first illustration (Fig. 1) will be found an excellent example of brush script, executed on a grey card with white ink and shaded with black. The rapidity with which they were formed in no manner mars their beauty or the symmetry of the slant.



Brush Script, Capitals.



Brush Script Numbers.

The second illustration (Fig. 2) represents a fine example of brush script scrolls. The scrolls, though the simplest in construction, are the most difficult to execute properly. Only the simplest of the lines, such as are used to construct Fig. 30, need ever be used on show cards. These strokes must be made just as you would make shaded script letters with an ordinary pen. A light sweep of the free brush, a gradual, gentle, and then intensified pressure as you approach the thickened cen-



Fig. 2—Script Brush Scrolls.

tre of the curve, a gradual lessening of the pressure, and the faintest possible touch of the extreme point of the brush as you raise it from the card, and the stroke is completed.

Practice these very often and you will soon find that

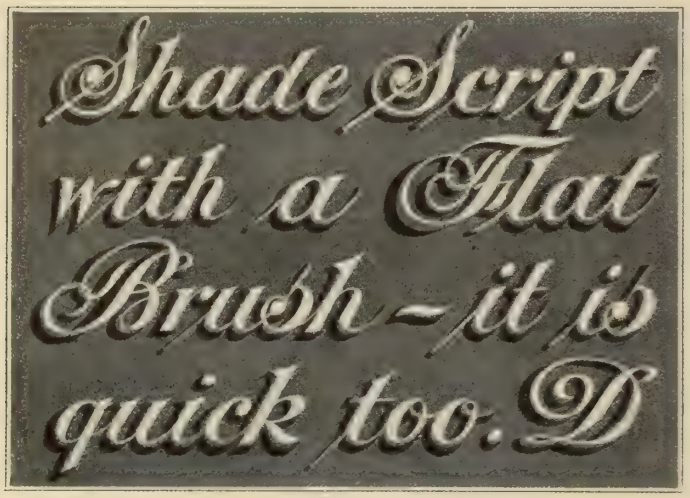


Fig. 1—Shaded Script.

you can master any of them and make many others of perhaps greater beauty.

Brush Script, Lower Case.

The lower case letters are comparatively easy to write. The brush should be held exactly as in Fig. 11 of December article, the little finger resting very lightly on the paper. A glance at the outlines of the lower case letters herewith illustrated (Fig. 3) will reveal the delicacy and rapidity of the brush strokes. The curved



Executed with the Air Brush.

strokes on S, G, and Y can only be written properly if done rapidly.

Brush Script, Capitals.

The more simple forms of script, when writing capitals with a brush, look too primitive on a show card, and those with curved lines, as shown here, are needed to form a suitable contrast with the lower case letters. The larger you practice these letters the more readily you can write them.

Make 3-inch squares for your first practice, and write the letters at first with a lead pencil, being sure to write them entirely free hand, and resting on your pencil point so lightly that the pencil marks can scarcely be seen after you have made the letter. Now take your No. 5 brush and practice outlining the letter F. Stroke 1, from A to B, gives you the stem stroke for many other letters. Stroke 3, from C to D, teaches you another important sweep of the brush, which is also part of many of the other letters.

Arm and finger movements, with the lightest possible touch of your fingers on the paper and on your brush point, are what you must practice. When you can do this—and it will take you some time—then make every letter entirely freehand. Do the same with your No. 7 and No. 11 brushes. When using the latter, make your letters six inches high.

(Continued in February.)

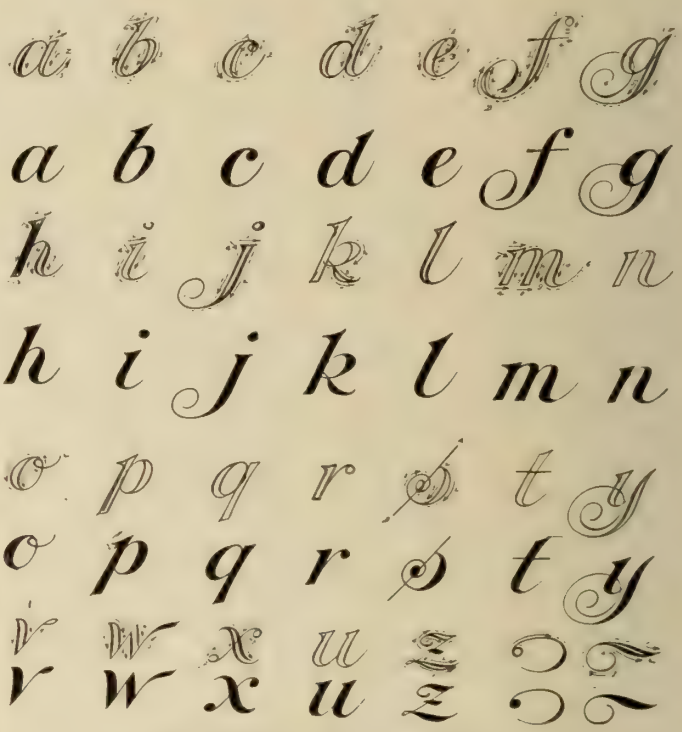


Fig. 3.—Brush Script, Lower Case

UP-TO-DATE IDEAS IN SHOW CARDS.

We reproduce in this department a group of show cards made by T. E. Weaver for the department store of Crowell's, Limited, Sydney. The work was all done freehand with Nos. 1, 2 and 3 red sable brushes. A couple of original ideas, dealing with topics outside the mercantile field, are included. The merits of the various cards speak for themselves.

The use of fashion cuts, pasted on the cards, is well illustrated. This idea is effective as well as ornamental.

The Review invites other card writers to send in samples of their work, the actual cards, or, as in this case, a photograph showing a group of them.

The wages of about 15,000 operatives in cotton mills in Southern New England and Western Massachusetts were advanced at least 7½ per cent. last month.

EARNINGS OF A MAIL ORDER HOUSE.

An official of Sears, Roebuck & Co., the big mail order house at Chicago, said recently: "Our gross earnings this year will be considerably more than $54,000,000 and the increase over last year will be more than 33 1-3 per cent. Profits have increased not in such a ratio during the year, but they are entirely satisfactory. Enough will be earned over and above dividends on the preferred stock to provide a surplus that will permit the payment of dividends on the common stock in a few months."

ANOTHER COTTON COMPANY.

Cotton mills will be built at Shawinigan Falls, Que., by the North America Cotton Co., recently organized with a capital of $2,000,000 preferred, and $1,000,000 common stock. The Dominion Textile Company will hold the controlling interest. They found it necessary to form this new company, because they are prevented, by the charter, from increasing their capital beyond $10,000,000. It is reported that a staff of 1,800 hands will be employed. Power can be procured from Shawinigan Falls. Valuable concessions have been arranged for from the town, and it is expected that the whole project will be completed by the Fall of 1907.

LEFT $300,000 TO EMPLOYES.

The distribution of $300,000 left by the late Marshall Field to over two hundred of his employes, who had served the firm long and faithfully, has been completed. To all who had been in his employ over twenty-five years $100,000 was left, divided in amounts ranging from $250 to $1,000, according to the terms of the will:—"I desire that such distribution shall be made among those most in need of aid, but having regard nevertheless to the length of service of the several distributees, and their faithfulness and zeal."

In addition to this fund of $100,000, Mr. Field left to his private secretary, Arthur B. Jones, $100,000; to James Simpson, assistant manager, $50,000; to Edward Nevers, an old-time employe of the wholesale house, $10,000; to A. H. Hawxhurst, for years insurance manager of the firm, and to Chapin A. Day, a confidential clerk, each $10,000; to R. M. Hitchcock, head of the wholesale shipping room, $5,000, and to Richard Maher, a driver, $3,000.



Show Cards Made by T. E. Weaver for the Department Store of Crowell's Limited, Sydney

"THE HANNAN STORES."

A Dominion charter has been granted "The Hannan Stores, Limited," with headquarters at Montreal, and capital stock of $100,000, divided into $100 shares. The incorporators are John J. Hannan, merchant, Montreal; Lawrence Hannan, merchant, of Danville; Henry Marks, manager; Francois A. Revol, manager, and Henry J. Elliott, advocate, of Montreal. The objects of the company are to manufacture articles of every description and kind, made of cotton, wool, silk or other material, and import, buy and sell any and all goods of a similar class, and generally carry on, in Canada, the business of general merchants, in such articles; to take over the business carried on in Montreal by John J. Hannan, as merchant and dealer in men's furnishings.

What is Your Book-Keeper's Time Worth?

BUSINESS SYSTEMS LIMITED
SYSTEM THE SECRET OF SUCCESS
TORONTO

Is your ledger arranged on any special system?

Ten minutes wasted six times a day looking for an account means a daily loss of one hour. On a ten hour day, this means a loss of a month a year.

And your book-keeper has more than six accounts a day to look up.

Can you afford it?

* * * * * *

Business Systems ledgers are all built on the loose-leaf principle.

Business Systems make your ledger accounts run alphabetically; if an account runs over the space you gave it, you merely drop in another leaf.

Business Systems loose-leaf ledgers open perfectly flat and give a level writing surface.

Write us today for full particulars.



This will not obligate you in any way and will enable us to tell you exactly how Business Systems may be most economically applied to your accounting department.

BUSINESS SYSTEMS
LIMITED
83 SPADINA AVE.
TORONTO, CANADA



?

Why do the most successful merchants in the country use our

Life Model

WAX FIGURES?

Because they add such a wonderful charm to

STORE DISPLAY

A. S. RICHARDSON
MANUFACTURER
62 Hayter Street, - Toronto
and 40 Victoria Sq., MONTREAL

WE CAN SUPPLY ALL YOU NEED IN
STORE DISPLAY FIXTURES



WE ORIGINATE,

manufacture and promptly supply everything we advertise.

As the oldest, largest and only complete house in the display form and fixture line, we are in a position to do this. **Our Cuts** are made from **Our Goods.** Originality is a rare quality and in this respect we are unique.

Write for particulars of our new form models for 1906

Catalogue Mailed upon Application.

J. R. Palmenberg's Sons

Suit Form No. 60 P.

FACTORY 89-97 W. Third St.
710 BROADWAY, **NEW YORK, U.S.A.**
(ESTABLISHED OVER 50 YEARS)

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

SPRING DISPLAYS.

The Christmas display having ended, February sales are next in order, and then comes that oft-repeated question the window trimmer has to ask himself: "What am I going to do about the trims of Spring goods." Each year it seems to be a harder problem to solve. The trimmer who is wise will look ahead and have some kind of an idea of what he is going to do to make his displays attractive. During this month and February, trade is generally a little languid, and this is the time to get to work and plan out the trims of the new Spring goods.



No. 1.—Dressed by H. Robinson for R. McKay & Co., Hamilton.

Lay Plans Ahead.

In past articles in these columns The Review has presented some excellent ideas in backgrounds, fixtures, etc., that are right up to date, and in keeping with the new methods of display. Perhaps, Mr. Trimmer, you have not studied these or given them the consideration you might have. Why not look up the back numbers (you should keep every copy for reference) and see if there are not a few draping fixtures you could have made now that,you are not so rushed. Perhaps from the different ideas shown in former numbers of The Review, you could find an appropriate setting that you could be working on in the dull weeks ahead, that would be "something different" from what you have had, and something that would command comment and bring good results as well. As a rule most trimmers leave everything until the last minute and keep putting off from time to time any fixed plan or idea of what would be proper. This is a big mistake, as half the labor and expense can be saved by "taking time by the forelock" and planing out a scheme weeks in advance.

Suggestions for Spring Windows.

To come back to the suggestions for Spring, The Review offers the following: As there is nothing more appropriate than foliage, flowers and blossoms for working up backgrounds with, we can suggest nothing better than schemes made up with copies of Nature's own conceptions. Flowers, buds and foliage will be greatly in evidence in the windows of the large American houses. All kinds of ideas can be conceived with these vines, sprays, etc.—they are on the market now—used in conjunction with the new Spring goods. These are not expensive and we will be pleased to give any of our readers information as to where they can be purchased, and the cost of any flower or vine desired. The ivy, which is one of the first of Nature's family to show its lovely plumage in the Spring, might be used in schemes of background works. The "morning

glory" vine is also very suggestive. These vines are made in yard lengths and blend themselves admirably to displays of Spring goods. We submit a rough sketch of a backing appropriate for dress goods, millinery, shoes, furnishings, etc. The following description explains it: The idea is suitable to a window about 15 to 20 feet long and about 6 or 7 feet deep. The design borders slightly on the "Art Nouveau" and it would be easily constructed as it simply consists of three pieces of framework, one for the back and one for each end. As regards a color scheme, the frames could be pleated with some light material, sateen or silkoline (plain) or stretched on tightly. The best covering, however, for all similar ideas is felt. This would be cheaper and would look better than the sateen. On the extreme back of window use a plain curtain net or a pretty Madras muslin hung straight down from a rod. The back frame should be placed about 3 or 4 inches from this curtain. In the openings of the frames hang the ivy or morning glory vine, (morning glory preferred on account of the purple and pink blooms on it) and the intervening space from ends of the vine to the floor could be filled up with a curtain, say a pretty cream or green sateen or silk, hung on a brass or wooden rod. The design is merely intended to convey a simple and effective idea of what could be done with comparatively a small outlay. While this sketch is made at random, there are many ideas in it that any trimmer can take and adopt to suit his own idea, and conditions in his windows.

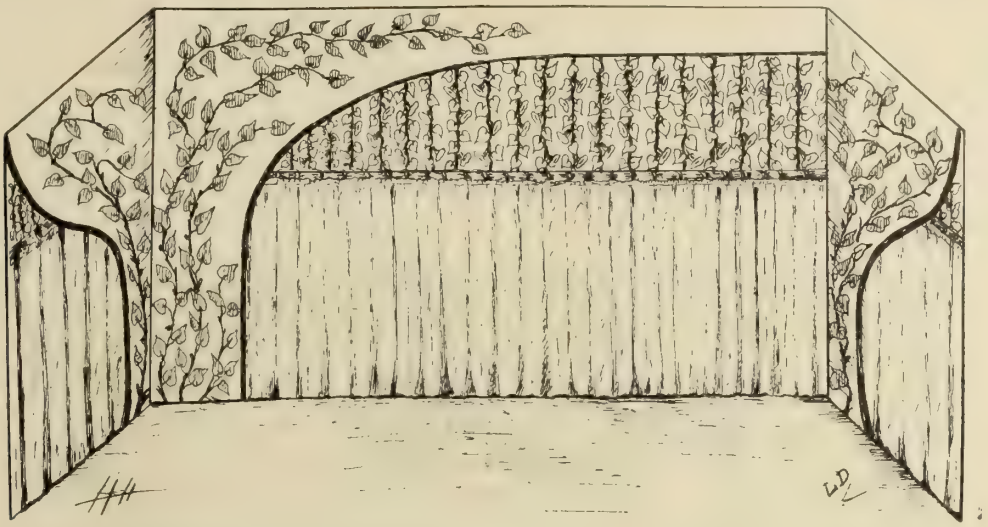
Windows in American Cities

In New York the tendency in the matter of display is toward what is called artistic simplicity. As a rule the windows are very plain, but the goods are of the highest quality. The window interiors are mostly finished in mahogany, with plain panelling. The window trimmers rely on the beautiful goods they have to show as the sole attraction. Displays of costumes, millinery, dress goods and silks predominate in the big department stores. There is a very noticeable similarity in all the windows in New York, as regards backgrounds. As stated before, they are nearly all made of mahogany. As a change they all (or nearly all) use green silk plush curtains hung on heavy brass rods across the whole length of the back of



No. 2.—Dressed by H. Robinson for R. McKay & Co, Hamilton

the window. Even at Xmas. there is very little change from the every-day idea of dressing. The trims of small-



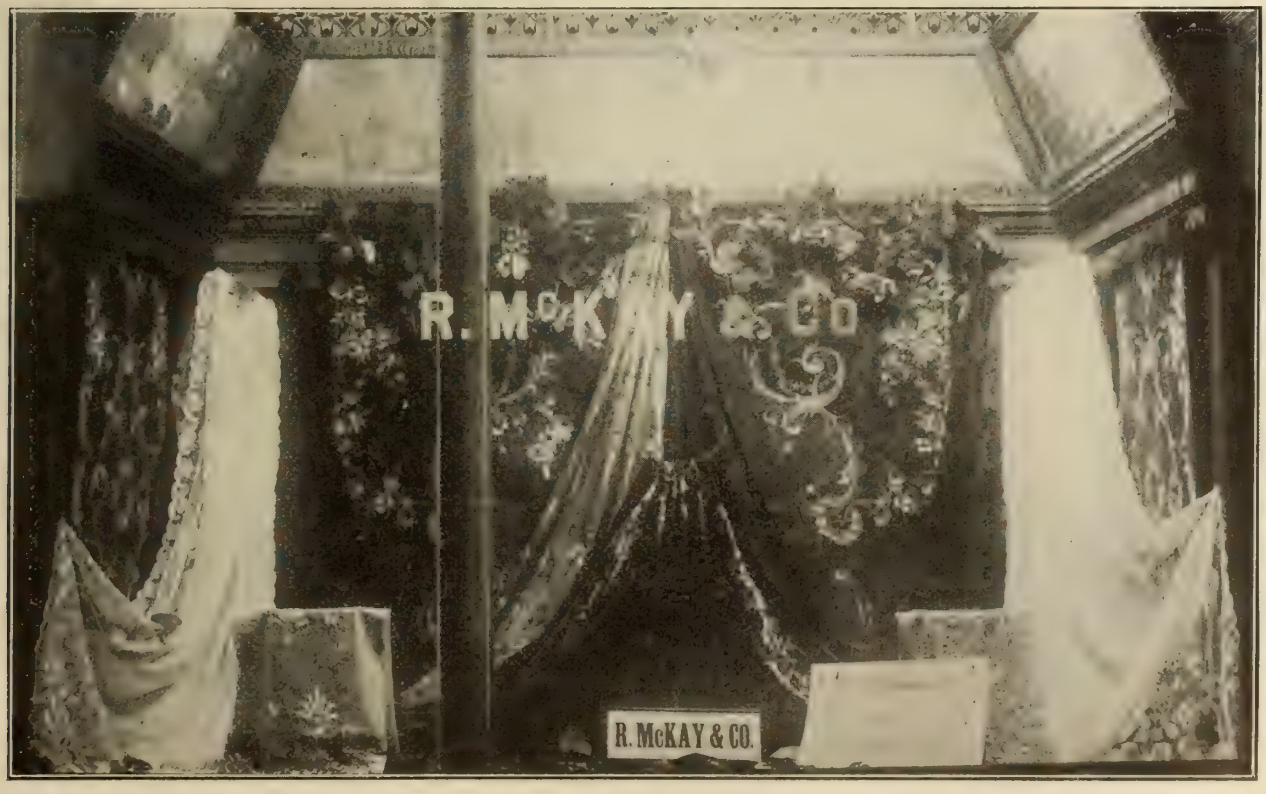
Background Suggestion for Spring Opening Window. Suitable for any class of goods and most windows.

er articles, such as shoes, gloves, hosiery, etc., are shown on pedestals and glass shelves. Everything is generally on a very plain, neat, dignified style of dressing. Very few goods are shown at a time. Three or four pieces of dress goods well spread out usually constitute a dress goods display in a large window.

In Chicago may be seen more elaborate settings, as regards backgrounds and the accessories to the displays. While the window backs in New York are mostly of mahogany, Chicago windows all have mirrors. These run to a height of about seven feet and have a cornice of mahogany along the top. All the big stores in Chicago are on the one street (State street) and you can almost go out of the entrance of one big store right into that of the next. The window displays in Chicago do not bear the similarity to each other that those in New York do and it is the sight of a lifetime to see the State street windows at night. Almost one long mass of beautiful displays, elegantly illuminated, run as far as the eye can see. From a window trimmer's standpoint, it is a spectacle that is not soon forgotten.

CRITICISM OF WINDOWS.

If you have a photograph of a display that you would like criticized, send it along and we will have expert opinion on it, and give you the good and bad points in connection with it.



No. 3.—Dressed by H. ROBINSON for R. McKay & Co., Hamilton.

Cash Prizes For Displays

The Review Offers $15, $12, and $8 for the Best Christmas Window Trims.

As The Review is desirous of making the pages devoted to talks regarding window dressing as interesting as possible for its readers, we solicit the co-operation of all who are interested in this subject. If you have an idea that you think a good one, why not let us have it? There is nothing like an interchange of ideas. If you have a new idea in a dress goods, silk or muslin drape; if you have a new idea in a fixture, a good background or anything that you think of interest to anyone else, don't hesitate to let us have it, and in return you will get ideas of others that you may be able to turn to profit in your own house.

We have made an announcement of a Christmas window dressing contest. Cash prizes of $15, $12 and $8 will be presented, and, further, for every window outside of the prize winners that we reproduce—and the number will not be small—we will pay the sum of $5.

Photos must reach us on or before February 1, 1907, and the contest is open to every window trimmer in Canada, except those of the Simpson and Eaton stores, Toronto. They are barred on account of the great advantage which their extensive facilities would give them. Full description of windows must be given in each case—materials used, fixtures, etc.



No. 4.—Dressed by H. Robinson for R. McKay & Co., Hamilton

Value of Interior Decoration

By H. Robinson

Much has been said of the value of attractive window trimming, which we all know is the cheapest and best advertisement a merchant can have; but too little attention is paid to interior decorations. Very often the interior of a store fails to support the claims and promises made for it by the advertisements and window displays I believe that a special attraction inside attracts many

people who have never been in before. First impressions count for a great deal; at least the first impression a visitor receives upon entering a store often determines whether or not that visitor will become a customer. To be sure she may not buy anything then, but it gets her started in the store's direction. It introduces her in a pleasant manner to the interior of the store and the merchandise. Through this introduction she may buy later



H. ROBINSON

on, so the merchant who sees that his place of business is bright and attractive is bound to reap a substantial reward in patronage.

* * *

It is not necessary to go to any great expense, although some of the large firms in New York and Chicago spend enormous amounts in interior displays. A store of any pretentions will do well to greet the people of its town with decorations of some sort which are in keeping with the season. For a spring opening display what is a more appropriate decoration than to have your store transformed into an orchard, as it were, by using small trees in blossom, or when you have pillars on the ground floor, making apple trees out of the pillars by covering them with bark and wiring on natural branches any size you wish, which have been covered with artificial blossoms and leaves. You can even have the scent of the blossoms by spraying on apple blossom perfume.

* * *

Many pretty ledge trims can be arranged in different ways with the use of blossoms and foliage

* * *

Where you have a centre space in the store, a good idea for Spring is a fountain which can be made in size according to the space you have. This fountain can be made very attractive banked up on the outside with rocks, moss, flowers, etc. Have gold fish, pond lilies and ducklings, etc., in the water. The fountain can be made so as to have a large palm tree in the centre. This idea, if properly carried out, makes a very attractive centre-piece for interior or window decoration.

* * *

Revolving figures showing off costumes form another feature worth considering, which by the use of fan motors can easily be constructed. Statuary as it is now offered in its cheapened composition, and attractiveness equal to the genuine terra cotta productions, offers another suggestion that abounds in artistic decorative help. Palms (natural prepared) are now used very extensively for summer decorations. They are the original leaf perpetuated by a chemical process. The sap, growth and life are arrested, every other detail of the live plant, as well as the fresh, life-like appearance, being retained, and in many instances a detection of difference is utterly impossible. Electric lights in strings with bulbs about 18 inches apart can be used in many ways to great advantage for decorating arches, booths, ledges, etc., etc. The bare wires can be covered with artificial vine or leaves and fireproof shades for the bulbs made of leaves, flowers or paper.

* * *

For Fall displays Autumn foliage, maple leaves, natural grape vines and artificial leaves and bunches of grapes can be used in hundreds of different ways.

* * *

In many cases it is impracticable to have expert help to take charge of this work exclusively, for in the majority of cases it only needs a little suggestion to start somebody's head a working. There is always someone in the store's force who has a liking for the work, who would appreciate an opportunity to carry out ideas in mind. Besides a suggestion to go ahead, a little encouragement and friendly criticism will have a beneficial effect on the work.

Some New Drapes

We present in our illustrations some new drapes that are original and easily constructed. The fixture on which drape Fig. A. is made is new and was designed for Simpson's (Toronto) and has not been used elsewhere as yet. It is made somewhat after the "mission" idea, so

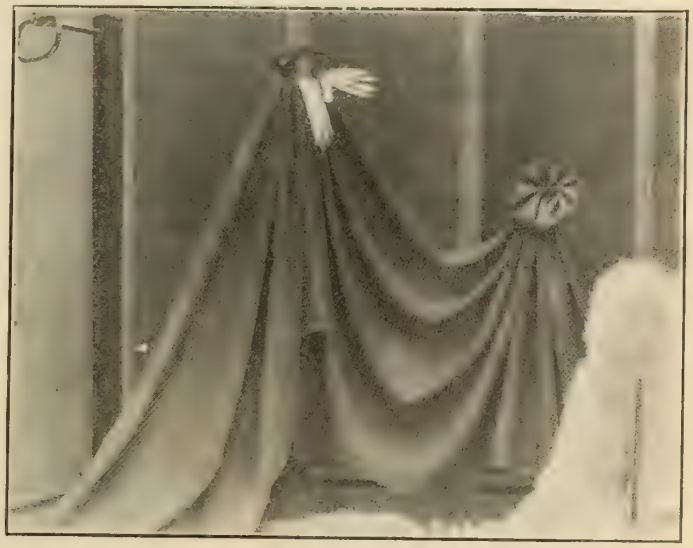


FIG. A.

popular with the leading houses just now. It consists merely of an upright strip about 32 ins. square, on a heavy base and a drapery ring, finished in old iron or brass, attached to top. The drapes explain themsleves, and any experienced trimmer can see the idea at once. A great many drapery designs can be made on this fix-

ture. It may be made in two heights, say 4 feet or 6 feet. It adapts itself readily to displays of lace curtains, upholstery goods, wash goods, flannels, embroideries, laces, etc. We recommend this as something entirely different from the average idea and its cost is very small. The ring can be purchased for about 60c in iron, and the brass, gun metal, nickel, or antique-finished kind, for

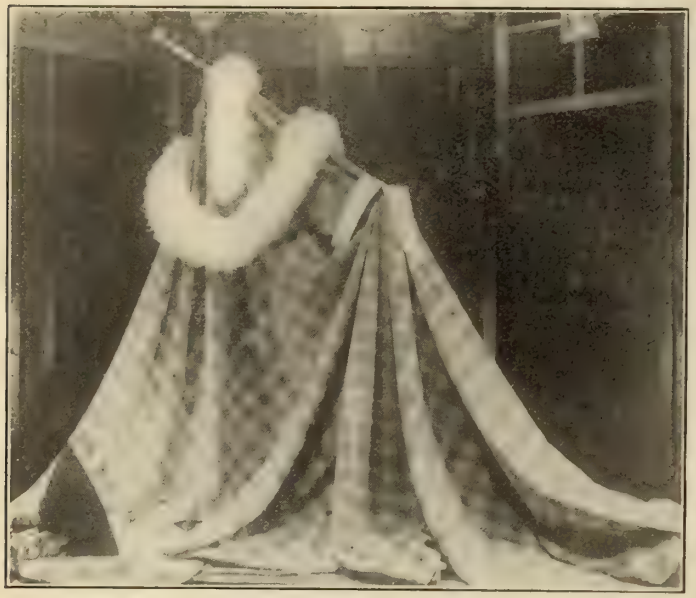


FIG. B.

about $1.00. When one considers the many displays in which it can be used its cost is certainly small.

Drape Fig. B., is an entirely new conception, and is called the "Umbrella" drape. An umbrella is fastened to an upright on an angle and the goods are thrown carelessly over it. With these stands in two heights a very creditable trim of dress goods can be arranged. The same idea can be used for trims of men's tweeds, by substituting a cane or a man's umbrella for the ladies umbrella (see illustration).

Each month The Review will endeavor to give one or more good ideas similar to these and we ask our readers to send us any photos or sketches of drapes that they have invented. Perhaps you can improve on some of those shown on these pages from time to time. Let us have your ideas in exchange for what we can give you and by so doing you will be helping us to create a great interest among our Canadian window dressers, which will result ultimately in the advancement in display work of all concerned.

H. ROBINSON'S WINDOW.

No. 1 shows silks, dress goods and trimmings. The background was the same as in all the windows for the Fall opening. The framework was made of 1-2 in. pine lumber, and after complete, was veneered with what is called oak fibre veneer, which made a very rich finish and gave the appearance of antique oak.

The design in upper background was a freize paper pasted on cotton, and a frame made of pine strip and veneered with oak fibre.

The lower background was dark red velour plush, pleated on. This made a good, permanent background for any display. Yellow chrysanthemums and prepared asparagus fern, artificial grapes and leaves were used to trim background. Strings of small electric lights, 1 candle power, with shades of grapes and leaves were also used.

The floor of window was covered with a plain green carpet. Along with the silks, dress goods and trimmings was a Paris gown.

This scheme of decoration was carried out in all the windows for Fall opening.

No. 2 was a millinery window, showing five hats and a Paris gown. No. 4 may be described in the same way.

No. 3 was a carpet and housefurnishings window. It needs no description. The decorative idea was the same as in the others.

EVENING FABRIC DRAPE.

This is intended for showing evening fabrics, such as chiffon, voiles, eoliennes, marquisettes, etc., but would also be splendidly adaptable to the displaying of high class washing materials. The diagram shows the fixture, which is only another form of the half-circle idea so much used lately. A piece of silk plush or other material is first arranged over the stand as a backing for the all-over lace or net. The manner in which the rest of the draping is accomplished is best explained by the illustration itself.

WRITE US FOR INFORMATION.

We will be pleased at any time to furnish our readers with information regarding decorative materials, fixtures, etc. If you would like advice in reference to window arrangement let us know and we will cheerfully aid you with our ideas, based on observation and study in the big retail houses in the United States and Canada.

Let us again emphasize the value of interchange of ideas through the medium of The Dry Goods Review. Some idea that you have in mind may be the very one that another trimmer is after, and vice versa.

A SATISFACTORY EXPLANATION.

Distracted Mother (at her daughter's wedding)—"Oh ! oh ! oh ! What shall we do ? The groom hasn't come, the guests are beginning to giggle, and my daughter is in a faint !"

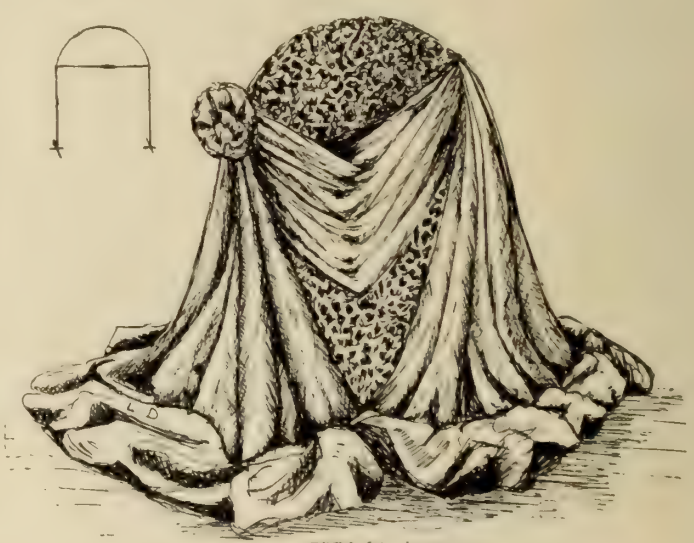
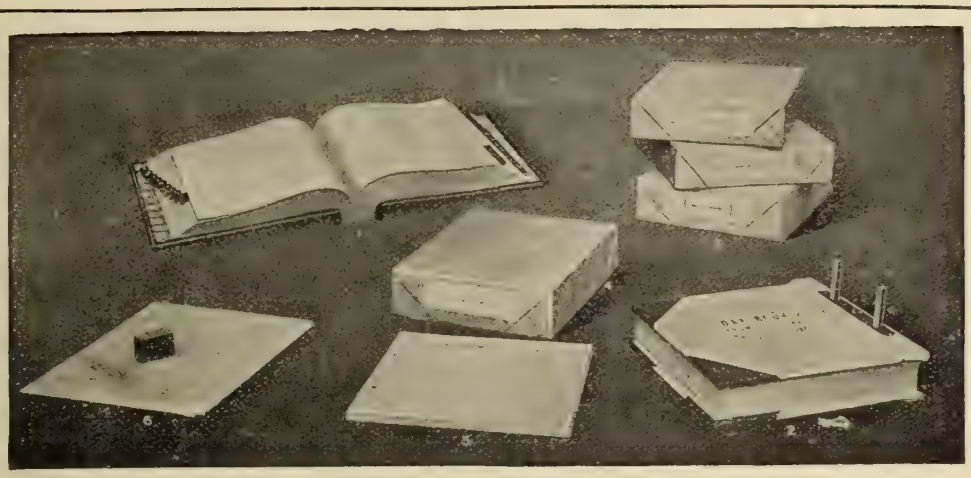


FIG. C.- Evening Fabric Drape

Friend of the Family—"Calm yourself, madame. I saw the groom, only two hours ago, entering the Great Dry Goods Emporium at the corner. He said he had forgotten to get gloves."

Distracted Mother (suddenly breaking into smiles)—"Oh, then it's all right. He's probably waiting for his change."—(New York Weekly.)

Stores System $15.50



No. 1—Current Binder, Heavy Canvas Binding and Index. No. 2—Day Book Binder, heavy canvas binding, for filing duplicate accounts. No. 3—1000 Duplicate Monthly Statement Blanks, size 9 x 11, your name or the title of your firm being printed with the address. No. 4—150 Ledger Leaves, 125 for customers accounts and 25 for general accounts. No. 5—12 Recapitulation Blanks, for monthly total of sales. No. 6—14 Sheets of Carbon Paper. 1 Box of Manifold Pens.

OUR reputation for making practical labor saving systems to handle business accounting has covered this continent, and is gradually working through Europe. A particular specialty is our system for taking care of bookkeeping in a retail business.

We have just put this special one, known as our "Stores System," on the market. Though low in price, it is a very complete and an ingenious outfit. It is not merely a monthly account system, but includes also the Ledger feature and recapitulation system of sales. It is on the unit plan—the only successful method by which books can be kept—one account to the page. The photograph herewith, and the explanation below it, will give you an idea of just exactly what you will get for $15.50.

This system will enormously reduce the work of handling your bookkeeping and facilitate your general business. It will pay for itself in clerical service value in no time.

Employing our Stores System means that each customer's account is made out daily, items being entered from the Counter Check Books or Counter Blotters. These entries are made in duplicate by one writing, through the use of carbon paper. The ledger sheet faces this account, and at the end of the month it is totalled and amount posted to the ledger leaf. The account is then detached at the perforated line and posted to the customer. The duplicate sheet is removed to the Day Book Binder and becomes a detailed record, to explain the ledger entry.

Send for this outfit to-day — $15.50 F. O. B. Factory, Brampton, Ontario.

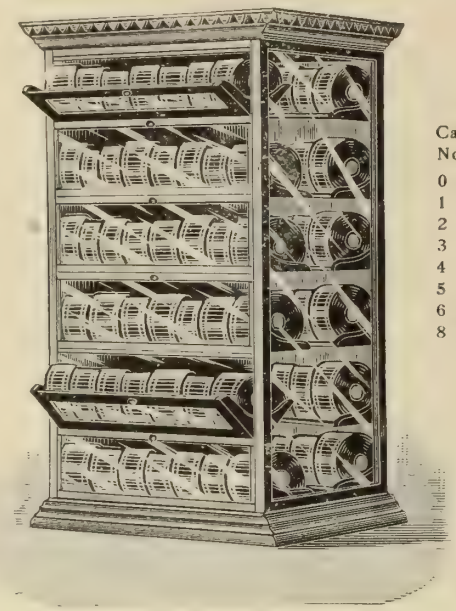
The Copeland-Chatterson Co., Ltd.

General Offices, Toronto — Works, Brampton, Ont.

Montreal: - - - - - - - - Liverpool & London & Globe Building.
Winnipeg: - - - - - - - - - - - 141 Bannatyne Ave. East.
Ottawa: - - - - - - - - - - - - - - 14 Citizen Building.
London, England: - - - - - - - - - - - 43 Cannon Street, E.C.
European Factory: - - - - - - - - - - - Stroud, Glou., Eng.

Ribbons - Ribbons - Ribbons.

Display them Properly by Using a Practical Ribbon Cabinet.



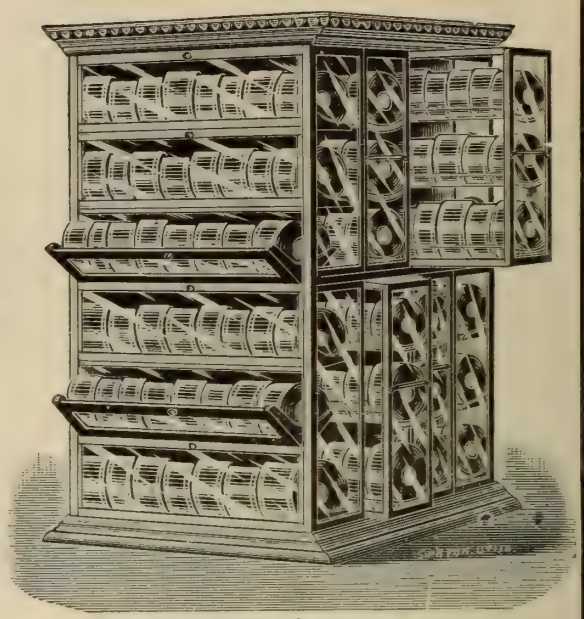
No. 2 Ribbon Cabinet

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¾x38	325	23 00
5	28½x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x43¼x43½	700	42 00

Capacity based on No. 7 Ribbon.

MADE OF OAK
ANTIQUE FINISH



No. 4 Ribbon Cabinet

No. 0 Ribbon Cabinet opens from one side. Nos. 1 and 2 open from two sides. Nos. 3 to 8 open from four sides.

Sold by the Leading Jobbers of Dry Goods and Notions. Send to the manufacturers for Catalogue, which describes not only the Ribbon Cases, but various other Fixtures for the Dry Goods Trade, and the list of jobbers through whom the fixtures may be ordered.

A. N. RUSSELL & SONS CO., Ilion, N.Y., MANUFACTURERS OF **DRY GOODS STORE FIXTURES**

Shipping Department System

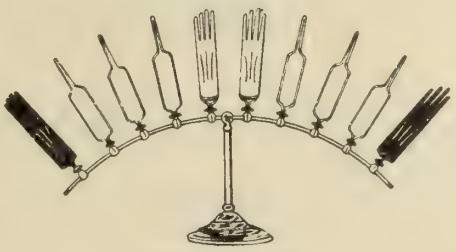
is as necessary as system in any other department. Our Spring Clip Binder does the trick at a reasonable figure. Write to-day for information.

UNIVERSAL SYSTEMS

LIMITED

8-10 Adelaide St. West, Toronto

14 Bank of Ottawa Bldg., Montreal, Que.



Glove Stand (632)

Facts You Ought to Know



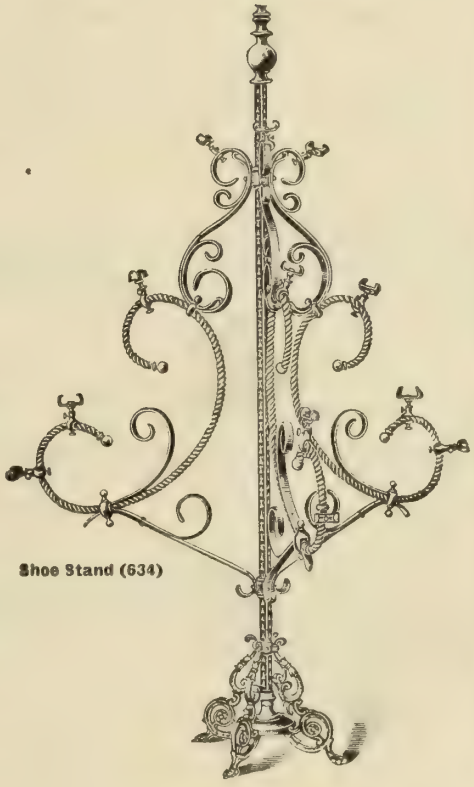
Tie Stand (635)

Our fixtures for display purposes are unique.

The designs are varied and chaste.

Quality is impressed on every fixture which leaves our premises.

A post card brings our handsomely illustrated catalogue. You ought to have it on your desk for reference.



Shoe Stand (634)



Plume Stand (419)



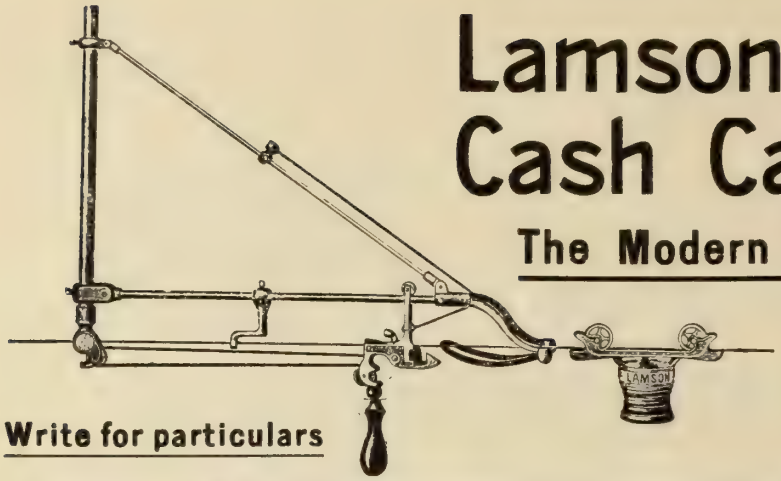
Bust Stand (636)



Hat Stand (396)

Toronto Brass Mfg. Co.

17-21 TEMPERANCE STREET TORONTO



Lamson Rapid Spring Cash Carrier

The Modern Labor and Money Saver.

Write for particulars

LAMSON CONSOLIDATED STORE SERVICE CO.
126 Wellington Street West, TORONTO.

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC



The most attractive **Show Cards**

ARE MADE WITH THE

FOUNTAIN AIR BRUSH

WRITE FOR CATALOG.

THAYER & CHANDLER, 160-164 W. Jackson Boulevard :: :: CHICAGO

ELECTRIC SIGNS

advertise you night and day. Without question the cheapest and most effective method of advertising to-day

We have excellent proposition to make in most Canadian cities for merchants to use electric signs.

Let us hear from you, and we will send you circulars.

The Martel-Stewart Co., Limited
Montreal, Canada

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can in ert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW
10 Front St. East, TORONTO
232 McGill St. MONTREAL

MENTION

DRY GOODS REVIEW

IN WRITING TO ADVERTISERS

TRADE INQUIRIES.

Since the publication of the last report there have been received the following inquiries relating to the Canadian dry goods trade. The names of the firms making these inquiries, with their addresses, can be obtained upon application to "Superintendent of Commerce, Ottawa." Please quote the reference number when requesting addresses.

1442. Cloths and serges.—Yorkshire firm manufacturing all classes of army, navy, railway, police, carriage and uniform cloths and serges would be pleased to open up correspondence with Canadian firms interested.

1475. Wool.—A Banbury woolen firm is open to purchase Canadian wool.

1498. Ready-made clothing.—Yorkshire firm manufacturing all kinds of fustian, cord, moleskin, velveteens and other kinds of ready-made clothing desires to get into touch with Canadian buyers.

1529. Carpet paper felt.—A Manchester firm requests prices and samples of carpet paper felt from Canadian manufacturers of same.

1530. Quilts and toilet covers.—A firm manufacturing quilts and toilet covers wishes to extend its Canadian trade, and will furnish prices to Canadian importers.

1531. Flax seed.—A Liverpool firm wishes to correspond with Canadian exporters of flax seed.

1532. Flannel shirts, collars, cuffs, etc.—A Manchester firm, with factory in Londonderry, wishes to enlarge its Canadian trade, and will welcome correspondence from Canadian importers of white and colored and flannel shirts, collars, cuffs and pyjama suits.

1536. Machinery.—Yorkshire firm, manufacturing all kinds of worsted yarn finishing and general textile machinery, hydraulic pumps and accumulators, etc., desires to introduce their goods to Canadian buyers, and are open to hear from a suitable Canadian firm to represent them in Canada.

1538. Weaving machinery, etc.—A Yorkshire firm invites inquiries from Canada for all kinds of textile weaving machinery, looms, dobbies, under-motions, lags, beams and dressing frames, and invites correspondence.

1539. Flags, bunting, etc.—Yorkshire firm, manufacturing all kinds of flags. bunting, etc., desires to get in touch with Canadian hardware and dry goods dealers handling these goods in Canada. Inquirants are also desirous of appointing agents in the principal Canadian cities.

1543. Yarns, etc.—Yorkshire firm is desirous of corresponding with Canadian buyers of wool, tops, worsted, yarns (woolen and cotton yarns). Inquiry is also made for a Canadian representative.

A CHRISTMAS REMINDER.

Rev. Father A. E. Burke, the familiar delegate to the Annual Convention of the Maritime Board of Trade, who has been a member of the Prince Edward Island contingent for years, remembered the MacLean Company's special representative this year, by a dainty souvenir, in the form of a post card, on which was a life sized photograph of the priest-delegate, surrounded by suitable holly border in tint of green.

The "Best Christmas Wishes" extended are cordially reciprocated with Father Burke.

INTO BUSINESS FOR HIMSELF.

C. W. Dunning, who has lately resigned his position with John Macdonald & Co., to enter into the commission business on his own account, was presented with a handsome cabinet of sterling silverware by his late fellow employes as a token of their esteem. John Macdonald, president of the company, made the presentation.

A MODEL STORE
FOR 1907

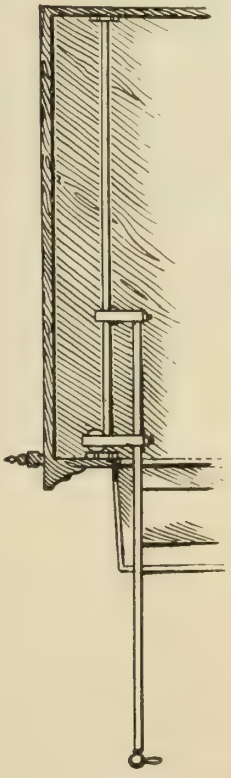


Our Circular Cloak Rack

is the aim of every merchant in prosperous Canada. Good fixtures are a sound investment. Delfosse Fixtures and Forms have helped many a merchant's trade. When you come to make your plans consult us. Our catalogs illustrate *all* modern fixtures. May we mail you the latest issues?



A Specimen of Our Fine, Pure Wax Heads



Our Ball-bearing Trolley Wardrobe Rod

One of our specialties is the 20th Century Wardrobe, patented July 8, 1902.

If you are going to improve your Ready-to-Wear Department, this system will appeal to you.

••••

Write for particulars

DELFOSSE & CO.
Canada's Greatest Fixture House
5 Hermine Street - MONTREAL

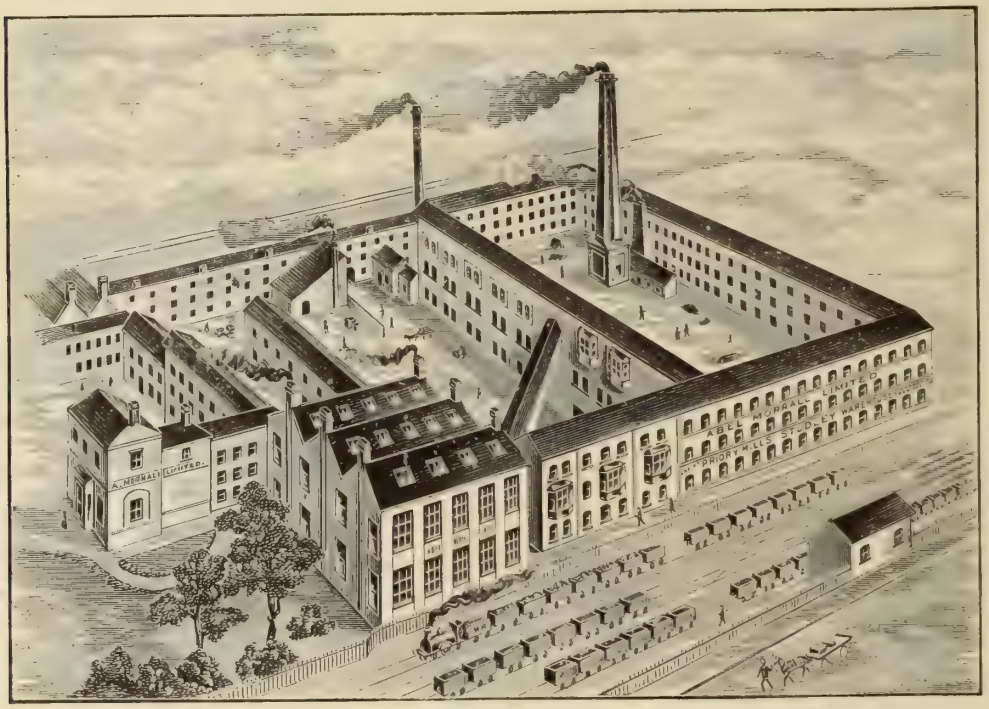
Clive Works, Redditch

Some interesting facts about the manufacture of Needles and Glass Headed Toilet Pins

By Abel Morall, Limited

Our correspondent has had the pleasure of going through the mills of Messrs. Abel Morrall, Ltd., Redditch, England, the celebrated makers of the above articles, and the notes taken by him, with the illustrations, we hope may be of some interest to our readers.

NEEDLE-MAKING—Redditch, the centre of the needle industry in England, is situated in the beautiful county of Worcestershire, about 12 miles south of the city of Birmingham, and has a population of nearly 20,000 inhabitants. The town dates back to somewhere about the 16th century, but was then only a hamlet. About the year 1700 we find traces of the manufacture of needles, which has gradually raised it from its humble position to the one it now holds as Capital of the Needle Region. From its first introduction at the early date above-mentioned, to the present time, the needle trade seems to have had a special attraction for this district. Notwithstanding the efforts that have been made from time to time to remove the trade to various places, in no single instance was the attempt met with anything of success. The honor of making the first needle belongs, without doubt, to our first parents, Adam and Eve; indeed, we may with safety regard them not only as its first makers, but also as its first users, for if "they sewed fig leaves together" in the garden of Eden, the natural inference is that they must have had a needle of some kind to sew with. It is, therefore, not unlikely that the needle was the first implement (if so it may be called) invented by man. There is mention made of a man practising the art of needle-making in London, in the year 1543. This appears to be the first record we have of the manufacture in England. About a century afterwards we find a family making needles at Long Crendon, a small village in Buckinghamshire. It is not until the year 1700 that we find the trade introduced into the Redditch district at a mill near Studley, about three miles from Redditch. There is record of a firm of the name of Morrall, Archer & Morrall making needles at a mill near Studley, in, or about, the year 1785. This firm is said to have made nearly half of the needles sent out of the district at that time, in fact the name of Morrall is, and always has been, a great one in the needle trade. Needles, at this date, and for many years afterward were made singly, no machinery being introduced into the first processes of their manufacture until the beginning of the last century. In 1811 Abel & Michael Morrall invented a machine for stamping the first impression of the eye on the needles. An addition to this process was made in 1830 by Abel Morrall and two others. A few years previously (viz—in 1825) Abel Morrall first brought out the "GROOVELESS" needle. In the same year buffs (for giving an extra polish to the needle) were first used by the trade. In 1839 Abel Morrall invented a machine to burnish and make clear the eyes of the needles. Needles subjected to this process do not cut the thread. Shortly afterwards, by the aid of this machine, he was enabled to introduce the famous "EGG-EYED" needle (now so largely used) the shape of the eye rendering the then usual process of drilling unnecessary and indeed impossible.



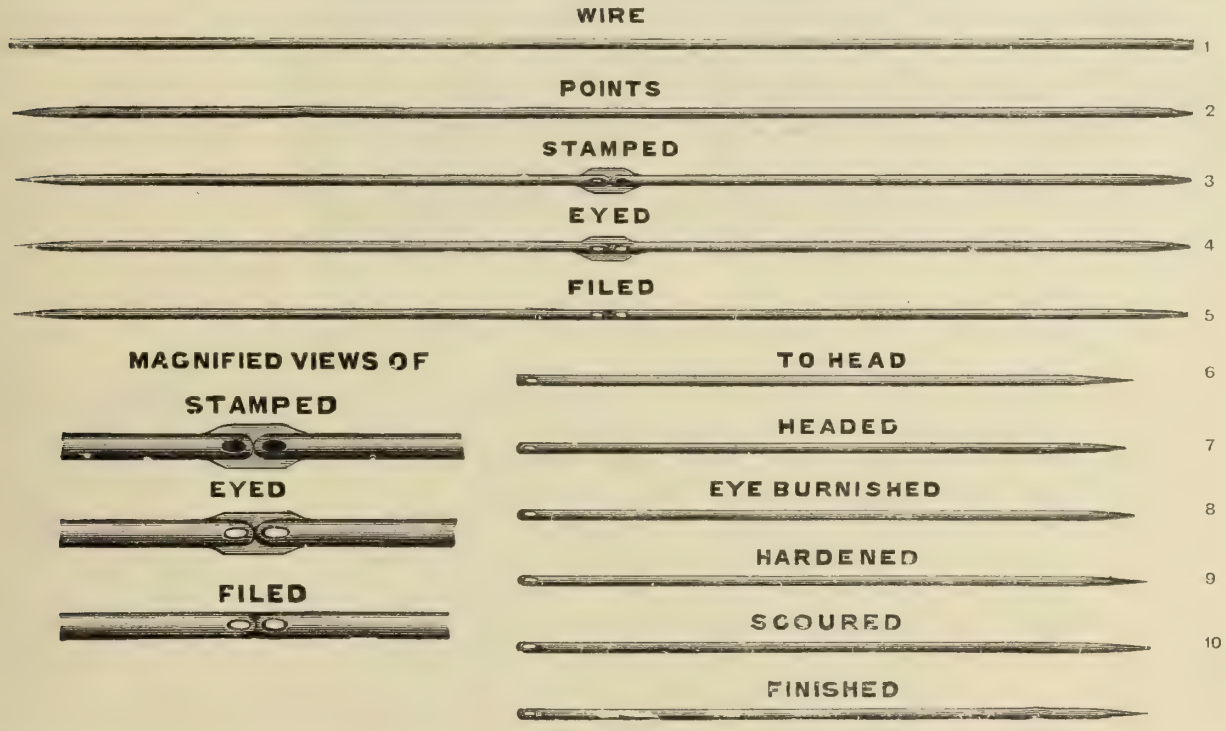
View of Clive Works, Redditch, England.

The wire for needle-making, which is of steel, comes from the wire mills of Sheffield and Birmingham, and is delivered to the needle manufacturers cut into lengths

(see figure 1) in various gauges, according to the size of needle required. These wires are in bundles of about 25 thousand, tied up similar to bundles of asparagus one sees in a fruiterer's store. Each wire is required to be perfectly straight, and to make them so, the bundles are put into two iron rings (slightly apart) and thrust into a furnace, where they remain until red-hot. They are then withdrawn and put upon an iron-slabbed table. A steel bar slightly curved, in the shape of an archery bow (technically termed a "rubbing file") is inserted between the two iron rings, and the bundle of wires, by pressure, is rolled backwards and forwards until every wire comes in contact with the rubbing file, and by this process they are all made perfectly straight, and are termed "stiffs." When the wires are cool they are ready for the next process. The "stiffs" are now delivered into the pointing mill, for the process of pointing (see figure 2). It will be remembered that the wires are the length of two needles, thus requiring a point at each end. Our correspondent was told that the process of pointing in the old days (before the introduction of machines) was done by hand, the pointer holding a number of wires and sitting down before a revolving stone placing the ends upon it, similar to axe-grinding. This was a very dangerous occupation, the red-hot steel grindings from the wires, locally called "twitters" were apt to fly into the pointer's eyes and cause intense pain, with a possible chance of losing his sight. Happily for these men, there were fellow-workmen who were adepts at extracting these "twitters" from the eye, by simply using their pocket-knives. A story is told of a doctor who happened to witness one of these extracting operations, being horror-stricken at their daring; yet it is true that an oculist, who had heard of the skill of these men, and not feeling himself competent sent a gentleman 200 miles to Redditch to have a fine steel point taken out of his eye. It is gratifying to learn that the patient returned home much more comfortable than when he left. Fortunately these dangers are considerably lessened by the use of the present pointing machines. The reader will see, in the illustration of the pointing mill, these machines at work. The stone, it will be noticed, is hollowed out in the centre, the spindle running through the middle of the stone; these are placed into position in the machine and revolve at a very high speed, the wires being carried over the revolving stone by a slow moving wheel which allows each wire to come in contact with the stone sufficiently to allow the end to be pointed, a powerful fan carrying away the steel filings and dust that were formerly so dangerous to the pointer. The workmen in the illustration are seen grinding the wires over the stones. When the wires are pointed at one end they are reversed and put through the machine again to complete the two points (see figure 2). The wires are now pointed and ready for "stamping," but before they leave the pointing mill they are put through a small ingenious machine (called a "skimming machine") which clears away, in the centre iof the wire, any dirt or "scale" caused by the heating process described above.

Leaving the skimming machine the wires are taken to the stamping shop. This is where the impression of the eye is stamped upon the wire (see figure 3). The impressions are first made into small steel blocks or dies. One die is put into the bed of the machine and the other is fixed on a spring stamp. The wires are automatically placed against the one die while the other, released by a similar action, "hits" the wire lying on the corresponding die. The "hit" stamps the impression of the eyes, (it will be seen in figure 3 that two eyes are stamped) upon the wires, which are now released and drop into a receptacle underneath the machine. We may mention that the "tool-maker" is one of the best paid workmen in the needle trade, and rightly so, as his work of making the die requires not a little skill. The wires being now stamped, are ready for the process of "eyeing" or "piercing" (see figure 4). This process is done by an automatic machine, each being attended by a female worker (see illustration of "eyeing"). This machine carries each wire in front of two steel points, which automatically pierce each wire as it is placed into position before the points

A FEW PROCESSES OF NEEDLE MANUFACTURE.

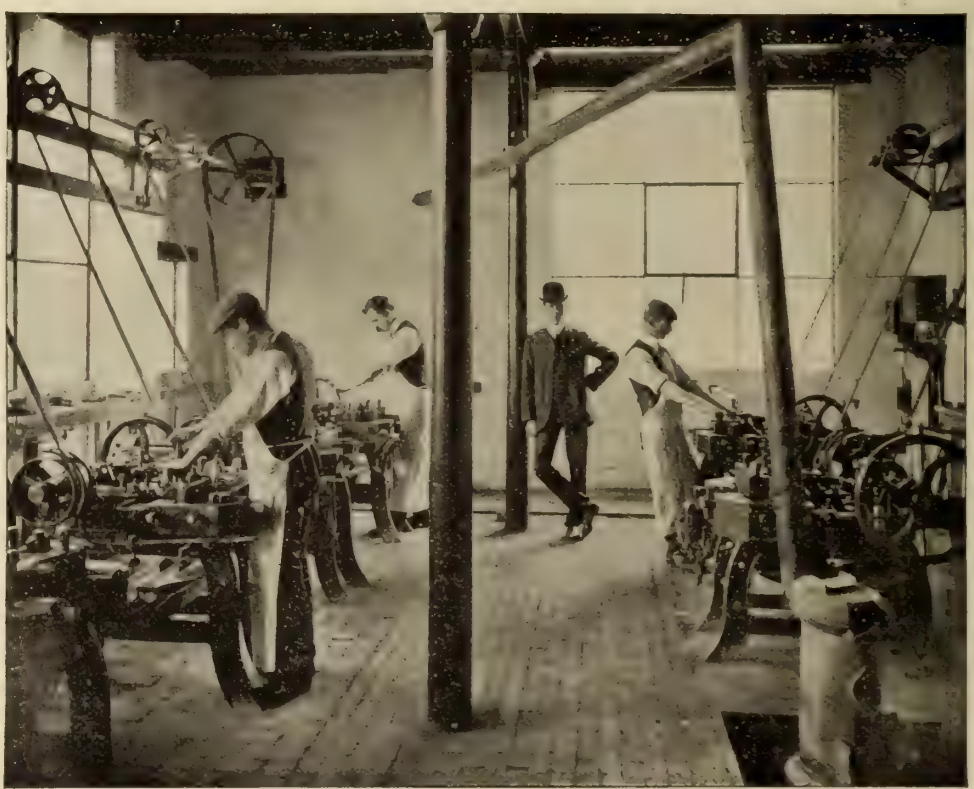


The flattened sides, from the process of stamping, are utilized to keep the wires in a correct position for receiving the points. As the wires are pierced they are thrown out into a receiver at the back of the machine. We have now completed the wires as in figure 4, the next process being to get rid of the flattened sides caused by the process of stamping (as figure 5); this is achieved by threading a number of the eyed wires on a thin wire through each eye. Upon each wire are perhaps 150 to 200 double needles which are now put under two springs which hold them, at their points, quite firmly, while the "burr" or flattened sides are filed away from both sides of the needles. The two rows of needles are now held together by only a small thin portion of steel (see figure 5) and by bending each row of needles backwards and forwards they are broken apart, each row of needles (they are now for the first time the proper shape of a needle) being held by the thread of wire, similar to herrings strung up in a fishmonger's store. This breaking the two needles apart, naturally leaves the top of the eye rough and unsightly (see figure 6) To take away any roughness and to round off the top, the string of needles is held by a pair of large pincers (called "clams") which grip them by the points, the top or eye part of the needles projecting. These are allowed to touch a revolving stone which grinds off, or "heads" the rough ends, and completes the needle as seen in figure 7. This process completes the "making" of the needle, but they are soft and the wire is black, many further processes being needed before we see the bright, shining, hard needle, so familiar to our women folk.



A Needle Pointing Mill.

The needles are now ready for the process of "burnishing" the eye (see figure 8) this is done by threading the needles on a fine steel wire, which has a roughened surface. These wires are stretched out on two steel "props" across a moving rack, the needles hanging exactly as clothes would hang on a clothes-line. The rack is now set in motion by machinery, moving backwards and forwards at a good speed. The needles are all twisted and forced by the movement, up and down the roughened wire. This clears the eye of any roughness caused by the process of "eyeing," making the inside of the eye nice and smooth, and prevents cutting the cotton or thread. In lower qualities



Machines Stamping Eyes of Needle.

of needles this process of "burnishing" is left out entirely.

The process of "hardening" (figure 9) as the name implies, is to convert the soft wire into hardened steel. The "hardener" is a man whose work is most important in needle manufacturing. Knowledge, experience and skill, with a keen watchfulness are important qualifications of the good hardener. Having received the needles from the burnishing shop they are placed in two rows upon an iron pan, which is put into a glowing furnace until red-hot. The pan is then taken out by very long pincers (owing to the great heat) and the needles thereon are emptied into a vat, a cold cod-oil, which immediately "hardens" them. When lifted out of the oil by a kind of sieve the needles are quite hard and brittle. After being washed in soap-suds and dried in saw-dust they are subjected to a "slow," or less heated oven. They are then rolled backwards and forwards in order to give every needle the same exposure. This process is called "tempering," and gives to the needle that "spring" or elasticity which is so characteristic of the best quality brands. It is really the most important process the needle has been at present subjected to, and requires a highly skilled workman. They are now quite black with a thick scale upon them, caused by the fire. From their troubles in fire and oil the needles emerge only to submit to greater in the scouring mill (see figure 10). They are laid on a strip of canvas cloth, with emery dust, oil, and soft soap. One edge of the cloth is turned in, and the other turned over, the roll being then firmly bound round with strong twine. The bundles thus resembles a "rolly-poly" pudding or a magnified sausage. The machines for scouring resemble an oblong table, in appearance like an old-fashioned mangle; they are about 33 inches wide and boarded up at each side. On these tables are placed several rolls of needles (as described), and upon these rolls are placed long, heavy wooden slabs, called "runner-blocks." These are held in position by cranks, which move the slabs backwards and forwards upon the rolls. Thus the needles inside the rolly-poly are kept on the move, the friction, with the oil, soap, and emery dust, clearing away the scale caused by the hardening process, and they emerge quite bright. We must mention that these "runner-blocks" are kept going for six days of 12 hours a day. When taken out the needles are well washed and again made up in similar rolls, but this time the mixture is olive oil and putty powder, which give the beautiful dark gloss to the needles. Six times are the rolls opened and the needles washed, dried, and done up in fresh rolls and scoured. They are in the Scouring mill altogether about eight days.

As may be easily imagined, the needles in the scouring mill become tangled, and many eyes get broken. To get them all put straight, and the defective needles abstracted they are taken to the "hander and weigher"—a woman who will sort out the broken eyes, broken points, and bent needles—in fact, all defective needles are very carefully taken away from the perfect ones. So expeditiously is this done that an experienced "hander" will pass separately, under her finger, about 35,000 needles per hour. The "sorter" or "hander" will then lay on the table a row of needles and with a piece of rag round the forefinger of her right hand will press against one end of the layer and withdraw all needles with the points facing her right hand, leaving one way of lying, not eyes and points mixed up.

The needles are now counted and weighed into bulk parcels of one thousand and two thousand needles, ready for the next process, "finishing" or "polishing." (See figure 11). This process is somewhat similar to the pointing, in fact similar machines are used. The needles are put into a "hopper" which doles them out in a row at a time over a roller or "buff," which is dressed with a preparation of emery, etc. These rollers revolve at a very high speed and give to the needles passing over them a beautiful finish or "gloss." The needles are now ready for "inspecting." This is done by women who pile the needles up in heaps three or four inches high. They are then rolled towards them one at a time, and all those that appear imperfect or do not roll evenly are thrown aside. It is a process to which Messrs Morrall pay particular attention, in order to guard against the possible chance of an imperfect needle getting to the users of them. In fact, Messrs. Morrall claim that the absence of complaints from their customers is, no doubt, owing to this strict supervision.

After the needles are inspected they are ready for the "sticker" and "paperer"; this is female labor, the sticker counting the needles out into 25s (the number of needles to the paper) and sticking them into cloth or



Needle "Eyeing" Machines.

paper, as the various markets of the world require. The needles are afterwards placed in wrappers with a label top and bottom to hold the strip of cloth in position, packed in boxes of 40 wrappers, which are then packed in zinc lined cases and carried by the steamship to the various ports of the world.



Needle Furnishing

GLASS-HEADED TOILET PIN MANUFACTURE -The manufacture of glass-headed toilet pins is not quite so complicated as needle making, but there is a variety of processes even in their manufacture. Glass-headed toilet pins were not made in any large quantities in Redditch until recent years. In fact Messrs. Abel Morrall seem to have boomed the trade, and claim to manufacture as many of these articles as are made by all the other manufacturers in the district.

The wires for the pins are (like the needle wire) delivered in lengths to the manufacturer, and are pointed in exactly the same way (see figure 1 needle making). They are then cut through in the centre which makes two pins. The shanks are then taken to the hardener, who hardens and tempers them in the same manner as he does the needles, viz—in fire and oil. We believe the same methods are not employed by foreign competitors, but that a cheaper way of hardening and tempering is resorted to. Hence the high class reputation the English pin has obtained.

From the hardener they are handed over to the scourer who scours them in the mill on similar lines to the needles (see description in needle making). From the scourer the pins are taken to the "blueing" department; this is where the beautiful blue color, so familiar to ladies, is given to the pins. The method of blueing is as follows:—The pins are placed in a revolving drum, heated by gas jets, until the required color is obtained. This process further secures an elasticity of temper which is so much superior to that of foreign competitors. They are then put to cool and are ready for the process of "blowing" the glass head on.

The glass for toilet pin heads is manufactured in long thin sticks (as seen on the tables in the above illustration). It is made in various colors but black and white are the most used. The heading machine (the patent of which is controlled by Messrs. Abel Morrall, Ltd., in England) is capable of heading 86 per minute of what is commonly known as the "Berry pin," and 65



Machines "Blowing" Glass Heads on the Toilet Pins.

per minute of their now celebrated "Mulberry pin." It would weary our readers to detail the various methods which follow, but suffice it to say the heads are assorted into sizes by an ingeniously contrived machine, invented by Messrs. Morrall. They are afterwards stuck in rows of 40 pins, rolled by a machine into the form of a berry and placed into the tubes; labelled and boxed ready for the market.

The heads of the pins are blown singly, by hand, that is—all the solid heads, and these are made up in various ingenious ways for the market. To mention a few only of Messrs. Morrall's hat pin novelties—The Cone, The Round Card, The Easel, The Crown, etc. It is simply surprising, not to say bewildering, if one can but see the huge variety of heads this up-to-date firm places upon their specially made nickel plated hat pin stems, for which Messrs. Morrall are renowned. All the better class hat pins are furnished with these nickel plated stems, which are very elastic and are, therefore, much stronger than the stems usually made by foreign manufacturers. We notice this firm commences the manufacture of an article and finishes it right through, even to the nickel plating and gilding of the pins, having put down a rather extensive plant for these two processes.

The pins being now headed are taken to the furnishing room (see illustration). This is a large room containing about 60 female workers. The pins are stuck into the cubes, so familiar to our Canadian women-folk. At one table were a number of girls sticking pins into sheets of paper. As a matter of fact the cubes and sheets which the workers in the illustration are seen furnishing were (we were told) being done for Canadian orders, and were to be shipped that week.

Messrs. Morrall showed us their pearling room. This is where the heads of the lace pins and hat pins are dipped in a solution specially manufactured on the premises, which gives to them that beautiful "pearly" lustre so popular with ladies to-day.

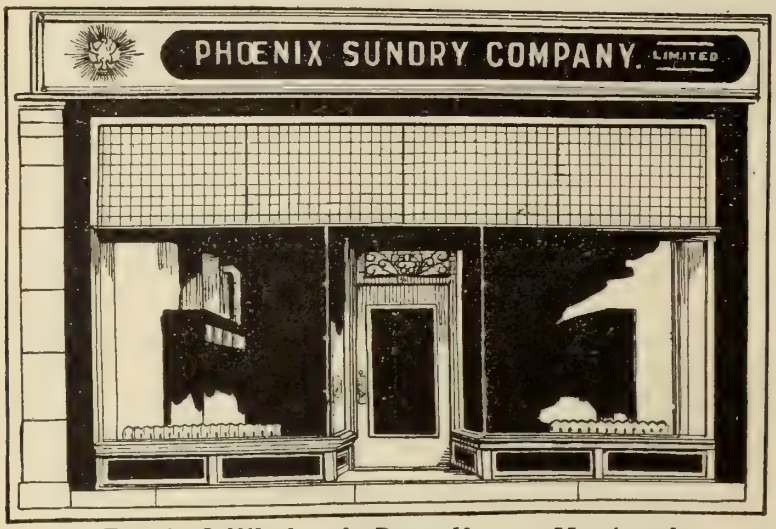


Toilet Pin Furnishing Room.

Needles and toilet pins are very small articles of daily use, and it is somewhat difficult to realize the amount of labor and ingenuity required in their manufacture. We hope our description of the same will have interested our readers, and that they will give heed to the fact that though only insignificant articles in themselves their manufacture gives employment (in Messrs. Morrall's mills alone) to 500 hands.

ONE OF OUR NEW

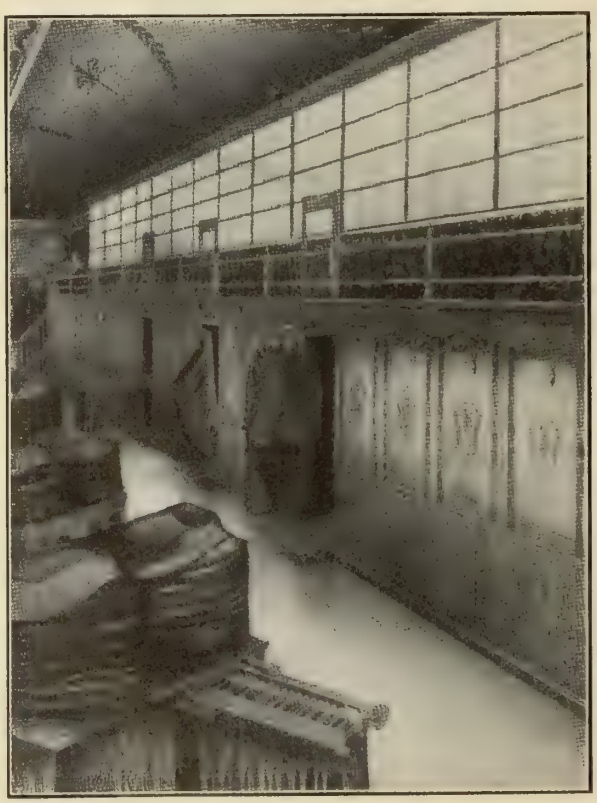
STORE FRONTS WITH LUXFER PRISM TRANSOMS and PATENT TRANSPARENT PLATE GLASS CORNERS



Front of Wholesale Drug House, Montreal

WRITE OR SEE US FOR FULL INFORMATION

LUXFER PRISM CO., Limited - TORONTO



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—50 Suits
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: Mount Forest, Ont.

U. S. Factory: Mason City, Iowa

INVESTIGATE

our claim to be called

"The Assorting House of Montreal"

by sending us your order

The W. R. Brock Company, (Limited)

MONTREAL

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable.

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: R. HENDERSON & CO. MONTREAL and TORONTO

Manufactured by W. RAVEN & CO., Ltd. Leicester, Eng.

Underwear, Hosiery, Socks, Mittens, Toques, Golfers, Sweaters, Overhose, Etc.



Made to sell at popular prices and all

GUARANTEED

Our samples are now in the hands of our travellers who will call upon you shortly with a full range of our samples.

Dominion Brand Hosiery, bearing our guarantee ticket, is made to wear. Buy the best and get satisfaction.

A. BURRITT & CO.

Dominion Hose and Underwear Mills **MITCHELL, ONT.**

Health Underwear

Only the best of the finest Nova Scotia wool is used in Stanfield's Underwear—knitted in ideal factories and as perfectly as modern methods can. The shrinking is done without injury to the long-fibred porous quality of the wool—so that Stanfield's Underwear absorbs and evaporates the perspiration thrown off by the body, and keeps the skin well-ventilated and active. Stanfield's is the healthiest of good Underwear. Write for samples. Address

STANFIELD'S LIMITED
TRURO, N.S.

Remember the names:

Stanfield's Unshrinkable (for men)

and

Truro Knit (for women)



124a

1907

"Tiger Brand" Underwear FOR MEN -- FOR BOYS



TIGER BRAND

Fleece Lined, Plain Knit, Elastic Rib and Fine Worsted

FALL SAMPLES NOW IN AGENTS HANDS.

THE GALT KNITTING CO., Limited

GALT, ONT.

DO IT NOW

SEE THAT YOU HAVE
YOUR SPRING ORDER BOOKED FOR

"Hygeian" Registered
UNDERWEAR

FOR PARTICULAR PEOPLE

Made in all Styles, Sizes and Weights

The very latest statistics prepared show how great the demand is likely to be on all lines of goods that cotton enters into the process of manufacture.

This points to higher prices for raw cotton and the continued scarcity of the finished product for many months to come. In view of the sold-up condition of the market, the present situation should be carefully considered by buyers. "'Nuf sed."

Wishing our customers continued prosperity for 1907. Believe us to be,

Yours truly,

HAMILTON, CAN. **EAGLE KNITTING CO., LTD.**

We want to look after your requirements on "Hygeian Waists"



LOOK FORWARD

to bigger hosiery profits in

1907

Start now by writing for our 48-page booklet entitled "The Story of a Successful Hosiery Week" and carry only black stockings that bear the brand of "Louis Hermsdorf, Dyer."

This

Cut is FREE

to all who ask for it on their firm's letter paper. Proofs of other cuts on request.

Louis Hermsdorf
Dyer

Works: Chemnitz, Saxony.

AMERICAN BUREAU: 200 Greene Street, New York



PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.

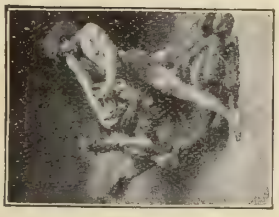


ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



HERCULES RIB

The Limit of Strength

E. H. Walsh & Co., Sole Selling Agents, Toronto and Montreal

"PATON'S SCOTCH"

WIDELY IMITATED

If Paton's Scotch Yarn, made in the Factories at Alloa, Scotland, was not real good yarn, no one would think of trying to imitate it;—why do Yorkshire manufacturers try to produce imitations of Scotch tweeds?—there must be, of course, something desirable, and which is the same reason why so many try to imitate Paton's real Scotch Alloa Yarn.

Some Unscrupulous Spinners

not only try to imitate it, but actually label their yarn (which has never seen Scotland) with the word "Scotch." Don't you think there's some reason for this?—and if it is a good one, then why buy the imitation for the Real article, when Paton's Real Scotch Alloa Yarn is known the world over for Warmth, Strength and Easy Knitting?

If your customers don't know this, don't you think it's time they did, taking your own interest in consideration?

John Paton, Son & Co.,

Alloa, Scotland

PHILIP DE GRUCHY, 207 St. James Street, MONTREAL

Sole Agent for Canada

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED.

Loughborough, England,

WOOL IS A NON-CONDUCTOR, keeping the heat in and the cold out; it is the most porous of all materials, permitting free circulation of air next the body. Made for Men's, Women's and Children's Wear.

Guaranteed

Obsolutely Unshrinkable.

CARTWRIGHT & WARNER'S name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best knit Underwear in the world, and stamps it with a character of superiority that places it above and beyond all others in a class by itself.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

FALL SEASON 1907



Our representatives are now on the road with a full assortment of Fall Underwear for Ladies, Men and Children.

AGENTS:

McCLUNG & BURNS, 117 Wellington St. West, TORONTO

J. A. MURRAY, SUSSEX, N.B.

A. L. GILPIN, 232 McGill St., MONTREAL

BRYCE & CO., Box 238, WINNIPEG

Watson Manufacturing Co., Limited, Paris, Ont.

Knitted Goods

Hosiery
Underwear
Golfers

Review of Year's Trade

Business in Hosiery and Underwear Satisfactory — Better Qualities in Demand.

In knitted goods, as in all other branches of the dry goods trade, prices are high, but in no way do they interfere with the sales. It was thought in the beginning of the year that, as prices were not materially advanced, and cost of production had greatly increased, the quality would inevitably suffer. It has been jocularly remarked that poor quality had much to do with the increased consumption, as the articles wore out quicker and had to be replaced by new goods. It is well known that in every quarter there has been an improved demand for better goods. People had the money and were willing to spend it in purchasing garments of a good class. Even in the small centres of the West, where in recent years ,the cheap, heavy goods had the run, there has been ready demand for better qualities, and price was a secondary consideration.

Slow Deliveries.

The only disturbing feature of the situation during the past year was slow delivery. While this is attributed to scarcity of help and shortage of yarns, there is another reason that should be considered. The mild weather of last winter had much to do with the carrying over of large stocks. This made the retailers delay the placing of his orders for Fall, and there was a chance that the same state of affairs might be repeated. When it was seen that the demand was to be greater than any previous year, orders poured into the factories, with the result that it was found impossible to meet the demand.



SECTION OF UNDERWEAR AND HOSIERY DEPARTMENT.
The W. H. Scroggie Co., Montreal.

Canadian Manufacturers Advancing.

When the surtax was imposed on German merchandise it had the effect of pretty well shutting out the German woolen knitted goods, and it was at once noticed that

both British and Canadian houses improved their goods considerably and took full advantage of the situation. In cotton goods rapid advances have been made, and many of the manufacturers, realizing the difficulties of securing yarns, are taking steps to supply this deficiency by installing spinning machinery of their own. With this acquisition, and with the improved facilities, which are being introduced every day, greater things are looked for in the near future. Not only have the mills turned out more goods this year, but the qualities have improved very much. The majority of the knitting mills have, within the past few years, doubled their plants, but their capacity is still inadequate to the demand. New ones are being built and others are in prospect. There is everything to indicate the future success of the industry, and with the growth of the country and the increase of wealth, there is assurance that reliable knitted goods will still be in heavy demand. High class English lines have been active, while American underwear has only done a limited trade.

The Best Selling Lines.

From the opening of the Fall trade there was a demand for white underwear of elasticity. Greys moved slowly. The average price paid was $4.50, against the $4 lines last year. The coarser ribbed lines which met with active demand last year were among the slow stock. When the year's business is summed up it will be found that, contrary to all expectations, combinations sold less than ever, in the large centres especially. The demand for ladies' fleece-lined vests experienced a falling off. This, some assert, was due to the narrow margin of profit on them given by the manufacturers, but this is a rather uncertain reason, for it must be remembered that the poor quality of these napped goods a few years ago had a great tendency to dissatisfy the consumers. This year, however, the nap was greatly improved and the goods were pushed on the market at unprofitable figures with the hope of restoring confidence in fleece-lined underwear. There has been a scarcity of knitted goods right through the season, which was responsible for many sales being lost.

Retail circles report an increase of 25 per cent over last year's business and that throughout the seasons for heavy underwear and hosiery the demand was unceasing. There were only a few disappointing lines, but when the lines most in demand ran short the slow ones were pushed to the fore and there was no difficulty in disposing of them.

Golfers and Sweaters.

The amount of business done in sweaters and golfers is considered satisfactory, when compared with the sluggish state of the market a few years ago. Some four or five years ago there was a good business done on these articles when they were practically new on the market, and they attracted the attention of fashionable ladies. This set the pace, and the following year they were worn generally. The year following these cheap lines were introduced on the market, with the result that they dropped them altogether. This encouraged some manufacturers to turn out high class Norfolk jackets as well as Eton jackets and they met with good sales so far as the high priced goods were concerned. Fine combinations of silk and fine wool were used in making some lines of high class goods, and met with ready sale. It is thought that so long as manufacturers refrain from imitating these lines with some cheaper ones the sales will increase as the value as an outing garment is well appreciated, but at the same time there is a strong inclination on the part of many to discard any article when it becomes too cheap. Manufacturers have also done good business with underskirts and shawls, and greater results are expected for next year.

Knitted Goods Display.

During the past year more attention than usual was given to display of knitted goods. A good idea carried out in many of the large stores was to have the underwear and hosiery departments facing one another. Between them display tables were arranged on which were placed some of the lines carried. These two lines being closely allied to each other aided the sales greatly. It was simply a step across the aisle, and the matter of sizes were better understood by the salesladies. The accompanying illustration explains this idea. It was realized some time ago that ladies had a strong aversion to underwear being displayed on forms, and this was dispensed with. The rush of business and the large range of goods carried required ample room on the counters to enable proper handling, so the tables in the aisles were utilized to a great extent. Goods could either be shown on the table or in the boxes, but during a rush it is better to have them lying flat on the tables, arranged in the various sizes and styles. An effective and decorative display is made by using colored tissue paper placed inside the ladies' garments. This shows the trimmings and other points of the goods to perfection, and at a glance every point is seen. It has been the practice of some stores to change the colors of the paper each week, pink being used one week and blue the following. At special sales or displays the decorations are usually carried out in one color effect. With the aid of small racks ladies' vests are neatly displayed among the golfers and other knitted goods. Colored hosiery was brought in to play a prominent part, and colored combinations of many articles in the department.

Hosiery

Spring Orders Completed—Good Demand for Cotton Hosiery for Spring—Slow Deliveries Expected.

Sales of Winter lines of heavy wool hosiery have shown great improvement during the past month in retail circles, owing, no doubt, to the colder weather necessitating heavier foot-wear. The supply of heavy, long stockings, used as over-stockings by children, is practically exhausted as the rush for them after heavy snowfalls could scarcely be met. Black and blues were, as usual, the leaders, but when these were exhausted other colors were eagerly purchased. Many reds were disposed of with the beginning of the winter sports. All sizes were required and in the majority of cases they lead to the sale of toques, sashes and mitts to match. These lines of hosiery used as overstockings, having the double heels and toes, were very scarce, and the next heavy lines were pushed to the fore with good results when there was no longer a choice of sizes and lengths in the required lines.

As stated before in these columns, ankle lace hosiery have not been ordered in as large quantities for next Spring. This is due to the inability of the jobbers to secure sufficient stock at a safe date for delivery. The embroidered gauze lisles, which were spoken of as probable substitutes, have so far met with good sales and in all probability will justify expectations, the orders for Spring delivery being fairly large.

A line in regard to which there was much diffidence a short time ago, but which is now meeting with better demand, is the elastic knee cashmere hosiery. This has

been a most difficult line to introduce, but it is now on the market to stay, apparently, for the merchants handling them are sending in repeat orders. They are of moderate price ($2.40) and are a good, serviceable stocking.

Whites and greys are undoubtedly the leaders for Spring, but at this late date, contrary to the expectations of highly esteemed authorities, there is a slight demand for tans. This gives rise to the belief that many have made a mistake in the selection of colors. Some jobbers who had several cases of seconds in tans a few months ago have now cleared their stock and are demanding more from the manufacturers. The assurance of tan shoes being in vogue this Spring is responsible for this change, but it is too early to predict exactly how this will affect the other colors in hosiery, as the question was thought to have been settled some time ago when merchants bought their stock to suit the shades of ladies' summer dress goods.

The proposed changes in the tariff will not affect the market. Only on one line is there a reduction of about one per cent. on the preferential basis. All other lines are not materially affected and the changes are so insignificant that even at this date none of the interested jobbers have given the tariff the slightest consideration. Canadian cotton and cashmere lines both increased trade during 1906.

Golfers and Sweaters

Styles for Next Fall Will be Changed Considerably—Initial Orders Are Encouraging.

Initial orders for ladies' golfers have been satisfactory all along the line, and everything points to a better year than the past few years. The business done in 1906 has, apparently, encouraged the manufacturers to put on the market something entirely new in the way of Eton jackets. The color combinations shown are exceedingly tasty, the favorite being the white with sky embroidered silk trimmings. Other combinations are black and white, white and red, black and red, cardinal and white. The Eton jacket for the Fall of 1907 is made in the 3-4 length, the weave is much smaller and the material much closer, the sleeves are also of the 3-4 length and are loose, drooping from the shoulder. Pearl buttons are used more extensively this year and the trimmings are a little broader. There are various styles shown. One popular line has the collar straight but low, with the weave much smaller than that of the body of the garment. The idea of this is to have it tight fitting, without being cumbersome. Another style shows a flat collar very low with high and square lapels. Then there is a neat vest, which has no sleeves at all, and is intended for those wearing fancy sleeves on their waists which would crush under a too sleeve.

The Norfolk jackets show little change in their new models for 1907. They are being made in heavy wool, and are designed for comfort in cold weather. Extra fine qualities are being shown, and the combination colors are very effective. It is evident that the trade and manufacturers are striving to keep the quality up to the standard so that they cannot be copied in cheaper lines. This was disastrous to the trade a few years ago and a repetition of it is to be avoided.

The new sweaters have the colar much looser, to permit its being put over the head without ruffling the hair. It rolls downward, and has a very neat appearance, besides having the qualities of comfort. The honey-comb weaves are meeting with a good demand, and these effects are carried out in the little folks' jackets. Brass buttons, turned-up cuffs and a V-shaped neck make a generally useful garment.

The prices on the new Eton jackets are not so high as last year. The garments are shorter and of lighter material.

Underwear

Scarcity of Heavy Lines—Better Class of Goods Practically Exhausted—Few Novelties for Spring.

Stock in the underwear department has been greatly depleted since the beginning of the severe weather, there being but little left in retail circles. So active has been the call for heavy goods, that the January sales show a vast difference from the sales of January a year ago. Then there was a large stock which, owing to the poor weather, remained inactive and even a marked-down sale could not make it active. This year there is little or no stock to dispose of at a sacrifice. There is every promise of the demand keeping up throughout the entire winter; especially is this the case when it is known that ladies wear their heavy underwear well into the Spring, not venturing a change during uncertain weather.

A singular feature of the knitted underwear for Spring, when the high prices for yarns are considered, is that so few of the lines have been openly advanced in price. Initial Spring orders are now completed, and early deliveries have already begun.

The cost of production is much greater than in former years, and the marvel is that so few advances have been enforced. Spring samples give assurance that qualities will be maintained. Canadian manufacturers are rushed to full capacity and orders from abroad are uncertain as to date of delivery. Staple lines for Spring are in greater demand than ever and prices are bound to be stiff.

In the novelty lines of Spring underwear there is a decided tendency towards the soft, clinging vests. In some lines there is seen a clever copy of the real ribbed wool in a combination of wool and silk. There are also cheaper ones in fine wool which copy closely the fine lisle thread goods. Macho vests have met with brisk demand so far. These show embroideries woven into the yarn. Balbriggan goods will be much in favor for Spring wear, and new ideas, which are calculated to dispense with the wearing of the long underskirt, are, to all indications, doing a great business.

OUR TWEEDS IN AUSTRALIA.

D. H. Ross, Canadian Commercial Agent in Australia, writes: "Samples of Nova Scotian tweeds arrived too late for this season's indents, but the qualities and some values are of such a nature as to offer encouragement for future business."

DOMINION TRAVELERS.

At the annual meeting of the Dominion Travelers' Association, the financial report showed a surplus of $28,000. The election of officers resulted as follows: President, E. D. Marceau; Vice-President, John Patterson; Secretary, Robert C. Wilkins; Treasurer, H. W. Wadsworth; Directors, E. E. Guilbault, A. J. Brown, A. L. Friedman, James Robertson and Major John T. McBride.



"Ceetee" Underwear is made from the finest Australian Wool in two and three ply Yarns, is full fashioned, no rough seams. never gets hard with washing, retains its shape and elasticity.

Made at Galt, Canada, by
THE C. TURNBULL CO. LIMITED.

Jaeger Pure Wool

TRADE MARK



ON
JAEGER UNDERWEAR

CAUTION

Our attention has lately been called to various advertisements inserted by dealers in their local papers, describing goods as "JAEGER" which were only imitations of the genuine article. We therefore warn the trade generally that such use of our name is an infringement of our rights and renders the users liable for damages.

All genuine "JAEGER" goods bear our name or Trade Mark on a label attached to the goods.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse—*301 St. James Street, MONTREAL*



This garment will spring back into place when let go.

See That Needle?

It makes the difference. In knitting the garment it gives an elasticity possible by no other means.

ELLIS SPRING NEEDLE UNSHRINKABLE UNDERWEAR

fits perfectly because of this elasticity. The wearer appreciates this the instant he dons a garment.

The dealer who gives prominence to **Ellis Spring Needle Underwear** will get a hold upon men's trade that is steadfast.

Two-piece and Union Suits, all weights, Spring, Summer, Winter.

We are sole makers of Spring Needle Ribbed Underwear in Canada.

Trade Mark.



THE ELLIS MANFG. CO.
HAMILTON

MONYPENNY BROS. & CO., Selling Agents
TORONTO and MONTREAL

Peerless REGISTERED Underwear Co.

Manufacturers of

Ladies' Children's and Men's High-Grade Ribbed Underwear, also a Full Range of... Ladies' and Children's Fine Hosiery; Men's Half Hose

The very enthusiasm of the business we are doing makes us emphasize the fact to **you**

THAT

Before making your purchases **you** should see **our** range. In the meantime we are in a position to look after your immediate wants on

HOSIERY, WAISTS and MITTS

(THREE SPECIALTIES WITH US).

In the course of a month our representatives will be in a position to put our range for **Fall, 1907,** before you, and we bespeak for them a fair proportion of your business.

REPRESENTATIVES

ONTARIO—Peerless Underwear Co.
Myles Building, Hamilton

QUEBEC—L. A. Prevost
232 McGill St., Montreal

MANITOBA—A. J. SNELL
Box 705, Winnipeg, Man.

BRITISH COLUMBIA—Geo. A. Campbell
P.O. Box 1026, Vancouver, B.C.

MARITIME PROVINCES—G. A. Woodill
20 Granville St., Halifax, N.S.

THE PEERLESS UNDERWEAR CO.

Hamilton, Can.

There's a reason for our Success.

¶ To build up a dependable trade in your underwear department, you must sell underwear of the "dependable kind," —made right and of honest value.

¶ You want to cultivate the acquaintance of your customers, and you cannot do so if they do not come back for more.

¶ Sell the Simpson lines of underwear. They meet the requirements, of honest value, and popular price.

JOSEPH SIMPSON SONS

KNITTING MILLS - - - TORONTO

Two Disastrous Fires

Much Damage Done in Montreal Wholesale Dry Goods Districts.

In the early part of December, Montreal was visited by two disastrous fires, which did damage to about $750,000. On the night of Monday, December 3rd, fire broke out in the Excelsior Cloak Co.'s premises, Notre Dame street, and before its progress could be checked several small manufacturers were wiped out, and about thirty firms suffered damages more or less by smoke and water. Coming at a very busy season for the cloak manufacturers, the greatest loss to them is that their employes have left them, and as this class of help is scarce and orders on hand are large, there will be a great loss sustained before things are in running shape again. The fire spread to McGill St. and numbers 230 and 232, where many offices and manufacturers agents are located, suffered much damage by water. The total damage done has been estimated at $175,000. The new addresses of those suffering the greatest damage are herewith given :— G. Goulding & Son, millinery, $5,000, Dollard Lane ; Perrin Freres, $10,000, 302 Lagauchetierre St.; Standard Neckwear Co., $10,000, 320 Notre Dame St. West ; Excelsior Cloak Co., $10,000, 284 Notre Dame St. West ; E. L. Rosenthal, $5,000, 856 St. Lawrence St. Among the dry goods firms suffering more or less damage by water are : National Skirt Co., $1,000 ; Belding, Paul, $2,000 ; British Importing Co., $1,000 ; J. K. Wallace, $500 ; A. D. McPherson, $200 ; John H. Shaw, $500 ; Geo. S. Plow, $500 ; Clement Dorila, $500 ; L. O. Prevost, $500 , Montreal Woolen Mills Co., $200 ; G. H. Evans, $500 ; A. L. Gilpin & Co., $200. Six days later, Sunday, December 9th, fire broke out at number 12 St. Helen St., in the very centre of the wholesale dry goods section of the city, and at one time the flames threatened to wipe out a large area. As it is the damage done has been estimated at $400,000. Three buildings were completely gutted and two damaged by fire and water. Matthews Towers & Co. were the greatest losers, having lost their entire stock valued at $80,000. They are now located at 302 Lagauchetierre St.; Canadian Underwear Co., $75,000, now at 505 St. Paul St.; Thos. May, $35,000, at 16 Lemoine St.; Yorkshire Importing Co., $30,000, now at 69 St. Lawrence St. Those sustaining loss through smoke and water were ; W. J. Dauval, $5,000 ; S. T. Greenleese & Sons, $4,000 ; J. Arthur Paquet, $5,000.

A Great Fire Sale.

Incidental to the fire, C. A. Workman's clothing stock, which was damaged by water, was put on sale the Saturday following. Mr. Workman has not used the daily papers for advertising for the past year or so, but on this occasion he used extensively the columns of the French and English press. It will be remembered that this firm have carried out some novel advertising schemes, one of which was to have a marriage performed in their window. On this occasion the sale was first announced through the medium of an immense sign which covered the entire frontage and side of the premises. It was advertised as the greatest sacrifice that ever took place in Canada and under the immense letters in emblazoned colors was the assuring information, "The man who always keeps his word." As stated, the columns of the French papers were used in advertising the sale. On the opening morning of the sale, so great was the crowd that six policemen were required to keep it under control. Only enough to keep the clerks busy were allowed in at a time, and when they were served they left by another door. The rush kept up for several days, but when the attendance began to wane Mr. Workman had recourse to the press. Half-page advertisements were used and the result was that the crowds again began to gather. Once more the value of advertising is here exemplified, and even Mr. Workman, who had so long disregarded newspaper publicity, was forced to confess, through his very actions, that when a crowd was required an advertisement in the papers was a necessity.

OPEN CANADIAN SAMPLE ROOMS.

E. D. Arnaud, the Canadian Commercial Agent in St. Johns, Nfld., has called the attention of the Canadian Manufacturers' Asrociation to an effective method employed by American manufacturers for selling their goods in Newfoundland. A number of them club together and appoint one representative who opens a place for the display of full lines of the goods which he has for sale. The sample rooms are kept open all the year round The proprietors are there twice a year for two weeks at a time. During the rest of the time attendants are in charge. The goods shown include dry goods, hardware, boots and shoes, chinaware and fancy goods of all kinds. Mr. Arnaud is given to understand that the parties interested have been well repaid for their trouble. Instead of sending travelers to the Island for a week or two, Canadian manufacturers would likely find it an advantage to have their goods represented all the year round. One man could handle a number of lines.

FURS CORNERED IN BY-GONE DAYS.

Among the furriers of to-day many are the stories of the old timers when merchants were successful in cornering the supply of a certain fur. Some made fabulous sums by this means, and were greatly aided in building up enormous businesses. It is told of one Montreal man that he cornered the supply of a certain fur without having the money to do it. After making the purchase in Europe, he returned to Canada and through his relatives secured the necessary funds to meet payments. Within a few months he was enabled to repay the money, and had a large balance that made him independent for life. Another story goes that, in the days when Canada was quickly asserting herself as a fur consuming country, a Montreal gentleman was on a trip to Germany, and while in Leipzig, the great centre for Persian lamb skins, purchased a whole cellar full of these skins on condition that the seller would keep them stored for one month. The purchaser then started for Canada, but returned to Leipzig before the draft of the purchasing price, $250,000, was due. In truth the man did not have the money, nor could he raise it, but when in Leipzig he sold the lot for $309,000 and from this paid the $250,000 due and thus cleared $59,000. This was a master stroke of foresight, and no one begrudged the man his little rake-in.

CLEANING AND RENEWING FURS.

A technical engineer tells of the following method being used in Russia to clean and renew furs :—

Bran of rye is heated in an iron or earthenware vessel, being well stirred all the time, until it has become as hot as the hand can stand. The bran is then poured upon the fur and thoroughly rubbed in. The fur is then brushed with a clean brush or pounded till all the particles of bran have been removed. The fur has then gotten back its former lustre ; even white furs thus treated appear like new.

Crescent Brand
Hosiery and Underwear

S. Lennard & Sons
DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.

ADAMS LOCKSTITCH HOSE



Wins Lasting Customers Wherever Shown.

Its Special Features:

10 FOLD KNEES
6 FOLD ANKLES

give it a wearing quality equalled by no other hosiery on the market.

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

WALTER WILLIAMS & CO.
301 ST. JAMES STREET
MONTREAL
33 MELINDA STREET
TORONTO

WHOLESALE ONLY

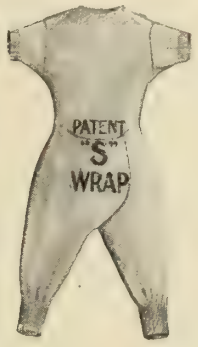
We have been appointed sole agents for
JOHN GUNNING & SON, Limited, - BELFAST, Ire.
LINEN MANUFACTURERS

THE LEADING
English Underwear
JAY
Unshrinkable Woollen
UNDERWEAR



SPECIALITIES:—

LADIES' COMBINATIONS fitted with the Patent "S" WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.



Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK — THE JAY FINISH TRADE MARK UNSHRINKABLE. — ON EVERY GARMENT

Wholesale only:
Messrs. I. & R. Morley and Geo. Brettle & Co.
LONDON, ENGLAND.

A. Schwersenski & Co.

452 St. Paul Street, MONTREAL

MANUFACTURERS OF EUROPEAN FURS FOR JOBBING TRADE ONLY

**MARMOTS,
HARES,
CONEYS,
LAMB,
OPPOSSUM**

In all latest styles.

Buyers are invited

to examine our samples before purchasing on the other side.

IT IS TO YOUR INTEREST TO SEE THE LINE

PAYING PROSPERITY

¶ Paying prosperity is the portion of your Fur Department if you are the dealer who sells my Furs—A bold statement, but Furs, priced right, quality right and styles right enable you to sell my Furs at a good profit.

¶ One indication of Canada's prosperity which comes strongly to my notice everyday is the increasing demand for my Furs—

¶ Prosperity is my lot and a prosperous 1907 is yours if you sell my Furs as the backbone of your Fur Department.

A. J. ALEXANDOR

504-506 ST. PAUL ST., MONTREAL

THE CANADIAN FUR TRADE

The Trade in 1906 was Good—Some Reminiscences The Outlook For Next Season.

In reviewing the principal features of the year's trade, the fact that the unusually mild weather of last winter and the late opening this season did not materially affect the trade, stands out prominently. Furs are in general demand and the very earliest movements indicated that small furs would be very strong. In anticipation of this manufacturers stocked heavily, but despite their best efforts they could not supply quickly enough, the demand for stoles, caperines, throw-overs and other small neckwear. These occupied the full attention of the manufacturers during the early months of the season. Factories were kept working overtime, but sufficient help could not be secured, and this was responsible for a few orders being cancelled. Naturally the unfavorable weather caused keen disappointment to those who had stocked heavily with the heavy lines of fur garments, but the extraordinary sales of small furs amply compensated for this,

When the demand for ladies' jackets and fur-lined coats began, a few manufacturers complained that the orders on hand for small furs hampered them in the making of the heavier fur garments. This rush has been kept up throughout the season so far. Assorting orders have so far been much larger than was expected, and it might be said that the only disappointing lines were men's fur-lined and fur coats, and caps. Men's furs are considered a necessity, and while the weather continued mild there was but little demand for them. With the coming of December's very favorable weather, these furs moved with a snap and sales proved to be beyond even the most sanguine expectations.

High Priced Lines.

It was evidenced early in the season that the best and most expensive furs would meet with the greatest sales. Price seemed to be no object, but to obtain the best quality was apparently the chief aim in making a selection. Muffs of the flat, or Empire style, with tails, claws and heads used for trimmings, have had a remarkably good demand. There was some diffidence expressed in the early season as to the sale of these articles, as the weather was thought not conducive to good sales. It was, therefore, a pleasant surprise when it was discovered that ladies purchasing an article of fur neckwear were eager to match these articles with a muff.

Serviceable Styles Best Sellers.

It has been clearly shown that while ladies wish to procure the best in furs, they, at the same time, have shown a decided preference for styles that are serviceable. The ultra-fashions were lightly patronized, and this would prove that the reason for purchasing the best furs was that the purchaser intended to wear the article for many seasons, and had no thought of discarding an expensive article for something more fashionable a few years hence. The Russian blouse with the deep revers has undoubtedly been the top-notcher of the season. Ladies' fur-lined ulsters have done a very good business and it is more than likely that next year will bring even better demand.

Prices have remained high throughout the season, and the brisk demand for the best lines at the outset immediately dispelled any misgiving that might have been entertained as to how the prices would be met. Generally speaking, trade has been better than last year, the average sales over last year being conservatively estimated at 40 per cent. increase.

THE EARLY DAYS AND PRESENT CONDITIONS.

It is not more than twenty-five or twenty-seven years ago that the fur trade of Canada was carried on by comparatively few wholesale houses, those of note being Greene & Co., Silverman, Boulter & Co., James Coristine, Heingen, Gnaedinger & Co., all of Montreal; A. A. Allan & Co., Gillespie, Ainslie & Martin, both of Toronto, and Paquet, of Quebec. At present, in Montreal, the centre of the fur business in Canada, there are at least forty fairly large wholesale fur houses doing a prosperous business. In the early days the furs worn were confined to a very limited class, the styles few, but what



Persian Lamb Fur Market in Russia.

they may have lacked in this direction was made up in the quality, which even to-day cannot be excelled. Nothing but the best was used, and when people bought furs it was with the idea that they would serve a life-time; a man never expected to outlive his fur coat, and it was a standing joke that it would be inherited by his son. Although the prices then were exceedingly low compared with to-day, the country was sparsely settled, money not so plentiful, and furs not so fashionable. Furriers could then get the greater quantity of their raw furs within fifty miles of the city, trapping was easy, as fur-bearing animals were more plentiful. Yet for all that, people living in cities looked upon the wearing of fur garments as belonging to the habitants of the rural districts, and it was not until more recent years that fur coats attracted the attention of fashionable Canada. Many can yet remember when trappers used to bring their collections to Montreal and dispose of them either to the furriers or to the Hudson's Bay Co.

Then there was only a small proportion of the furs

retained for home consumption, the great bulk being shipped to European centres. To-day the trapper's collection is much smaller, and owing to the increased consumption of furs, there is keen competition in securing the trapper's skins. With the country becoming more settled the fur-bearing animals have been greatly depleted, as the timber was cleared to make room for the plow. We have now to depend on the more remote and less frequented districts such as Labrador, Hudson Bay, and on the north of the McKenzie River. The wanton slaughter of buffalo and the beaver is regretted by all, and the wisdom of the authorities in prohibiting further killing of these animals is highly lauded by all concerned. Not many years ago nearly all otter skins used in making fur garments came from Canada; now there is only one Canadian otter used in every fifty. Canada from a fur producing country, is developing into a fur purchasing country of considerable importance.

Prices Compared.

A few comparisons of the prices paid for raw skins a quarter of a century ago and the prices to-day gives a fair indication of the rapid increase, governed by the laws of demand, and should prove of interest:—

	25 years ago.	Present.
Beaver	$1-65 per lb.	$1.50
Canadian Red Fox	75c to $1.25	$3.00 to $4.50
Musk rat	5c to 10c	18c to 32c
Lynx	80c to $1.25	$9.00 to $11.00
Mink	$1.00 to $5.00	$6.00 to $7.00
Otter	$9.00 to $15.00	$40.00 to $50.00
Persian Lamb	$2.50 to $3.50	$8.00 to $9.00
Seal	$28.00 to $30.00	$40.00 to $50.00

Price of Garments Compared.

For a coon coat $35.00 was considered an extravagant price, to-day $100 to $125 is the usual price for good coats. Persian lamb caps, which brought then $5.00 or $6.00, now cost from $9.00 to $12.00. Seal caps which brought then $9.00, to-day range from $22.00 to $25.00. Wombat coats which then brought $10.50, now cost $22.00 to $25.00. Muffs made in the old round styles sold from $11.00 to $12.00, but as now made in a variety of styles, the Empire, or flat style, being the most fashionable with tails and claws used as trimmings, bring $75.00. Very few furs since then have declined in price, black bear being about the only exception. Not many years ago this fur was very much in demand, but when the British government discarded these skins, which were used for saddle mats, they declined materially in price and have never regained their old demand.

The Limited Lines Carried.

The old time fur traveler had very few samples to carry compared with he of to-day whose sample trunks are among the largest and most numerous on the road. The best selling articles in the past years were fur caps, collars and double-lined, fur-lined boas. Fur caps were sold in great quantities, and on this line the dealers chiefly relied for the best of their trade. Fur caps were not long ago considered an essential winter head covering for ladies as well as men. Boys and girls, too, were not considered well dressed if they did not have a fur cap during the winter months. Now there are very few caps worn, their place has been taken by the high fur collar. Boas were made in three or four lengths, with but little attention given to styles as compared with the present time. The neckwear of to-day was unthought of, and the art of cutting not far enough advanced to experiment on any line beyond the conventional shapes of these days. In the coats worn, there was but little pretence at style. The long straight coat was considered the only possible style and to follow the style of sleeves worn on other coats of the day was thought to be an impossibility. The fur muffs were made only in the round style in various circumferences and lengths, and the ends of the muffs were made of cloth. The top, or covering, was fur, and occasionally a tassle used for trimming was noticed, but apart from that no attempt was made to change the style.

Travelers used to sell garments many times without carrying samples. The limited styles were familiar to all dealers, but to-day the manufacturer's traveler is often confronted with the difficulty of taking specially ordered garments of unique and unusual styles. While there is still a great demand for the ready-to-wear fur garments it is one of the difficulties of the fur trade to-day to meet the different demands that are made upon the cutters.

Modern Methods Compared With Old.

Great attention is given now-a-days to the cutting and finishing of furs, yet it is admitted that the garments of old, though lacking variety of style, had the wearing qualities in them. In the old days there was not the same great skill shown in the cutting and trimming of furs, which at the present day is reduced to a science. While modern methods have improved upon the old processes there has been introduced into the trade many tricks. These methods, originally intended to improve furs, have been sadly perverted in some cases, and are made now to cover up defects. Dyeing furs to imitate more expensive furs and producing them as genuine is carried on every day to a great extent. Mink, which is a fashionable fur, is often nothing more or less than Japanese and Chinese weasel dyed to represent the mink. In the old days, when fewer fur garments were sold, infinite care was taken in even the slightest detail to turn out a flawless garment.

The fur cutting to-day is so fine a trade that almost any style can be followed, and quite frequently strange demands are made on the cutter's ability, but it is seldom that he is proven unequal to the task. There are those in the trade who can devote much patience to turning out what a Montreal judge declared was, "champion crazy patch work." The peircing of remnants, together is also a modern science, as well as dyeing, and often people are lured into buying these trashy articles as genuine goods of the first water

The advisability of buying goods from a reliable house, which will not misrepresent its wares, is apparent. Such a house will, if necessary, show the goods thoroughly and compare them with cheaper lines in order to demonstrate where the difference in the price and quality lies, but in cheaper houses where goods will not stand the scrutiny of expert eyes, the utmost circumspection is advised. Furs are too expensive an article on which to take chances by promiscuous buying. Care in the selection of a good firm is the first step required if reliable furs are required.

THE PERSIAN LAMB CENTRE.

For the accompanying illustration of the great Russian fur centre, Niji Novgord, we are indebted to Neyer J. Isaacs, who acted as private secretary to Mr. Goldberg, of the British Canadian Fur Co., Montreal. Skins are shown lying in the open "Messa" or market, where the Persians bring their collections of lamb skins. This spot is the Mecca of all buyers of furs from different

parts of the world. The collection brought into the market this year was comparatively small, owing to the disturbances in Russia, and also because a tax was levied on everything sold in the Niji Novgord market. This had much to do with the price increasing.

Outlook for Next Spring

No Radical Change in Styles Has so Far Been Contemplated—No Definite Plans Announced.

Not until the middle of January will any definite plans be made known regarding the lines for next season. So far no Canadian outlooks have been published, nor have the manufacturers yet decided exactly what they will specialize. The present season is being carried longer into the winter than was anticipated, and not until stock is reduced and orders filled will serious attention be given to the making and arranging of samples. Owing to the very late fall, and the rush of orders which came in with the cold weather, manufacturers have been engaged in filling orders until an unusually late date

From what can be gleaned at this unsettled period, it appears that any attempt that might have been made to supplant the popularity of mink has dismally failed ; there is nothing to take its place so far as price goes and so long as other furs remain high, mink will continue to hold a forward position. The supply of Persian lamb is only fair at present ; there are plenty of the lower grades, but people seeking a lamb jacket are desirous of obtaining the best qualities. Of these there is a shortage reported, and while prices have not shown a very great advance, it is felt that should there be an unexpected demand the price will be governed accordingly. Seal is also expected to be too high to make it a possible leader over mink. Electric seal, however, sold better than was anticipated throughout the present season, and it is thought it will continue to do good business next season. One thing is certain regarding next season, and that is that, since all furs for jackets are to remain so high, there will be greater sales of fur-lined coats than ever before. Linings are expected to retain about last year's prices. It is thought that the trade done in them this season is merely a small fraction of what will be done next season. The same may be said of muffs. The flat muffs have been merely introduced this year, while next year the sales will greatly increase. Small furs will be as popular as ever before, especially the better qualities.

No radical change in this year's styles has so far been contemplated for next season. The American styles have not yet been made known. Canadians are very conservative, and even if anything were to be introduced which was entirely new, it would have to be modified before it would be saleable in Canada. Those who have thought of giving any consideration to the question claim that it would be disastrous to the trade to make any radical change. Beyond, perhaps, a tighter sleeve at the wrist, a slight droop to the shoulders, or a difference in the revers, there will be no great change made in styles which have given so much satisfaction to all concerned. It has been hinted that ladies' fur-lined coats will have the sleeves altered slightly, the tendency being towards the coat sleeve.

There is every indication that a great season is in store, the prosperity of the country continues, furs are fashionable and in great demand, and continued success of the Canadian fur trade is assured.

GREENLEESE
1907 FURS 1907

¶We take this opportunity of thanking our many customers for their generous support during the past season.

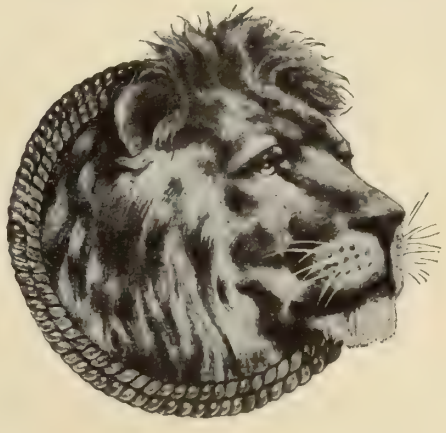
¶The fire in St. Helen St. on Dec. 9th, has caused no interruption to our business. We are now busy with samples for the coming season and our Salesmen will be out with them after March first.

¶If your trade is in good goods it will pay you to wait and see these samples before placing your order.

A Prosperous New Year to All.

S. T. Greenleese & Sons
LIMITED
8 ST. HELEN ST., - MONTREAL

ALL OUR FUR GARMENTS
CARRY THE FOLLOWING TRADE MARK



We believe 1907 will be a record year in the Hat and Fur trade—Our plans are made accordingly.

MAY 1907 SEE YOU PROSPEROUS

John Edgar & Co.
33-35 St. Francois Xavier St.
MONTREAL

M. SILVER & Co.

THE RELIABLE
FUR HOUSE

Wishes You Prosperity

12-14 ST. JOHN STREET

MONTREAL



The Best Resolution

you can make this year to aid your Fur Department is to order your

Persian Lamb Jackets

from

The Specialty Fur House

McComber & Cummings

516 St. Paul Street,

MONTREAL

A Partnership Wanted

How about your fur orders ? Now's our best season, and if you're hurried a bit to deliver the goods —**Let us help you !**



We've got the facilities, the experience and the reputation. We'll guarantee to make your customers your friends for all time. If you haven't our catalogue—**it would interest you** — better send for it.

WM. E. ORR & CO.

Manufacturing Furriers

The House of Reliability, Excellence and Style.

93 Yonge St., TORONTO

TEXTILE
DOMINION
CO·LTD·

Canadian Prints

represent the cumulative progress of years of painstaking weaving and steady improvement in color perfection.

They embody every modern advantage.

The generous trade during 1906 and heavy orders for 1907 delivery are appreciated and will be a guarantee for added success.

It pays you to push Canadian Cloths

PRINT WORKS
COLONIAL
TRADE MARK

PRINT WORKS
MAGOG
TRADE MARK



You can always get what

you want in our Smallware Department.

Investigate by mail

Cotton prices are going up

The time to place your order is

NOW

the place

The W. R. Brock Company (Limited)

Montreal

K K K K K K K K

K

K K K K K K K K

"That indefinable quality called 'CLASS.'"—

These are the
KINGCOT
lines for 1907:

GINGHAMS
DRESS GOODS
APRON GINGHAMS
SAXONYS
FLANNELETTES
DOMETS
SHIRTINGS
OXFORDS
DENIMS
GALATEAS
TICKINGS
COTTONADES
AWNINGS

KINGCOT cottons are offered to the merchant who discriminates as the one line of cottons surely suited to the tastes of buyers who discriminate between ordinary values and extraordinary values. Kingcot cottons have "class"—they afford better value, better selling-power, simply because that "class" idea dominates their makers and is evident in every yard of the goods themselves.

KINGCOT Cottons sell better than ordinary cottons simply because Kingcot are beyond the competition of all ordinary cottons in all save price alone.

K K K K K K

STAPLES AND RAW MATERIALS

Record Year's Business Done—Lines Much Improved — Prices Advanced on Bleached Goods and Shirtings—Outlook for Spring of 1908.

Like all other lines in the dry goods business, staples have had record sales during the past year. The prosperity of the country is reflected in the great demand for the best grades, and 1906 has been a period of fine possibilities for the cotton companies. For years they have struggled to gain the confidence of consumers, and to do this they have had many difficulties to overcome. As comparatively new industries they had to combat early prejudices, and it was with the utmost difficulty that their goods were marketed. The mills now run full time, and often overtime, while, a few years ago, the demand could be supplied in a few months. Then it was a common occurrence to auction off, or sell at a big discount, many cotton stocks, but now they are remarkably low and scarce.

The vastly improved demand for tickings and sheetings substantially denotes the rapid growth of the country. To every little hamlet throughout the Dominion have been shipped staples connected with home building. This has added greatly to the jobber's number of customers, and wherever one line is introduced it invariably means that other lines are taken the following year. The large sale of denims and other lines for overallings is a good indication of the enormous increase of laborers in the multiplied industries of the Dominion. The improved demand for the better grades of ginghams, prints and other wash dress goods, reflects the general prosperity.

The cotton situation throughout the year has presented many strained situatians; yarns have been exceedingly scarce and high priced ; the mills in the United States and England have been over-run with orders, and in many cases those from foreign sources were turned down. When it was found that orders could not be filled abroad, there was so great a demand for the Canadian products that many lines had to be withdrawn. Prices have been advanced, from time to time, but as this could not be avoided, there was an intelligent understanding of the situation, and in no way did it cause dissatisfaction.

Another great feature of the year's trade was the confidence reposed in the domestic goods. The textile companies realized their opportunity of gaining a valuable position, when consumers no longer could depend upon other countries for supply. They at once raised the standard of their products, in many cases regardless of cost, and in this manner they secured a safe foothold in the market. Altogether the year has been thoroughly satisfactory, the demand has been steady throughout, and the period has closed with stocks low and sales high and active.

BLEACHED GOODS ADVANCED.

The recent advance on bleached goods and greys, of 1-4 to 1-2 cent, and on sail ducks of 1 1-2 cents per yard, was not altogether unexpected and it is only reasonable, in the face of the prevailing conditions, to expect further increases. With raw materials soaring, and a scarcity of all yarns, it is believed that a further increase in the near future is inevitable. The prices are regulated in these goods not only by demand but by advanced cost of production. Sheetings are selling better than ever, the demand being for the better qualities. It is found that there is great difficulty in keeping up the stocks ; there is no idle line, as when one grade is exhausted the nearest approaching it is quickly snatched up. The cutting-up trade is complaining of supplies lacking, but it is thought that now navigation is closed, and orders which were rushed through prior to its closing are now filled, that full attention will be given local delivery. There is every reason to believe that this is now the object of the companies.

DENIMS AND TICKINGS.

Reports to the effect that tickings are hard to obtain are borne out by the fact that in all places stock is very low and over-sold. Repeats are hard to get, but better delivery is assured for the end of January. The heavy tickings for nattress making are in active demand, and for this purpose there is not sufficient supply.

Denims for overall and making-up purposes are still in great demand, to which, apparantly, there is no end. Dissatisfaction is expressed in some quarters over the shortage at present, but it should not be forgotten that when it was possible to get early deliveries a few months ago the opportunity was not taken advantage of. Prices are firm, but are not likely to be advanced for some time. At the same time there is certainly no chance of a decline, and orders should be placed at once in order to assure early delivery after Spring orders. It is learned, on good authority, that in justice to their customers having orders already booked, the manufacturers refused to accept new orders from new sources.

ALL LINES OF SHIRTING ADVANCED.

On December 17th all lines of shirting were advanced 1-4 to 1-2 a cent per yard. A glance at the recent cotton developments will prove conclusively that this is no more than could be expected. The advances are more marked on the shirtings of 36 in. widths which are used for cutting-up purposes. The demand for shirtings has lately been enormous, the market has been strained and developments since the tariff adjustments have been largely the cause of the advance. The new rate of duty is not advantageous to the manufacturing situation, as it leaves no chance for the manufacturers to resort to foreign countries to supply their present stortage of stock. Fortunately this advance comes when Spring orders are well in hand, but should repeats be frequent, it will leave the manufacturers of shirts in a strange predicament. It would be the most difficult task imaginable to increase the price of a dollar shirt, and retailers under these circumstances will not be prepared to give an advanced price to the manufacturers. The range is large this season and have been eagerly purchased. In many cases only limited orders have been accepted in order that all could get some share.

DEMAND FOR GINGHAMS AND FLANELETTES.

Ginghams are still maintaining their popularity for Spring trade, but none sell so well as the reliable staple gingham. Country trade is very active in pinks and light blues, while larger centres show a tendency towards checks of black and white and small stripes. The average demand is for the 10c. lines, but it is noticed that the class of goods taken by the cutting-up trade is of the better qualities.

That the public require some educating in the buying of ginghams is quite evident from the fact that they are lead by the old fixity of prices and are blind to quality. As will be remembered, the listed prices of ginghams remain unchanged when nearly all other lines were advanced. The cost of production is much greater than in former years; mill supplies are at least 100 per cent. dearer, wages are at least 10 per cent. higher, and the scarcity of cotton yarns has materially advanced their prices. Despite these facts, the listed prices are tenaciously held and the jobbers and retailers are unwilling to give way to the new condition of affairs. Prices are the same, but it should not be overlooked that as the ginghams cannot be produced at the same price the quality must suffer in consequence. Any person buying ginghams will ask for a line at a certain price, taking it for granted that it is the same thing obtained at the same price some years before. The existing conditions should be thoroughly understood. It seems the agitation in the States at present against the fixed prices must soon reach Canada, or else the quality of the goods must suffer to the extent of being unsalable.

Flannelettes are still holding a secure place in the market. The tweed effects, greys and whites, are in big demand for making-up purposes. Saxonies and all nap goods continue in high favor, the demand is steady and everything points to an improvement as the Spring approaches.

OUTLOOK FOR SPRING OF 1908.

Textile manufacturers are planning for the best display of textiles ever shown on the Canadian market. The prints being prepared for the Spring of 1908 will be a great improvement over the designs shown this year, which were thought to be the best possible to produce. With improved methods, and with the better demand, there is everything to encourage the best efforts. The Canadian product has been well received, and everything points to the demand continuing active for many seasons to come. In every branch of the industry the preparations for next season promise to surpass all previous standards. With the American and European markets unable to fill Canadian orders, it is a wise policy to aim at the best, for when a dull time comes it will prevent the Canadian consumers from seeking foreign goods when as good can be produced at home.

The Canadian supply of cotton yarns is decidedly short. The mills at present are well sold up, and the indications are that prices will remain high and firm. The cotton yarns have an upward tendency, the supply on the market at present is quickly snapped up, and the close buying which is likely to ensue in consequence will, it is feared, make the market frantic.

The recent ginners' report is far above the most sanguine expectations—12,500,000 bales. When this report was issued it had the effect upon the market of cotton declining half a cent. Spot cotton is now selling at 12½ for the best grades, but the Southern farmer, it should be borne in mind, will not sell his cotton at a low figure and this fact, together with the amount of damage done to the crop by early storms, leaves a scarcity of good cottons for the making of yarns. Foreign sources of supply are sold ahead, as far as two and three years, so that even if the demand should fall off during the next two years, the tariff being reduced on American prints would not help the situation in Canada to any appreciable extent.

New Cotton Mills

Will be Built at Shawinigan Falls—Dominion Textile Company Behind the Project.

A matter of great interest to the Dry Goods trade in general is the news that a large cotton mill will be erected at Shawinigan Falls, Que. For some time there has been considerable talk of furthering the output of Canadian textiles to keep up with the growing demand. There is plenty of room for a large mill, and if it can better the supply, which at present is inadequate to the demand, it will be the greatest boon to the country.

Shawinigan Falls, besides being an ideal place for power, has also the valuable and important advantage of being a place where there is plenty of help to be obtained. There are a great number of French-Canadian families at Shawinigan, Grand Mere and Three Rivers from which can be secured competent mill hands.

The company will be known as the North America Cotton Company, and will have a capital of $2,000,000 preferred and $1,000,000 common. The Dominion Textile Company will have the controlling interest. Stock will be offered to the public.

A contract has already been made with the Shawinigan Water and Power Co., which will supply the mills with 25,000 horse power at a low rate. Plans are now being prepared for the buildings by E. P. Sheldon, of Providence, R.I., whose firm has constructed the largest mills in New England. When completed the mills will rank with the best in America. Before the Fall of 1907 it is expected that they will be completed and in operation.

Shawinigan's railway facilities have been greatly improved since the building of the line to Three Rivers. This will give first-class connections with other railway and steamship lines at Three Rivers.

HEAVY PRINTS ACTIVE.

Deliveries from the mills are more satisfactory than was anticipated, warehouses are being filled up, and although many lines are oversold, there is a marked assurance of late repeats being accepted, should the deliveries continue to be hurried through. The mills are now recovering from the stress of orders., which taxed them to full capacity, prior to the close of inland navigation. Orders on the cheap lines are being rushed through, and manufacturers are turning their best attention to the running off of the better lines.

The heavy print C cloth is fulfilling all expectations. Nos. 10 and 20 are big sellers. The latter line is of great appearance, and its make-up is beneficial to the retailer. It has the duck fold and has cloth-lined bands. This favor. Deliveries on the C cloth are expected to be slow, duce as a fit substitute for the H.P. cloth, is more successful than in the early months and is daily growing in favor. Deliveries on the C cloth are expected to be slow, but after the 15th of January it is hoped that they will be more satisfactory. No. 100 is a line of exceptional good value and is a favorite with the trade. No. 10 of

Nazareth Waist

—We've been making Nazareth Waists for twenty years, and selling them as fast as we could make them.

—To-day we're making more and selling more than ever.

—How is it in your store ?

—Are you selling more than you did yesterday ?

—If not, there's something wrong and it's time to get busy and push them, for they bring mothers to the store, and mothers carry the family pocket-book.

—We'll supply the electros, show-cards, ready-to-use-ads, and window suggestions free.

—A postal will do the business.

THESE

CANADIAN WHOLESALE HOUSES

Carry complete lines of the Nazareth Waist

ST. JOHN, N B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., Limited

WINNIPEG, MAN.
R. J. Whitla & Co.
Greenshields Western, Ltd.

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co
W. R Brock Co (Ltd.)
Burton, Spence & Co., Limited
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, Limited

VANCOUVER, B.C.
The Gault Bros. Co.

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy-Cains, Limited



This mark woven in Red is on every genuine Nazareth Waist, and it means something.

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY

NEW YORK

the low lines is also a good seller, and is eagerly bought. The navies are the leaders in the darker shades, but the light colors have by far the better demand. Grey prints are improving in demand, and only recently the demand for all greys has so greatly improved that jobbers have over-sold and are straining every effort to obtain repeats for their customers.

PROPOSED MILLS FOR LACHINE.

Nothing authentic has yet been given out to the public regarding the cotton mill project for the town of Lachine. Much has lately been said regarding the new company, several prominent names being mentioned from time to time, but those who have the right to speak flatly deny the statements which have appeared in the papers. Upon enquiry The Review was informed that nothing definite could possibly be given out until early in the new year. The gentlemen named in connection with the project are very reticent about the matter, but appear to have every confidence in the plans going through successfully.

Manitoba Dry Goods Trade

Early Advertising and Display Drew Big Business First Part of December.

Winnipeg, Dec. 22.—Christmas trade in Winnipeg is in full swing at time of writing, and, if one may judge by crowds thronging the stores, the volume of business this year is far in excess of any previous year. Persistent advertising in the last days of November and the early part of December, and early displays of Christmas goods did a great deal to induce the buying public to "shop early." The advantages of early Christmas buying were pointed out persistently, and it would seem that the Winnipeg stores had better success than usual in inducing their customers to buy in a leisurely fashion early in the month, rather than leave everything till the last mad rush.

* * *

Unfortunately, this year as last, the Winnipeg stores have seen fit to keep open until 10 o'clock at night during the latter part of the holiday rush. To this rule, there has been, of course, the notable exception of the big department store, which closes every evening at six o'clock. Winnipeg has an early closing bylaw compelling all stores to close at six o'clock, but there is a provision in it allowing the stores to stay open until ten o'clock for a certain number of days before Christmas. The big department store has not taken advantage of this provision, but the other stores, with scarcely an exception, have remained open until ten o'clock. The wisdom of this policy is not very apparent for the public have long been educated to do their shopping before six o'clock, and none of the stores have done very much business after that hour. Of course, the stores are kept open late for the ostensible reason that there are working people who can not possibly shop during the day; but a glance at the customers in the stores at night will soon convince any unprejudiced observer that the great majority of those who are shopping at night belong to the class who could, with no particular inconvenience, do their shopping during the day. A policy designed to accommodate the working classes is not taken advantage of by them; it merely serves to give well-to-do shoppers bad habits. The Winnipeg dry goods stores have a local retail association, and it would be the part of wisdom for that body to make arrangements next year for early closing during the holiday season.

A number of good holiday windows and interior displays have been a feature of the Christmas trade. Archibald Wright & Co., although somewhat side-tracked in temporary quarters on Notre Dame Avenue, have not relaxed their efforts to capture a good share of the Christmas trade. During the month of December they have had a number of particularly fine displays of specially imported laces and handkerchiefs..

G. D. McKay & Co., at "The Shrine of Fashion," have used their windows to splendid advantage in the display of ladies' costumes and dress accessories.

The T. Eaton Co., as usual, have shown a number of artistically dressed Christmas windows.

* * *

Wholesale houses report that sales of Spring and Summer goods are already very encouraging. Travelers have been on the road with the first samples of Spring goods, and they find the trade in optimistic mood and ready to buy liberally for 1907 requirements.

* * *

The only fly in the ointment, so far as the Western trade is concerned, is the fact that, owing to various causes the railways have not moved so much wheat out of the country as they did up to this time last year. This means a money stringency, as it is the wheat money that pays the country store bills.

WALLACE, BLAKE & SHOULDICE.

The firm of E. B. Wallace & Co. was formed in January, 1906. Mr. Wallace was the only active member until July, when he was joined by Mr. Blake, and on January 1, 1907, by Mr. Shouldice. The firm name was then changed to Wallace, Blake & Shouldice.

The whole business career of Mr. Wallace has been identified with the linen and handkerchief trade. For ten years he was closely connected with the industry in Belfast, and then for many years buyer for the Wyld, Darling Co. After the big fire of 1904 he was with Gordon, Mackay & Co., as buyer, until he founded the present business. He is recognized in the trade as being one of the best posted men connected with the linen and handkerchief business in Canada.

Mr. Blake entered business with Caldecott, Burton & Spence, when they first opened in Toronto, and he remained with the firm for fifteen years. After severing his connection with them he for five years represented Gault Bros. & Co., and later English and continental firms selling the wholesale trade.

Mr. Shouldice received his first business training in the retail dry goods business, but for the past sixteen years has represented H. P. Eckardt east of Toronto.

MARITIME TRAVELERS.

The annual meeting of the Maritime Commercial Travelers' Association was held at Halifax. It was reported that the membership stood at 781, compared with 105 in 1882 The election of officers resulted as follows: President, J. B. Douglas; Vice-Presidents for Nova Scotia, Chas. Blackie, H. E. Pyke, James C. Jones, A. Milne Fraser; Vice-Presidents for New Brunswick, R. A. March, D. M. Doherty, Alex. Binning, Henry Thomas; Directors, E. Y. Rowland, D. Rutherford, G. H. Laidlaw, B. N. Barnes, C. C. Starr, S. F. Thompson; Treasurer, O. E. Smith.

Rhys D. Fairbairn (Limited)

MANUFACTURERS

WE HAVE ADDED

Shirt Waists

TO OUR LINE OF

Neckwear, Belts, Frillings, Ruchings and Skirts

SAMPLES SHOWN BY OUR TRAVELLERS

Toronto—8-10 Wellington East. Montreal—204 St. James St.

"PATON'S"

Tailor's Linen Threads,

Sole Sewing and

Wax Machine Threads

"ARE THE BEST"

IN NO COMBINE

Get Samples and Prices.

Sole Agents:

GEO. D. ROSS & CO.

MONTREAL and TORONTO

Commence the New Year Right

BY STOCKING WITH

OUR IVORY BUTTONS

Prices and Quality tell the story

¶ We have increased our facilities to meet all requirements of the trade. Assortments sent on approval.

MANUFACTURING AND JOBBING TRADES

IMPERIAL BUTTON WORKS, Ltd.

45 DORCHESTER ST. WEST, MONTREAL

Prizes For Clerks

WHO HAVE IDEAS OF THEIR OWN

EACH month THE REVIEW will award Premiums of $2 and $1, for the two best ideas submitted by clerks. These ideas may relate to any department of the Dry Goods business. As interest in these competitions becomes wider, we will increase the value of the prizes.

Merchants should encourage their employes to become competitors. It will exert a fine educative influence over them, and induce them to think along the lines that will be beneficial both to themselves and their employers.

Address all Correspondence to "Competition" Department

THE DRY GOODS REVIEW

TORONTO MONTREAL WINNIPEG

MONEY MAKING RIBBONS

The Buying Season is Here

¶ You have been reading about the advances in the price of raw silk and know this has affected the ribbon market.

¶ We are covered for the Spring and Summer season and have the goods at old prices.

¶ We advise you to look forward to a large demand for Ribbons and to BUY NOW, if not covered, for the entire season in as far as possible.

FANCY RIBBONS

The vogue of fancy Ribbons is marked by the new trimming ideas in Hats and Gowns. Our stock is filled with the latest creations of the foremost European factories. Samples and prices will interest you. Send for them.

DEBENHAMS (CANADA) Limited

The House for Standard Makes of Ribbons and Silks

Quebec : 43½ St. Joseph St. Halifax : 70 Granville St. Ottawa : 111 Sparks St.

18 St. Helen Street, MONTREAL

Millinery Lines Ready for Early Buyers, January 25th.

LACES

Valenciennes, French, Nottingham and German, in immense range of effective patterns.

ALLOVERS

Orientals, Guipures, Valenciennes, Black, Light Butter, Paris, White.

EMBROIDERY STRAPPINGS

Muslin, Nainsook, Cambric. Complete range.

DRESS TRIMMINGS

Appliques, Pull Braids. All colors.

Travellers now showing our Spring range of Ladies' Neckwear and Belts

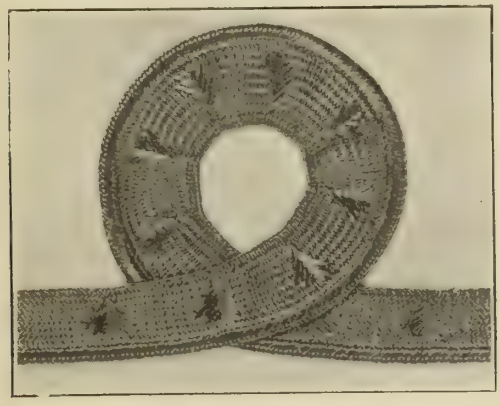
SANDERSONS, LIMITED

172 Front St. West, TORONTO

DRESS ACCESSORIES

General Prospects

The fancy dry goods business has developed largely in the past decade, and what is relatively a short period, has seen a great increase in the number of the firms engaged in this branch of the trade. Many houses that, only a few years ago, were just starting, or were com-



Two-Tone Embroidered Pull.

paratively small then, are now large and flourishing, as the growing prosperity, and the increasing wealth and population of the Dominion is providing a large outlet for this class of goods.

Owing to the fact that the second value—that is, the fashion value, is supreme, it requires a large measure of forethought and ability to properly develop such departments as laces, trimmings, ladies' neckwear, gloves, ribbons, etc. This, however, is largely off-set in the eyes of most merchants by the large profits earned, and by their attractive power.

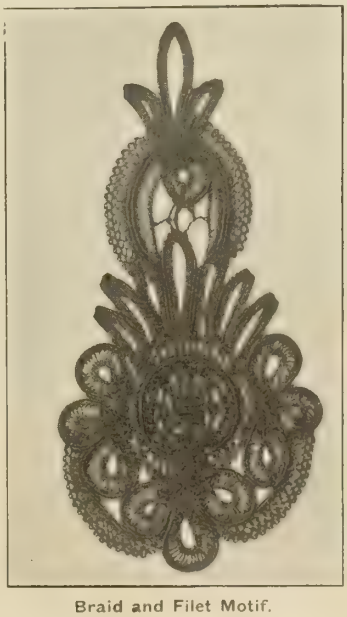
The prospects are very bright for 1907, rendered all the more so in this section by the promised return of the vogue of dress trimmings. The phenomenal demand for lace continues, and there is no abatement of fashion's favor in this respect. There is of necessity a steady sale for umbrellas, and the call for better goods has added largely to the growing prosperity of the Canadian firms engaged in this industry. Parasols, owing to the fact that the season of 1906 was a long and profitable one, and one that left the retailer with an unusually clean stock, promise a greater development in 1907. The veiling counter is always a money maker, and there is every prospect of a splendid season. La Parisienne has at last taken up the Yankee fashion of the floating veil, and is draping herself in yards and yards of veiling. This is bringing into prominence the individual veil, which was such a money maker a few seasons ago. There is an increasing activity in ribbons, which the advancing prices are not likely to check, and more high class and expensive ribbons than ever before are being ordered out for the Spring season.

In spite of the aggravating slowness of deliveries, 1906 has been a most prosperous year in the glove section. There promises to be a big demand in 1907, and everything is right for the sales end, but a repetition of last year's troubles is in sight, when the obtaining of supplies is considered. The year opens with a decidedly optimistic outlook for ladies' neckwear, owing to the improved showing made for holiday trade, and its increasing vogue in New York. Wash neckwear promises to be rather an uncertain factor during the heated months, and some curtailment may then take place, but as for other lines, and also other periods of the season, the prospects are decidedly good. Frillings begin the year with augmented prospects, as the attached collar is all in their favor, and the sale of other neckwear novelties should be amply sufficient to cover the partial failure of just one item.

Trimmings, Braids and Buttons

Decided Revival in Dress Trimmings—The Return of Drop Ornaments, and Embroideded Chiffons Predicted.

The undoubted feature of the new year to date is the revival in the demand for dress trimmings. Braids have been good throughout the past year, are still very strong, and styles are developing. Pulls of artificial silk are now embellished with a raised edge, and show a pattern in the weave. Two-tone effects of this class are decidedly effective, the combination of two colors lending life to



Braid and Filet Motif.

the appearance of the braid. There is another good feature about them that should be noted: You can match up your dress materials from a lessened stock, as the one braid can be used on more than one shade of cloth. Thus a pull of green and brown will go with a wide range of shades of either color, thus effecting a welcome

reduction in the stock to be carried. There are many handsome effects in black pulls—indeed the big demand is for black trimmings in all colors. Military effects in suit trimmings are bringing a big demand for mohair braids, and narrow braids and soutaches are being freely used by all the leading ladies' tailors and by the ready-to-wear garment trade.

Drop ornaments are coming back, and the past few weeks has seen a call upon importing houses for any old stock of this description that they may have on hand. There is little change in the character of these goods, and any merchant who has stock of this description lying by, would do well to bring it forward. All kinds of ball and drop trimmings are coming into vogue, and a few fringe effects are tentatively shown, as are also handsome braid and cord motifs. All through the big call is for black, and it is more than probable that these motives will be much used upon the Fall coats of 1907.

Another old friend, the embroidered chiffon trimming, that had such a long run, is to the fore. Handsome band trimmings of embroidered silk, black on black, and white on white, and also Persian and pompadour effects are shown. Tapestry effects and shadow embroideries on



Lace Drape Veil, as Worn in Paris.

chiffon are other novelties. Woven bandings and motifs in a big variety of colorings and patterns for vest effects are again included in the new lines.

Covered, crochet, and metal buttons are all selling for 1907, and some very handsome novelties are showing. Odd shapes are featured in trimming buttons, and these are effective when covered with spun silk in basket patterns. The pearl and metal effects are extra beautiful. As in all other lines, for the opening year variety rules. Tiny buckles, slides, etc., are also big sellers.

Alfred Defries, of Defries & Johnstone, manufacturers agents, Carlaw Building, is now in England. Mr. Defries will be back in Canada early in the new year.

Veils and Veilings

Revival of the Drape Veil in Paris and New York—Manner of Wearing it Illustrated.

A steady trade has been done during the past year in the veiling department, but signs are not wanting that 1907 will show a considerable increase, for in addition to the popular mesh veils, the auto veils, etc., the individual drape veil is again coming into fashion, and should this fully develop a splendid season will materialize. There is no doubt as to its vogue with the classes, that is assured, so much so, in fact, that it is bound to show increased signs of favor with the popular trade. The wearing of a drape veil is distinctly an American fashion, and a revival of it hitherto has always come from New York. This time it comes by way of Paris, where the fashionable woman is now enveloping her head and shoulders in yards and yards of veiling. Beautiful lace veils draped around the hat are also well shown. The illustration we give is straight from Paris and shows the veil draped as only a Parisienne can do it, and in such a manner that the hat is not covered. A fine mesh veil, either without dots, or with only one or two far apart, is adjusted with precision over the face and hair, and then the individual veil is gracefully draped over the brim of the hat.

These veils are of many colors, soft shades of brown and mode being in great favor. Grey is also good, and nattier and dull, dark blues. Many shades just off white are also shown, and also black. Lovely Chantilly veils are shown, and also net or chiffon veils with a Chantilly border. A rich veil is of a heavy princesse lace, woven with the net, not appliqued. As the season developes other novelties doubtless will appear, but the retail trade must remember that veils have to be shown to be sold.

Umbrellas

Orders for Spring delivery are well in hand, and the volume of business done shows that the trade is alive to the fact that much difficulty is experienced in getting metal accessories used in the manufacture of umbrellas. The American supply is very uncertain as yet, but fortunately, Canadian manufacturers have ordered ahead and no shortage is expected. A word of commendation is due the Canadian makers on the improved lines they are selling to the trade this year. Among the lines may be mentioned the latest styles of Congo and boxwood handles, trimmed and untrimmed. They possess not only the quality of style, but are made of the best of materials.

As usual, there has been a demand for early orders on the standard lines for country trade, strong covering and heavy ribs being the chief merits sought. Little demand has been made for colors. The selection of handles requires a good deal of care. Straight handles are most popular this season, and that with the round knob for ladies is accepted as the favorite. The variety is greater than ever before, and novelties are numerous, old silver playing a prominent part. Some neat and novel designs are seen in old gold. In this line may be mentioned handles in the shape of a heart, with engravings of laurel wreaths, festoons, shields and coats of arms. Gun metal is also in good demand. The leading designs are the golf club and horse shoe effects. A handsome handle is in boxwood with old silver inlaid at the knob. It is made up in such designs as horse shoes, hearts, shields, etc., suitable for inscription. Pearl handles, both clear and smok-



Portrait Felix. EMPIRE ROBE WITH DIRECTOIRE COAT OF BROCADED SILK. Creation Maison Dieuillet.

ed, are holding a good place in the lines bought for Spring.

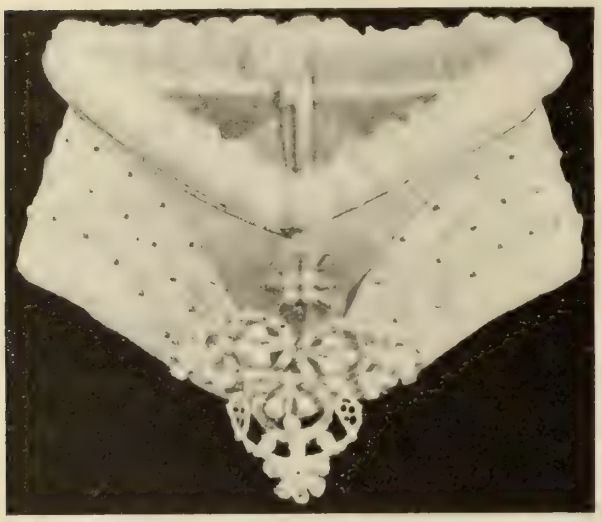
During the past few years the demand for umbrellas has not been so brisk, on account of the prevalence of dry seasons.

Ladies' Neckwear

A Splendid Holiday Trade Done—1907 Promises Better Than Anticipated.

The Christmas trade has brought a decided boom in ladies' neckwear, the demand reaching such proportions that most of the houses called their travellers off the road early in December, as orders up to date were so large that the factories had all they could do to turn out those already received by the end of the year. The past Fall has been a decidedly busy one, and has witnessed something like the old-time demand for ladies' neckwear, and this condition promises to continue now that the holiday trade is past.

Dainty lines of novelty effects are now being produced



NOVELTY STOCK COLLAR.
Shown by Rhys D. Fairbairn.

for the mid winter trade, and travelers will be out with them early in January.

Neckwear is again to the fore in New York, and reports from there say that there is a complete revival in the demand, and that the stores are full of new things in the neckwear line. As in other sections of the trade, variety rules, and the daintiest of chiffon effects are shown side by side with the plainest tailored styles.

Collar and cuff sets are decidedly good, both in lace and in lace and embroidered batiste. Gold is again used as a decoration for neckwear, and some of the very smartest of the new effects have a decided touch of gold trimming. The pretty stock we illustrate shows how this touch of tinsel is used, and also a number of other new touches. To begin with, the shape is the latest, coming as it does to a little point in front and having neither tabs nor jabots. Folded half-wheels of crepe-de-chene, sewn with tiny gold beads, decorate each side of the front, and are connected with a motif of heavy lace—Valenciennes, by the way, being not much used for the moment, its place being taken by Venise, guipure, etc. There is a cluster star of pearl and gold beads above the motif, and the ruching is set on by a row of gilt soutache braid.

Silk tailored neckwear is again shown, and is expected to again become popular, though, no doubt, the more dressy semi-tailored styles will be the big sellers in this market. It is certain that neckwear will sell, and sell well, with perhaps the exception of the heated Summer months, and also that practically all kinds will be wanted. New effects in the popular Peter Pan collar are noted, one of which is of eyelet and heavy padded embroidery. There is also a string tie of embroidered lawn to match. Stocks, and collar and cuff sets, of shadow embroidery are also expected to be popular. Embroidered stocks and tabs and turn-overs that show little touches of novelty are looked upon as good property.

Taking it altogether, the prospects for the coming season are much more satisfactory now than was anticipated a month or so ago, and a good season's trade is safe to be done if only retailers will keep in view the fact that it is novelty that is the winning card in the neckwear department.

Lace

Another Big Year Promised—Variety the Keynote—Square Mesh Laces the Decided Novelty for Spring.

Buyers lately returned from St. Gall, Plauen, Calais and England, speak strongly of the vexed question of delivery. The reason for this, it is pointed out, is that every country is prosperous and the demand for laces as a dress accessory is greater than it has ever been. Each market is keeping up a constant clamor for immediate delivery of laces, and those in close proximity to the lace producing centres have a slight advantage. Nottingham, where the nets are made, cannot turn out the goods quick enough to keep the embroiderers of France, Switzerland, England and Germany supplied. At such a time the buyers usually wax abusive over the uncertainty of orders, and the independent manufacturers treat such persons to a turn-down. It is noticed that the houses treating their buying sources indulgently, and appreciating the circumstances responsible for the conditions of the market, are treated with much more consideration by the manufacturers.

Prices will be much higher than last year on account of the raw materials and labor being very high, and also the demand far exceeding that of the past few years. It is felt that some of the lines are so far advanced that the prices are almost prohibitive. This furthers the belief that the greatest demands will be on the medium priced laces. Valenciennes will be stronger for Spring, as it is considered a desirable accessory to the sheer white dress materials which will undoubtedly predominate during the coming season, the nets particularly holding the attention of the trade. Paris is giving a great deal of attention to the square mesh laces, and other large centres are falling into line.

Filet effects are spoken of as good for Spring and certain houses are counting on them as certain lines.

Late samples from Europe in the majority of cases have white foundations. The ecru and ivory tints seem to have declined in popularity to some extent.

Calais is producing Venises this year to a great extent, and they are of exceptionally high grade. From that source deliveries are hard to obtain.

Altogether the season promises to be a very busy one in laces, and it is strongly advised that, in order to assure requirements being covered, there should be no delay in ordering.

The recent tariff changes on lace embroideries are not



Aren't "Lion Brand" Hose just right?



Next time you're in Montreal, visit our

Lace and Embroidery Department.

There's a good reason.

The W. R. Brock Company, (Limited)

Montreal

giving the satisfaction that was at first anticipated. The complaint is that it is not sufficiently specified. No mention of black or other colors certainly causes confusion. There is apparently very little understood regarding the meaning of the item. Silk embroideries are not sufficiently changed to make any material difference.

Import orders for the coming Spring and early Summer are about in, and agents and importers are well satisfied with the volume of trade done. 1907 promises a bigger selling return than 1906, and as that year was far in advance of any other yet experienced in Canada, the outlook is very bright. Better grades are the big sellers, and this tendency—the outcome of increased prosperity—will help to swell the profits in the department.

Medallions, separable galoons, and motives are also in active demand, and bands and insertions are freely used. There is really no one favored lace, though filet and Cluny are the latest comers. Everything is selling, both heavy and light—Venise, baby Irish, guipure and the nets. The orders for all kinds of Valenciennes have been of an astonishing size from all parts of the Dominion. The finer torchons also have been very well taken.

Gloves

1906 Has Been a Record-Breaking Glove Year—Deliveries Slow for Spring.

It may be said that 1906 was the best year the trade in the Dominion has ever experienced, and in many centres the glove turn-over has been nearly double that of 1905. The greater activity has been particularly noticeable during the closing months of the year, and there has been a big increase in the trade done during the holiday season. Deliveries, however, have been very slow, and customs clearings show that very few shipments have arrived in Canada during the months of November and December. Manufacturers in France are greatly hampered by the unprecedented shortage of lamb and kid skins, and the factories are booked far ahead. The high prices have not affected the demand, and orders, particularly from America, are unusually large. Orders now are most difficult to place, and, owing to the early date at which Easter comes, there is a great clamor for early repeats. It is noticed that there is a covert desire in some cases to cling to stock in the hope of benefitting by the advance in prices that is now inevitable in the Spring. The most noticeable advances are on glace gloves, which show an increase of 20 per cent., and suedes are advanced on an average of 50c. per dozen.

On account of the extraordinary demand, manufacturers have been delayed in the sending out of their samples for the Fall of 1907. News comes from the manufacturing centres that, owing to the scarcity of skins, an effort will be made to reduce glove lengths, as it is feared that when prices advance much higher trade will be restricted, and to avoid this economy of skins is strongly urged.

By far the largest orders have been placed for black glaces, the 12 button being the popular length, and the 16 length holding second place, while the 18 and 22 moved out but slowly. Leather tans in colors have done about 75 per cent. of the business, but the demand for medium and golden tans strengthened towards the end of the year. Unexpectedly there has been some call for oxbloods and a few greens during the latter part of the season, but this is not considered as indicating any coming vogue for these colors, but as coming from the old style idea of gloves to match the gown. Black suedes have received a fair share of the business for Spring, and greys have done better than anticipated.

British manufacturers, who had turned their attention to making silk gloves, have found that they can only half supply the home demand, and that foreign orders are beyond consideration. Merchants are constantly expecting advances, but so keen is the situation considered that there is no thought of price; the question of delivery is the great source of annoyance. Prospects are good for a tremendous glove business in 1907, if only the goods can be obtained, and everything depends upon the manner in which the manufacturers meet the demand that is taxing every source of supply to the utmost.

Ribbons

The Year's Trade—Market More Strained Than Ever—Prices Again Advanced.

The year 1906 presented some peculiar features in the ribbon situation, but, taken as a whole, it has been a satisfactory one to the trade. Throughout the year there has been a great scarcity of silk yarns. Raw silk has been constantly advancing, especially Italian silks, which are largely used in the manufacture of ribbons. The year has been marked by advance after advance, but the higher prices have not checked the demand, and trade steadily improved as the year progressed. Trade has been of such a nature that the difficulty with jobbers has been to keep up the supply. The year's business has brought forth many new ideas, which have found favor and built up an increasing demand for novelties, and meeting this is now the task before the trade. Fancies and Dresdens opened the year, but tartans gradually took a firm hold. As the year advanced wider widths came to the fore. Buyers will long remember the year 1906 as one in which they had the greatest difficulty in getting orders placed in Europe.

Wholesalers, realizing the size of the ribbon season that confronts them, and that their collections on hand are inadequate, have instructed their buyers to secure as much stock as possible, and the difficulties which make it almost impossible to carry these instructions out are known only to those who have tried to place orders abroad. French manufacturers are virtually bought up, and buyers can no longer place orders in Germany. London supplies are practically exhausted, and while the state of the silk market, which at present averages over 35 per cent. over last year's prices, remains the same, as it is there will be no prospects of a decline. The large amount of ribbon used for millinery and other purposes is, of course, responsible for the increased demand. Broken checks on a white ground is one of the latest novelties. New effects in warp prints are also shown, as well as fancy stripes. Tartans are stronger than ever before, but while they will undoubtedly be big sellers, stripes are regarded as the real novelty.

Manufacturers are dropping their cheaper lines, upon which their profits are small, and are giving all their attention to the production of better lines. Corded ribbons are holding preference over plain, and although all widths are taken, the big sellers are those of four or five inches.

Velvet ribbons are in big demand, and as they are the trimming of the moment in New York, and are expected to be freely used as an accessory to the sheer dress goods for Summer wear. Black silk ribbons are good property for Spring, as they are always wanted when white is in vogue in dress materials.

With the beginning of the year a further advance of about 5 per cent. to 10 per cent. seems inevitable

WHB WHB

Walter H. Barry & Co.

THE RIBBON HOUSE OF CANADA

Ribbons

Anticipating a scarcity of both plain and fancy Ribbons for the Spring Season, we have made ample preparations for a large influx of business.

During the season we will be in shape to offer specially good lots at advantageous prices.

Buyers should keep in touch with us.

234 McGILL ST. - MONTREAL

PEOPLE WANT THEM

That's the whole story. Depend upon it that public opinion is not far wrong when it is so strong and universal regarding the quality of

STOREY'S GLOVES

You can't afford to disappoint the public.

The **Storey Quality** is the result of half a century's experience. Knowing glove quality you'd recognise Storey Gloves as unequalled on sight. Have you got 'em? Remember—the "call again," customers buy Storey Gloves at another store. Seems that it's strictly up to you.

W. H. STOREY & SON, Limited

ACTON, ONT.

"The Clovers of Canada," Established, 1868

P. C. STYLE! P. C. VALUE! P. C. MATERIALS!

ALL ECHO PROSPERITY

The Goodness of P. C. Corsets has long been established

The style, shape is up to fashion's needs. To-day, fashion demands the medium high bust, the well rounded, well defined waist line. P.C. Corsets give this effect properly, with perfection not only in line and grace, but in comfort.

"Jeanne"



Short girdle, gored hips. Deep lace trimming. Hose supporters attached. White only.

P. C. 125.



For stout ladies, lace sides, long waist. Strong coutil and steels.

Values illustrate our manufacturing advantages.

For the convenience of Western Ontario Merchants a full stock is carried at Brampton, Ontario— F. W. GILLIES, Manager.

Samples prepaid and returnable at our expense. Electros, hangers, etc., supplied to our customers.

P. C. 810.



A Canadian favorite. English coutil. Medium high bust. Four silk hose supporters. All sizes and colors.

"Capital"



A new model. Extra long waist, new high bust. All sizes and colors.

THE PARISIAN CORSET MFG. CO., LTD.

QUEBEC

SOME SNAPS IN

New Spring Goods

Ladies' Wear

Fancy Underskirts in Silk, Moirette-Silk, Lawn and Alpaca. Collars and Collarettes in lace and silk. Silk Shawls, all shades. Underwear in wool, lawn and silk.

Men's Wear

Men's Wool Underwear, Handkerchiefs, Hosiery, etc.

Domestic Goods

Special lines in White Damask Table Linen, with Napkins to match. Towels and Towelling by the roll. Tabling by the yard. Plush Table Covers, various sizes and designs. Tapestry Table Covers, various sizes and designs. Portieres, etc., etc.

Special Line of
Laces and Embroideries
Silk Motto Handkerchiefs

Prices from $2.00 up.

L. HIRSHSON & CO.

Buyers and Sellers of Jobs

4 Dollard Street, MONTREAL

Phone Bell Main 2715 **Opposite St. Helen Street**



The Standard Made Umbrellas

FOR SPRING 1907

will bring Prosperity to your Umbrella Department.

They are made right, priced right.

If our travellers do not call, write for samples.

The Standard Umbrella Mfg. Co.,

82 Youville Sq., Montreal

On London Bridge

There once stood a man,
Dressed in poor clothes;
Holding a tray in his hands,
Covered with Gold Sovereigns.
Above the tray was a card,
With these words, "For Sale"
"Only One Penny Each."
He did this for a bet.
How many do you think he sold?
Only one.
This sale was made to a little
Girl who bought it as a play toy.
The thousands of people passing
Did not know there was
Such a bargain at their hand.
Now, while we cannot offer you

GOLD SOVEREIGNS FOR A PENNY

Our object in mentioning this
Is to tell you that we have
Good things to offer you in
Boots and Shoes.
But if you do as the people
Did regarding the gold sovereigns
You will never know just

WHAT YOU ARE MISSING

We are not paying for this
Advertisement to merely
Write this, but we mean
What we say, in telling you
It will pay you to know
What we are offering.
We know. Do you know?

WRITE US

The Campbell Shoe Co.

Quebec, P.Q.



CANADA CLOAK COMPANY Limited

95-97 SPADINA AVE.

TORONTO

Our spring samples now ready.
Our styles correct as usual.
Our values greater than ever.





CANADA CLOAK COMPANY Limited

95-97 SPADINA AVE.

TORONTO

Our spring samples now ready.
Our styles correct as usual.
Our values greater than ever.



TRADE Laurentian MARK

When

you come to make your New Year's resolutions it will be to your interest to see that note is made of

LAURENTIAN BRAND WHITEWEAR

Not forgetting our popular line of Hemmed Sheets and Slips.
Wishing our customers A Happy and Prosperous New Year.

LAURENTIAN WHITEWEAR CO., LEVIS, P.Q.

SPRING 1907



WAISTS SUITS

Late styles from the most authoritative European and American sources will be shown by our travellers shortly. It will be to our mutual interest for you to look at our lines.

THE AMERICAN SILK WAIST CO.
30 ST. GEORGE STREET, MONTREAL

THE Belmont BRAND

Distinctive RAINCOAT Values

Our spring styles mean something to your garment department. They assure you satisfactory business.

New Ideas in Ladies' Black and Blue Cravenette Garments.

Some Striking Tweed Designs.

We think the line is one of the best ever produced.

We invite inspection.

The Growing Raincoat House

The Belmont Manufacturing Co., Limited
131-133 Youville Sq., MONTREAL

When the Skirt Looks Well to YOU and Feels Well to Her—We Say You've Got That Woman!

What makes the skirt look well to you ?

When it fits to, not fits on, Her.

What makes the skirt feel well to Her ?

When it hangs from, not hangs to, Her.

"Griffin" Brand Skirts are made for the critical woman who wishes to successfully stand critical inspection.

Of course all our Skirts are popular-priced.

1907 SPRING RANGE
See Them

Wishing you a Prosperous 1907

THE EMPIRE MFG. CO.

138 Craig St. West,

Montreal, - Canada

WE MAKE **Raincoats**
AND
Tweed Garments
FOR
LADIES, MEN and CHILDREN

That's all!

We do it well, though!

That's the reason our Garments are known from coast to coast.

Our Spring line of "None to Beat" Garments

KNOWN 

ALL OVER

is, we think,

BEST for Quality
BEST for Style
BEST for Real Selling Worth

Our business has trebled in the past three seasons. There's a good reason.

Our new Spring Catalogue is as good as a trip to market. To-day is the best day to write for it.
It places you under no obligations. Price List and Samples as well if you say so.

"THE HOUSE THAT MERIT BUILT"

Claman Waterproof Garment Company
MONTREAL



General Prospects

It is within the last ten years that the greater expansion has taken place in the manufacturing of ready-to-wear garments. The older firms have expanded and many new ones have sprung up, and both the manufacturing and retailing end of the trade are adopting more up-to-date methods. The garment industry as a whole is becoming a big factor in the industrial life of the Dominion, as the capital invested and the number of people employed are very large. The making of ready-to-wear garments calls for a high class of skill on the part of the worker, and wages paid are on a high scale.

Both Montreal and Toronto are becoming great garment-making centres, and there are many flourishing firms in other parts of the Dominion. The American continent may be claimed as the true home of garment-making, for if the Americans did not first start the industry they certainly developed it and brought it up to its present state of perfection, and it would be strange if, being in such close touch as we are to the United States, it had not shown a big development here. Though Canadian-made garments may in some lines lack the perfection of style and cut obtained in the country to the South, there is one point where the Canadian maker can and does score, and that is his garments are made more thoroughly and show more neatness and precision of finish. Indeed in some lines, when the price limit is considered, notably in white-wear, the Canadian manufacturer has little to learn from the American. This may also be said of the blouses, coats, suits, etc., turned out by some of our manufacturing houses, but they are the ones that specialize.

Never before in the history of the blouse, has it been so much in evidence as it is to-day, and 1907 will, in all probability, be a record year for this garment. Orders are immense, and quite a number of new firms are starting to manufacture it.

The cloak manufacturers have had a splendid season, and for cloak, suit and skirt manufacturers the present year is one of great promise.

More attention than ever is now paid to children's ready-to-wear clothes and in many retail houses this section is being formed into a separate department.

One big trouble that our manufacturers have always had to contend with is the limited market, and the consequent curtailment of output in many lines, and there are few industries that stand to profit more than corset making from the present rapid growth of population in Canada.

Our corset manufacturers are, however, in a high degree progressive, and in spite of all drawbacks, have succeeded fairly well in meeting competition.

Though in certain lines the home industry may be said to control the market, the value of corset importations is increasing, and, no doubt, will continue to do so as there are many lines that the home manufacturer cannot profitably handle.

Owing to recent tariff changes, which allow the manufactured garment to come in at a less duty than is paid



Shown by the W. R. Brock Co., Toronto.

for the silk there is some trouble in this branch of garmentdom. A good deal of capital has been invested here, and a fair amount of labor is employed, and it is to be hoped that a satisfactory working arrangement will be arrived at by the Government and the manufacturers.

Raincoat Expansion

Rcview of Waterproof Industry in Canada, and Modern Raincoats.

In no branch of garment manufacturing has the expansion been more marked than in raincoats. Its develop-



SPRING RAINCOAT STYLE
Mfg. by Claman Waterproof Garment Co.

ments have been rapid, and its success great. Twenty years ago there was not a waterproof coat manufactured in Canada, but to day, little importing is done, compared with fifteen years ago, for in that time the industry has taken firm root, and holds a secure place in the markets of Canada.

E. L. Rosenthal, the pioneer manufacturer, started at Montreal, in a small way, and though he had been trained in England, knew the methods thoroughly, and could import the same cloth from the same mills, he experienced much difficulty in persuading merchants here that his garments were just as good as those imported. When at length the little trade was established, others followed in his steps, and soon the demand for Canadian made waterproofs grew to such an extent that English houses entered the field by establishing branches here. Other firms brought out experienced men from the Old Country, and a big business was built up.

The business flourished, until a few years back, when there was a flooding of the market with inferior and cheap goods, traceable in the first place to a heavy shipment of waterproof coats, that had been returned, as useless, from South Africa, and which was bought up by a Canadian manufacturer, at the rate of 4 cents per garment, and sold to merchants here at prices ranging from 25 cents to $4.50 each. This caused other manufacturers to put cheaper goods on the market, and the result was that the demand fell off.

Then came the introduction of the rainproof, or showerproof garments, and the manufacturers of waterproofs turned their attention to the making of rainproof coats. This was not found so profitable, as stitching and trimming was necessary, and the expense of doing this far exceeds the cementing, that is used exclusively, in the making of waterproof coats.

The rainproof coat is now recognized as a general utility garment, that is not only serviceable in rainy, but also in chilly weather. It is claimed that the weather in the past few seasons has interferred with the sale of these garments, and this, coupled with other causes, has led to a diminished demand. However, it is pleasing to note that the industry is beginning to take on new life, and in all probability there will be a good business done in the line next Spring, that is, if manufacturers are wise enough to avoid pushing cheap goods. It should be borne in mind that when people demand rainproof coats they want the qualities that the name implies, and are willing to pay a fair price for a good article.

Raincoat makers were not to be downed by the reversal of popular taste, for when there was no longer a brisk demand for their goods, they turned their attention to the cloak business as well. They started in to manufacture coats of proofed tweed fabrics. Coats made from these fabrics are at present the leading fashion, and cannot be turned out quickly enough to supply the demand, but it must not be forgotten that while raincoat manufacturers are doing a great business in tweed cloths, they still carry on their plain colored proofed raincoat business.

Only a few years ago there were but two manufacturing houses in this line in Canada, but to-day, there are numerous firms doing business throughout the Dominion, with Montreal as the chief centre of the industry.

Spring Outlook

Orders Placed Freely on Light Tweed Effects—Rainproofs Promise to do Better.

Sales of raincoats for Spring delivery are greatly improved this year, and nice sized orders are being received, particularly from Manitoba and the Maritime Provinces. Of the colors selling, dark grey leads, followed by blue and black, with brown as a probable color.

Rubberized silk in fawn is spoken of, but manufacturers are not preparing for any great demand for them.

Orders are being placed freely for light tweed effects.

and loose coats are pronounced the proper garment for the Spring trade, as, in addition to being right in line with the style idea, it is, from its easy fitting qualities, a popular one with both retailer and manufacturer.

In retail circles there will be less to sell off at the usual January sales than ever before. The active demand throughout the selling season kept the stocks low, and with the prospects of the style being but slightly changed it will matter but little if the stock is carried over, as the semi-fitting style which had only small sales will not supplant the loose coat, at least not in the Spring. While light grey tweeds are being freely ordered for Spring delivery, there is a growing tendency towards the blue and black cloths. Of course the greys, with the subdued overchecks, will predominate, but as the season advances, it is thought that dark colors and dark combinations will grow in popularity.

Coat Styles

Late Novelties—Short, Smart Models in Coverts and Novelty Cloths for Early Spring.

The selling season for coats has been a long one, and there has been little price cutting done. Where the knife has been resorted to it has been for some special reason, and not to move stock. Indeed, the buyers chief difficulty has been to keep stock up, for the demand has been so insistant that manufacturers have found it difficult to cope with, particularly as they have been hampered by late deliveries and lack of competent operatives.

The late novelties are of unusual interest, as they would seem to foreshadow a return to plain clothes next Fall. Black is, apparently, coming strongly to the fore, and the styles are long, loose and in semi-Empire effects. They are somewhat elaborately trimmed with motifs and drop trimmings, and some show just a glint of gold.

For the Spring trade smart little short jackets are shown, and covert is again included in the range. Long, loose models are also shown, and are sure to be popular as fashion tendencies are all in their favor.

The novelty idea is the cape, but so far the majority of ideas are too radical for the general trade.

Corset Style Tendencies

High Bust Features—Moderate Priced Lines Better Value Than Ever.

Though there are many women who will still buy the medium styles that have sold so well for the past few seasons, the fashionable tendency is all for high bust models. The high bust and deep hip corset is the one advocated by the fashion authorities, and practically almost all of the new developments are along these lines. This is the corset for full and medium figures, but for slender women the model cut away at the hip is shown.

Those who reasoned that the modified Empire styles, that must be now considered as clearly established, would result in a more negligent style of corseting are doomed to disappointment, for, as The Review pointed out some time ago, careful corseting is more than ever a necessity when Empire styles are worn. A trim bust and a slim hip effect must be attained if the Empire gown is to be worn with any grace, and the most careful corseting must be resorted to. Often, too, it is only the thin over-dress that is made Empire fashion, and there is a tight-fitting slip, that fully defines the figure, worn underneath.

Owing to modern machinery, and advanced methods of manufacturing, the higher cost of both materials and labor is not shown in modern priced corsets. So accustomed has the trade become to high style, excellent cut and workmanship, at a very moderate price, that the present efforts made by the manufacturers to give the old values in spite of the fact that every article which goes into a corset has advanced in price—even to the retaining of the hose supporters,—has met with little recognition, having been taken as a matter of course. Corset lines have, practically, not advanced, and in spite of this fact the same high level of excellence has been maintained.

Another change is the growing call for batiste corsets. Not so long since there was quite a distinction between corsets designed for Fall and those for Summer wear. Heavy fabrics were used for winter corsets, but now there is a tendency for those of the higher fabrics for wear all the year round. Corsets now are cut upon improved lines, materials are better adapted to the purpose for which they are used, and they will stand the increased strain while adding considerably less to the bulk of the figure.



TWEED STYLE
Shown by Claman Waterproof Garment Co.

Suits

Many Styles Featured—Growing Popularity of Guimpe and Jumper Models—Tailored Linen Suits.

The same variety that has characterized the Fall trade promises again to be the feature in the coming Spring. No one style can be selected as leading, and in

all probability, though there will be models that are extra good sellers, no single style will lead exclusively when the selling season opens.

Just at present the almost-fitting military suit is in high favor, and is regarded as a sure seller. It is somewhat out of the regulation line, and wide military braids are used as the trimming. This is a trim tailored mode, and the short pleated skirt shown with the later models has also a matching trimming of braid. There are quite a number of smart dressy short-coated models, mostly either fitting or nearly so, and also a sprinkling of long effects. For certain sections of the trade a few short Etons are showing.

Jumper models have not suffered in the exclusive trade because the masses are showing a predilection for them. This is possible because the style is capable of so many variations, and jumper effects are safe to be heard from when the Spring opens. Shirt-waist suits are also said to be slated for a return to favor. Smart tailored styles in linen are selling, and preparations are being made for a big business. Shirt-waist suits. Eton suit, and a few longer coated style are shown. Linens are even more fashionable than it was a year ago, and there should be a very big business done in linen suits. Some models are heavily trimmed with lace and embroidery, but the plain tailored models are, even for the better trade, expected to take best.

Infants' and Children's Wear

Dutch Necks and Empire Waist Line—Guimpe and Pinafore Styles for Older Girls.

Exceedingly dainty are the little garments shown for the wear of infants and small children, though it must be said that this is a line wnere a good deal of extravagance is creeping in. There is an increasing demand for fine embroidery, and also in higher lines for hand work which soon runs up the price of a tiny garment. Imported goods score something like an artistic truimph, for the little round yokes are embroidered in bow knots and fancy sprays, and the very full skirts are elaborately adorned with tucks, insertions, lace and lace-edged ruffles, and frills of embroidery, while others have hand scalloped frills and dainty little sprays embroidered over them. Another new feature for the Spring is the introduction of quaint little Dutch neck styles. The high waist line has arrived in tot styles, and the latest frocks have it just below the arms.

White, as usual, in lawns, etc., is favored for children, but a good deal is expected from little dresses of checked gingham. These are nearly all made with a guimpe, separate if the frock is a fairly high priced one, but fastened in if it comes at a popular price.

Waists

Summer Models—Still the Lingerie, With Novelty Touches to Bring it Up to Date.

One of the features of the January sales will be the extreme display of lingerie waists, though the lines on view will scarcely include the very latest models, and will be largely confined to waists that sell at medium and popular prices.

The later features will be embroidered in the Summer samples, which are just now leaving the hands of the designers. The chief features of these new waists are the use of two, three and even more laces in combination, the extra elaboration of the short elbow sleeve, and the many yoke effects.

Valenciennes is sure to be one of the laces used and is most often seen in combination with Baby Irish, but Cluny is rapidly coming to the fore and filet is beginning to be much used. Medallions, particularly those of large size, are also much used. With the coming of warm weather the elbow sleeve is almost the universal one, and it is here that the up-to-date designer is now putting his finest effects. Yoke effects real, or simulated with the lace, are shown in increasing prominence, but there is always a number of little tucks used to give the necesssary fullness. The Dutch neck is also featured in the new lines.

New effects in net waists are shown for Spring and there are also a few models made up in all-over embroidery.

A small line of tailored waists is shown, including the modified Peter Pan, and this model has short sleeves, while the side and box-pleated models have the long skirt sleeve, often with stiffened cuffs.

Skirts

Pleated Models Popular—The Extreme Fashion is Again the Sweep Length.

The circular skirt is—little to the regret of all branches of the trade—a dead fashion, and the sample lines show a complete return to the pleated models. The styles are very varied and machine-pleated effects are well considered. New effects are shown in this class of skirt, and indications are that it will be an extremely popular seller. The latest fashion news is that the sweep length is returning, and some few models are shown. The very long skirt, lying on the ground in the front and sides, and with a moderate train at the back, is now the fashionable model. The popular trade, however, still features the instep-length skirt exclusively.

Spring Negligees and Kimonas

Dressing Jackets Supplanting Wrappers—White and Colored Lawns for Spring.

With the return of Spring, white lawn negliges are again the leading sellers—the Winter aways sees an outbreak of colored effects. Empire effects in various more or less graceful modifications, are well shown, and there are some lovely matinees in this style that are most elaborately trimmed with lace. There is an increasing fondness for colors, and pink and blue are both well shown, as well as mauve, and yellow has also some vogue.

The cheaper dressing jackets that are so much worn, instead of the old-time wrapper, come not only in print and percale, but in black and white, and in fancy flowered muslins.

Wrappers have sold, but they are not taken in the quantities that they used to be. The many fancy effects in negligees, matinees, kinomas, etc., more than make up the difference.

Whitewear

Early Placing Orders a Big Advantage This Year—Manufacturers Cutting Out Least Profitable Lines.

When The Review reaches its readers January underwear sales will be in full swing, and the buyer who has placed his orders early and anticipated liberally will now be congratulating himself on the wisdom of his policy.

He will have all, or nearly all, his garments in stock, and will be able to supply his customers. The man who delayed will now be on the anxious seat, as he will only be partially supplied, and will have to wait his turn before receiving another instalment.

Complaints are sure to be heard, but the manufacturer cannot help matters. He has himself been up against exactly the same situation. He saw that a large increase in trade was sure, and placed orders for materials accordingly, but even the first deliveries were late, and so much time was lost at the beginning of the season that it was impossible to make it up later. Not only were deliveries of lace and embroideries late, but there was a decided scarcity in many grades, as the lace manufacturers have taken advantage of the situation to cut out low lines, and patterns upon which they made little profit. This has made it exceedingly difficult for the garment manufacturer to produce some of his cheaper grades of white-wear, and he is eliminating them from his sample lines, and turning his attention to better grades. This is a condition that he is not exactly displeased with, as it affords an educative opportunity for pressing home the advantage to the retailer of buying better goods. The fact that, owing to the many advances in both material and labor, these garments would have to be very poor to meet the usual prices, has also had a determining influence in favor of the present policy, as it is felt that the garments made to sell at these fixed prices would not add either to a manufacturer's or retailer's reputation. The latter will be able to get along without them, and it will be all the better for his department.

LADIES' WEAR CALENDAR.

The trade always looks to "Ladies' Wear:' for a pretty calendar, and so far has not been disappointed. The one each of their friends will receive this year, is, we are sure they will say, extra attractive. Of course it has to be a lady, and the one pictured is a charming study in grey, with ermine at the throat and wrists, and she looks fearlessly out at you from the brown hair and violet veil that frame her face. She has a bunch of violets in her hat, which gives the title of the picture. The calendar is a very handsome one and the picture from which this dainty figure is reproduced is, it is pleasing to learn, the work of a Canadian artist.

LIMITATIONS OF ARTIFICIAL SILK.

Referring to the manufacture of artificial silk in a Swedish fatcory to be built near Gottenborg, U.S. Consul, R. S. S. Bergh, quotes from an English letter received by him as follows: "Here in England the dresses made from artificial (wood pulp) silk have been discarded because the creases made when the wearers sit down do not come out. It is scarcely possible to distinguish the real from the artificial silk, but this defect has proved fatal for use as dress pieces. I believe it is used in a certain percentage as an adulterant mixture with real silk or for umbrellas or linings in coats, etc., but not on its own merits could it be used as a dress piece."

CATALOGUE HOUSE SUES RETAILERS.

Montgomery Ward & Co., of Chicago, have brought suit in the United States court at Sioux Falls, S.D., against the South Dakota Retail Merchants' and Hardware Dealers' Association and its officers and directors. The mail order house charges that the association is guilty of conspiracy and boycott in attempting to prevent wholesalers, manufacturers, and jobbers from selling goods to the plaintiff. It is alleged in the bill that this boycott has become so effective that the complainant is unable to secure certain goods for shipment. A temporary injunction had been asked for, and Judge Carland, of the United States Court, has fixed January 3 as the time for the defendants to show cause why the injunction should not be granted.

This is the first case of its kind ever instituted in the United States by a retail catalogue house, and is in the nature of a test. Should the case be won by Montgomery Ward & Co., it is said that similar action will be brought in other states.

IRISH TRADE-MARK ADOPTED.

Ireland has now a trade-mark with which her products, manufactured and otherwise, are to be stamped, insuring their genuineness, while a penalty may be inflicted for its improper use. The Cork Constitution says that "it will henceforth be extremely difficult to palm off imported stuff on the public as Irish made, as the trade-mark will be a guaranty of genuineness of the native article, and any attempt to copy it will be attended with considerable risk."

TO SAVE TIME.

A time-saving device that has been found very effective in some quarters is the following: Over the desk of the head of the firm or department, are four electric bulbs of different colors. When the manager is at his desk and at liberty to see callers or clerks, the white light is turned on. When he is out, the green is left burning. The blue means that he is engaged and not to be disturbed unless there is any very important matter to be considered, while as for the red, it implies "Disturb me at your peril!"

FINISHING RE-EXPORT TEXTILES.

U. S. Consul-General, H. B. Miller, of Yokohama, reports that one of the extensive new industrial developments in Japan is in linen and drawn work.

The linen is brought from Ireland and given out by contract in large quantities by piecework, and all designs of table linen, dress work, etc., are produced and exported to Europe and America. Silk waists, gowns, and dress goods are embroidered, the patterns being imported, some from the United States. The work is done in country districts, and men, women, boys, and girls are employed, their wages ranging from 10 to 40 cents a day. There has also grown up in recent years quite a business in the manufacture of linen collars and cuffs. The material is imported, worked into form, and re-exported without having to pay any duty.

IMPERIAL RAINCOAT & CLOAK CO.

An Ontario Charter has been granted The Imperial Raincoat & Cloak Co., Limited, Toronto, with a share capital of $50,000, divided into five hundred shares. The incorporators were William G. Keddie and Charles G. Keddie, travelers; Emma M. Keddie and Helena F. Wellington, married women, and Howard R. Wellington, accountant, all of Toronto. The purpose of the company is "to manufacture, import and sell every description of raincoats, rubber clothing, cloaks, coats, jackets, suits, wash goods, mantles and clothes of every description."

The cotton harvest in Central Asia is extremely good, 17,000 carloads, instead of the usual 12,000 being available for export.

A Sign of Prosperity

The Reliable Waist
None Better Made.

¶ The demand for the Reliable Waist has grown so much that we have again been compelled to double our capacity in order to ensure prompt deliveries.

¶ Our line for Spring comprises the usual line of Silk Waists of all materials, and we have also added high-class Sheer Lawn and Linen goods.

¶ We are now in a position to look after many new accounts, and it's to your interest to get in touch with us.

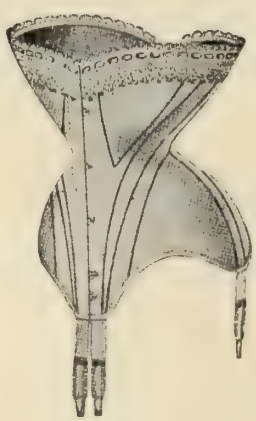
¶ Our travellers are now on the road showing full range for Spring delivery.

We give Prompt Attention to Mail Orders

I. MISHKIN & CO.

423 St. James Street, MONTREAL

WHY NOT BUY THE BEST



No. 233
Retail 75c.

E. T. Corsets



No. 477—Retail $1.00

E. T. Corsets



No. 802
Retail $1.00

E. T. Corsets are the trade bringers you should stock.

WRITE FOR OUR CATALOG

EASTERN TOWNSHIPS MANUFACTURING CO.

Factory:
St. Hyacinthe, P.Q.

337 St. Paul St., MONTREAL

Toronto Warehouse,
10 Melinda St., Toronto

Newness and Novelty



are the things that count in ladies' wear, with very little room for anything in any sense inferior.

We're keeping this business up to top-notch by constantly adding new styles and attractive novelties.

Nothing we can say will so fully endorse our lines for 1907 as seeing the goods and making your own comparisons.

LADIES' WEAR, Limited

Manufacturers of

The "Ladiwear" Brand **Waists**

Toronto, - Canada

SAMUEL WENER & COMPANY

Manufacturers of "Truefit Brand" Raincoats

The New Raincoat House

Specialists in Men's Raincoats and Ladies' Assured Styles

¶ A new raincoat house with a new idea—quicker and more satisfactory raincoat sales.

¶ The ripe experience of Mr. S. Wener will be taken advantage of in our factory organization, and satisfaction is assured customers in the selling end as Mr. J. Gittleson is in charge.

¶ We feel proud of the line just ready, and think we have as up-to-date styles in Men's and Ladies' Raincoats as it is possible to produce.

¶ Our aim is true fit always. Honest materials, expert specialized workmanship.

¶ Arrange to see the line

Canada's Modern Raincoat House

SAMUEL WENER & COMPANY

Corner Notre Dame and Dupre Streets

MONTREAL

What's in a Name?

EVERYTHING

¶ Your reputation is made by the goods you sell and the values you give—you must maintain it.

¶ Our reputation as makers of Reliable Raincoats for men and women has made the name "Elite" sought for by the buyer.

¶ Our reputation lies in the character of the goods we make and have made for years.

¶ Thus, when you stock Elite Brand Cravenette Proofed Raincoats, you are assured of a reliable manufacturer's guarantee, and as the goods are known by customers you are sure of ready sales.

¶ Elite Raincoats have long held a constant place in the affections of the men and women of Canada.

¶ The retailer of discrimination buys Elite Raincoats because he knows he can readily sell them again.

¶ Examine the Spring line now being shown, and satisfy yourself of the goodness of Elite Brand.

The Montreal Waterproof Clothing Co.

Largest and oldest manufacturers of Raincoats in the Dominion

MONTREAL

Victor Blouses Mean Blouse Prosperity to You and Perfect Satisfaction to the Wearer.



We're giving this department strong attention this season, and the care taken in the preparation of the line is proven by generous orders.

Victor Muslin Blouses Are Right in Every Respect

SELLING TIME IS APPROACHING

Are you fully prepared for the season? Right now we can take good care of your orders. Later all manufacturers will be rushed.

WRITE US YOUR NEEDS

THE VICTOR MFG. CO., - QUEBEC



Look Out For the National Raincoat Man

He will post you on assured

SPRING STYLES

Take a glance at the Ladies' New Tweed ideas, and note the New Styles in our Men's Goods. For a prosperous Spring business get in touch with

THE HOUSE OF RAINCOATS

National Rubber Co.

of Canada

Canada's Largest Exclusive Raincoat House

MONTREAL

The Trade in London, Ont.

Dry Goods Store To Be Greatly Enlarged—Christmas Display—Other Notes of Interest.

London, Ont., Dec. 29.—Plans for a five-storey, L-shaped building have been prepared for Smallman & Ingram, and the work of enlarging "The Satisfactory Store" will be commenced early in the new year. The growth of the business of this store has been marked by the acquisition of adjoining properties, until now the frontage on Dundas street extends across the space formerly occupied by five stores. Recently two store properties fronting on Richmond street were acquired, and these, together with the site of the present store, will be the site of the new Smallman & Ingram building. While their Christmas business was a record-breaker, this firm did not depart from their rule of closing their store every evening at 6 p.m., although for four evenings they opened again at 7.30 to close at 10 p.m.

* * *

The improvement in window dressing and in store fronts in London has been most marked during the past three or four years. A score or more of large electrical signs, many of which are highly artistic, have been put up recently and several merchants have had new and well designed fronts put in their stores. It is well within the mark to say that three times as much is invested by the trade generally along this line now as was spent a few years ago. In the Christmas display there was very little use of automatons or oddities of any sort, the general aim being rather to attract attention by an artistic and tempting display of staple articles and appropriate gifts.

* * *

The Christmas trade in furs showed a decided increase in the sales of the lighter and more expensive goods. There was comparatively little business done in the cheaper grades. The fact that a foot of snow fell in London early in December and sleighing continued through the greater part of the month helped business generally, and the fur business particularly. It was London's good fortune to get this winter weather while the district immediately to the west and south was not so favored, although if conditions favorable to a bigger fur business prevail throughout the district London's fur dealers profit thereby. They reach out for business all through Western Ontario and are getting more every year. In this, as in other lines, London has taken her place as the natural distributing point for the western peninsula.

* * *

In the ready-to-wear clothing trade this season higher priced garments have sold much better than last year and there is very little demand for the cheap lines, J. M. Hickey, local manager for Grafton & Co., says :

The uncertainty as to the site of the new station to be built by the Grand Trunk here continues. The railway company will spend about $2,000,000 in elevating their tracks in and near London, and in other improvements, including the building of a new station and freight sheds. The job of track raising, the biggest of its kind ever undertaken in Canada, has been in progress all year and work on the new buildings will soon be commenced. The present station is on Richmond street, two blocks south of Dundas, and there is a strong feeling among the marchants that the company may build two or three blocks east of the present site. If this is done the extension of the business section of the city in an eastern direction is anticipated, and a pronounced change in the current trade feared. At present there is not a dry goods store in the down-town district east of Richmond street.

Successful Raincoat Plan

You Supply the Materials	I do the Making and Trimming	Result— You Save from 15 to 25 per cent.

¶ My System, which has received the support of representative merchants saves you the larger share of the ordinary manufacturer's or jobber's profit

¶ A concrete, fair example will suffice to explain the plan. A manufacturer charging you $6.50 for a Raincoat makes up his coat about in this way—

3 yards of material, 90c per yard	$2 70
Average cost making and trimming	2 25
At least a profit of about 30% - -	1 55
	$6 50

¶ Your cost, through me, for the same coat, identical cloth, with assured style and fit, is figured thus, granting the material costs you a slight advance, as well as my slight advance for making—

3 yards material, $1.00 per yard -	$3 00
My charge (according to quantity and style) for making and trimming	2 50
	$5 50

The Difference $1.00, is What You Save !

I have a modern factory with every facility.

If you appreciate this saving, you will not forego the opportunity of sending me a coat length for the proof.

The Pioneer Raincoat Manufacturer

E. L. ROSENTHAL

856 St. Lawrence St., - MONTREAL

Fur-lined Coats

SEASON 1907-8.

Wholesale Clothiers

and

Fur Jobbers

who wish to handle a really first-class line of ***guaranteed*** fur-lined Coats should communicate with us at once.

A. J. ALEXANDOR

The Fur-lined Coat Man

504-516 St. Paul St., MONTREAL

Geo. H. Evans

COMBS

HAIR ORNAMENTS

HORN PINS

of every description. For the jobbing trade

NEW ADDRESS

118 Bd. of Trade Bldg., Montreal

LIDDELL'S LINENS

The "Gold Medal" brand is known to every housekeeper whose trade is worth having. It means

ARTISTIC PATTERNS
AND SERVICEABLE QUALITY TO HER.

It means SURE SALES and HANDSOME PROFITS to you

WRITE FOR ILLUSTRATED PRICE LIST

R. H. COSBIE
30 W. Wellington St. - TORONTO
IRISH LINEN AGENCY

Be Sure You Get The Best

Paton's Scotch Boot and Shoe Laces

"Beat All German Imitations"

COTTON,
THREAD,
WOOL,
SILK,
LEATHER and
PORPOISE HIDE.

See name on every box. Better value cannot be got. Send for Samples and Prices.

Geo. D. Ross & Co.

Montreal and Toronto

FANCY GOODS AND NOTIONS

A few years ago the notion department in the greater number of stores was given but a small part of the attention which it now receives. Its location was generally obscure, and the principles of display were applied to it in only a small degree. The customer asked for what she wanted and seldom purchased a thing because she saw it and had not previously contemplated getting it. To-day the notion stock of an up-to-date store is a thing of prominence, and rightly reckoned as one of the best percentage paying investments of the place. The notion stock that is kept prominently forward draws business of its own accord. Very often a number of sales are made to a customer who couldn't help seeing some articles that she wanted. All that the department contains is of such a nature that it must be so displayed that it will suggest itself to every customer passing by.

* * *

A decidedly good business has been done in belts during the past year—a condition that promises to continue during 1907. It is impossible to point to any one effect as being in the lead, as rarety is what is now sought for. Within certain limits the retailer will buy anything that strikes him as a good seller. Tinsel effects are again selling, silver at present predominating, and some very effective beltings are on the market of silver, with just a hint of color.

Gold is again coming into vogue in New York, and the latest idea there is the use of ribbon velvet as a trimming. Bead effects are showing for Spring, and are certainly holding their own. Leathers are good, and so are silk effects. Fancy elastics, galoons, and plaid and stripe beltings are shown in great variety.

It is too early to make any extended prediction regarding late Spring and Summer styles, but it is certain that embroidered wash belts will be big sellers.

Beads, and bead effects, beaded belts, vanity bags, etc., are being shown in big variety for the early trade. Coin purses, shopping bags, vanity bags, etc., of gilded chain-work, are among the new effects in bags for Spring. If it were possible combs are more than ever worn, and one of the leading fancy lines in the coming Spring will be fancy combs. Besides the popular Rhinestone settings, those with colored stones will be in high favor. There is some showing of the high Spanish comb, but the straight high band is the big favorite. Jet is, for the moment, much in vogue, perhaps more so in the form of beads and necklets than in combs. Bead necklets, pearls and coral, amethyst, amber, etc., are all big sellers, the style of neck dressing now in vogue requiring some finish of this kind.

The past year has been a most successful one for the sale of fancy goods, and nowhere has the increase been more apparent than in the sale of fancy combs. It may not be known generally in the trade that a fine line of combs now selling on the Canadian market is of home production. A few years ago there were only cheap lines produced here, but when tariff changes were made that favored the industry the higher grades were added. Trade has greatly increased during the past few years, owing to the great vogue for fancy combs, the general prosperity favoring the increased sale of the better lines.

A most popular line of combs has been amber colored, stone-set celluloid. The transparency of these combs, with the clustered brilliants, or Rhinestones, gives a very handsome effect. These stones are all carefully set by hand, thus obviating any complaint in regard to working loose and dropping out. The popularity of this class of comb last year is justifying the trade in carrying it for some time to come.

The metal trimmed Oriental comb, which was introduced early last season, has had a most successful year, especially the stone-trimmed effects, not only in single back combs, but also in sets. Orders for Spring are very large and there is a big demand for sets.

The jet-trimmed combs, which were introduced as a popular line last year, are still growing in favor, and of the plain and colored goods, the black polished, and the dull finished, are having the greatest run.

The trade is taking to sets put up in silk-lined boxes, as they make a most effective display.

Manufacturers are kept working full time, and complaint is heard that foreign orders come slowly to hand. This indicates the universal popularity of combs, and it is quite evident that the trade is anticipating the continuance of the brisk demand for some time to come.

Duty on Packing Cases

Dry Goods Men Interviewed Minister of Finance—Thought it Will be Removed.

Much dissatisfaction has been expressed at the placing of a duty on packing cases entering Canada. A delegation from the Montreal Dry Goods Association waited on the Minister of Finance. It was composed of President Wm. Agnew, Geo. B. Fraser, L. H. Gault, R. A. Brock and W. C. McLeish. Geo. B. Fraser, who acted as spokesman, pointed out the salient points of the question at issue, and to the satisfaction of the delegation, Mr. Fielding assured them that he was in sympathy with their contentions. The grocery and hardware trades were represented also.

It was pointed out that a case coming into Canada usually costs the importer thirteen shillings and sixpence, and when sold never realized more than fifty cents. The spokesman was asked by Mr. Fielding to make a written note of the arguments, and he promised to do all in his power to persuade his colleagues of the justice of the request.

It is the general impression that the request will be granted. It is felt that as the tariff on packing cases stands it gives satisfaction to no one.

NORTHWEST TRAVELERS.

The Northwest Commercial Travelers' Association elected the following officers: President, J. E. McRobie, (accl.); Vice-President, Geo. Wilson, (accl.); Treasurer, L. C. McIntyre, (accl.); Secretary, F. J. C. Cox (re-appointed); Directors, F. W. Adams, W. W. Bole, Geo. Barrett, C. Holden, A. S. Lock, T. A. Montgomery, F. H. Nesbitt, E. Nicholson, W. Stitt, E. L. Thomas, A. E. Wayte and D. J. Dyson.

MAKING IMPROVEMENTS.

The Chipman-Holton Knitting Company, Hamilton, are putting up a two-storey dye house, and expect shortly to install a modern bleaching plant. E. H. Walsh & Co. are the company's Toronto agents.

General Merchant to Railway Magnate

Twenty-five Years Ago William MacKenzie, President Canadian Northern Railway, Was a Village Store-keeper.

(From The Busy Man's Magazine)

Ten years ago an ordinary citizen of the Dominion, to-day, a national figure, twenty-five years ago, a country merchant, to-day president of a great transcontinental railway system, this in brief is the life story of William MacKenzie.

Projects enough to drive the ordinary man to the brink of insanity are fertilizing in the brain of William MacKenzie and, not alone are they fertilizing, but they are being brought to fruition with a rapidity which is positively startling. Without minimizing the share which D. D. Mann has had in the development of the numerous MacKenzie & Mann schemes, it is yet probably true that William MacKenzie has been the creative genius of the combination. It might not even be too far afield to characterize Mr. MacKenzie as the brains and Mr. Mann as the hand in the body corporate, one essential to the other and both working together harmoniously. At least this is the popular conception of this famous partnership.

William MacKenzie holds in his hands the threads of many a project in the field of transportation. Street railways in Mexico and Brazil, in Toronto and Winnipeg, claim his attention, railways in Nova Scotia, Quebec, Ontario and the Western Provinces, steamboat lines on the Great Lakes. Any one of these schemes would be enough to absorb the energies of the average man, yet thanks to a splendid organization, not only are existing lines efficiently run but roads under construction are being rapidly pushed to completion. In the space of ten years nearly 4,000 miles have been built—a feat unparalleled in the history of railroad construction.

Not so many years ago, (to be accurate about twenty-five), this same builder of railroads was to all outward appearances an ordinary country store-keeper, doing a general business in a little backwoods village, twenty-five miles up the Coboconk line from Lindsay. He used to come down to Toronto two or three times a year and personally buy supplies of groceries and dry goods to stock his store. His business was not marked by any particular brilliancy. Those jobbers, with whom he dealt at that time, remember just one peculiarity about him, which distinguished him from the average run of merchants and gave evidence of an inherent greatness. This was the fact that he never haggled over prices or tried to beat down the jobber. He was above the pettiness of the man, who is forever suspicious that he is being done. As he gave a fair deal, so he expected a fair deal from those with whom he dealt.

The country store-keeper stage was the third in the life of William MacKenzie. The first stage was, when as a boy, he attended the public school in his native village of Kirkfield. According to all accounts his school days were spent after the usual fashion of the Canadian boy and he imbibed enough knowledge to qualify him for the second stage—that of school teacher. But the role of village dominie was not much to his liking. The field was too restricted for his ambitions. The arena of business appealed to him and, giving up his school teaching, he formed a partnership with a Mr. Campbell and went into the general store business under the firm name of MacKenzie & Campbell. After a time Campbell sold out his interest and Mr. MacKenzie took his brother into partnership as MacKenzie Bros.

Even at this early day, Mr. MacKenzie was not content with his achievements. The restless dissatisfaction with present conditions, that characterizes all great men, was upon him and he was ready to branch out the moment an opportunity opened up. As leading business man of Kirkfield he was not slow in cornering a contract for supplying the local railway with cordwood. This gave him a hold on the railroad officials and soon after he was successful in contracting for building some stations on the line. Realizing the future greatness of the country and the consequent activity there would be in railroad construction, he decided to devote himself to this work. He accordingly sold out his business and definitely



WILLIAM MacKENZIE
The Canadian Railroad King.

went in for railroad contracting, taking jobs on the Credit Valley and Midland Railway in succession.

Then came the Canadian Pacific Railway project and, along with many others, Mr. MacKenzie hastened to the West. His previous experience gave him some claim to consideration and he effected some successful strokes in the contracting line. Here he met Mr. Mann and, both being in the same work and realizing mutual capabilities, the pair joined hands. The firm built certain of the branches of the Canadian Pacific in the West and the short line of the same road through Maine. After an interval, associated with Mr. James Ross and Mr. H. C. Holt, of Montreal, MacKenzie & Mann built the roads from Regina to Prince Albert, from Calgary to Edmonton and from Calgary to Macleod.

Novelty Linens



We swing into 1907 with the most elaborate showing we ever had of high-grade Linens in New and attractive designs. Merchants can buy to better advantage from the obbing trade of Canada just now than from any other source. Careful buying, months in advance had the effect of discounting to a large extent the recent advances, and speaking for ourselves, our average selling price to-day is 15 per cent. below the market.

NISBET & AULD, TORONTO

Spring Dress Goods

MERCHANTS owe it to themselves to give careful consideration to this stock before placing their Spring orders. We carry a higher grade of Dress Goods than any house in the trade and are ready with all the wanted styles in

—***plain and fancy Homespuns***
—***striped and check Tweeds***
—***plain and fancy Worsteds***
—***shepherd checks in plain and overcheck effects***
—***plain Voiles, Lustres and Sicilians***
—***plain Venetians and Chiffon Broadcloths***

The outlook for Spring is decidedly encouraging and buyers should anticipate the demand for better-grade goods. We emphasize quality in everything, and have ready the most attractive displays of really desirable dress goods, at prices that are well worth while.

The phenomenal success of our Dress Goods department tells better than anything else our standing with the trad .

NISBET & AULD, ***TORONTO***

While working on these contracts, the partners made a trip through the Saskatchewan Valley and realizing the richness of the soil there, decided, when opportunity came, to build a road through the Valley on their own account. It chanced that in 1895, Mr. Mann discovered that the charter of the Lake Manitoba Railway and Canal Company, a projected road from Portage la Prairie through the Dauphin country, could be acquired, and, believing this to be the solution of their problem, the partners bought it. This was the beginning of the Canadian Northern System.

The story of the past ten years is familiar to all Canadians. It includes the construction of the Lake Manitoba Railway, its extension to Edmonton, the acquiring of the Great Northern, the construction of the main line from Port Arthur to Winnipeg, the purchase of roads in Nova Scotia and Quebec and the recent building of the James Bay Railway, now known as the Canadian Northern Ontario Railway.

Nor are the public unfamiliar with the plans for the immediate future, which are to bring about the linking together of the scattered pieces. Some projects are still hidden in the mind of William MacKenzie but those that have been brought to light are rapidly being put into execution.

Success, such as few men in Canada have won, has not spoiled William MacKenzie. He is as affable and approachable to-day, as pleasant to friends, as courteous to strangers, as he was twenty-five years ago, when selling sugar sticks to the children of Kirkfield or blankets to their mothers. Snobbishness, the affliction of many men who have only climbed one quarter the distance up the ladder of success, that he has scaled, is entirely foreign to his nature. The common every-day street cars of Toronto, with which indignant citizens find such frequent fault, are still good enough for him and often he will be found riding to town in these democratic conveyances, reading his morning paper and conversing with acquaintances like any ordinary man.

Necessarily his many and varied interests in all parts of the continent and in England, call him away from his home in Toronto frequently. But when he is in the city, no business man will be found to stick more closely to his work. It is no extraordinary sight to see him working away at his office in the Canadian Northern Building until long after office boys, stenographers and clerks have hurried away from the down-town sections of the city. Once an unwilling official, kept there after seven o'clock and in danger of being late for dinner, made a slight complaint and was met with the characteristic reply, "If you want to get along in this business, you'll have to do like me and get your meals whenever you get the chance." That shows the way William MacKenzie plays the game. He has been known to get through a dinner at the Windsor Hotel in Montreal in ten minutes.

Mr. MacKenzie has few diversions. Railroad construction, the linking up of a dozen sections of track, the planning of new roads, the solving of many transportation problems—these are the hobbies which interest him, the games on which he stakes his pleasure. He does not need the relaxation of the race-track, the golf course or the sporting field as an antidote to business worry. Plunging on a race fails to appeal to him and it is doubtful if he ever put up five dollars on a horse. But all this does not mean that he is so absorbed in business as to be unable to derive any enjoyment from the lighter things of life. On occasions he will take a hand in a game of cards or a game of billiards and play with a keenness and a skill that often bring him victory. In fact he puts into every game he plays, whether it be an intricate game on the field of railroad diplomacy or a knotty financial puzzle or merely a game of billiards with friends at home, the same determination and resource that has always been characteristic of him in everything he does.

During the last few years he has surrounded himself with a loyal staff of assistants and supporters, men whose names like that of Lash and Hanna carry weight throughout the land. From these higher officials, down to the clerks in the office—in fact, all the men, to whom he is personally known, he is zealously supported. They look up to him as something a little wiser and greater than other men and have unfailing faith in the ultimate success of all his plans. Towards them all, he shows himself considerate and friendly.

While it may be complained that Mr. MacKenzie has not played the role of public benefactor to any great extent, it must be said to his credit that he is not the man to curry popular favor in this manner. He believes in doing his good deeds in a quiet unobtrusive way, therein following the biblical mandate. His benefactions to his native village are limited only by the unwillingness of his old neighbors to accept them. There, he has converted his old store into a village club, where the men of the place can spend their evenings in comfort and enjoyment. He has also erected a new church in the village. To his parents he has shown himself a dutiful son, doing all that is in his power to make their declining years bright and happy.

The cause of education finds a warm friend in Mr. MacKenzie. Doubtless he remembers with kindly feelings the earlier years, when as a village schoolmaster, he endeavored to teach the younger generation of that day the rudiments of learning. At any rate, it is known that he has bestowed money on Trinity University and, not so long ago, it was through his unsought assistance that the experiments in connection with the discovery of radium, were carried out at Toronto University. That he is fond of literature, may be deduced from the splendid collection of books, which he has made and which is being added to constantly.

To his business associates, Mr. MacKenzie's one great characteristic is his tenacity. He pursues doggedly the purpose, which he has set before him, never faltering or swerving from the paths of action he has laid out. Had it not been for this determination and strength of purpose, the achievements of the past ten years would have been impossible. It is known that his early struggles to secure financial backing in the money markets of London were so disheartening, as to cause any other man to give up the fight. Those, who had an opportunity to watch him at that time recall his indomitable perseverance, as he rose from failure after failure until at length he secured his backing.

Then, too, it is known that in the early days of the Canadian Northern, immense pressure was brought to bear on the partners by the Grand Trunk Railway Company, to induce them to sell out. Even dogged Dan Mann, it is said, was on the point of capitulating, but William MacKenzie had made up his mind that he was going to build and own a transcontinental railroad and from this fixed purpose, nothing could turn him. To-day MacKenzie & Mann have got the pick of the western field and the Grand Trunk has been forced to the North.

Miss Hall, neckwear designer for Rlys D. Fairbairn, has just returned from New York. She reports that ladies' neckwear is a big feature there, and a good season is expected. Novelties are freely shown, she says, and are extra attractive. The newest thing is the touch of gilt.

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 20 cents.
Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg.

FRANCE—

Paris - - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:
MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, JANUARY, 1907.

NEW ADVERTISERS.

Anderson, Son & Co., Leicester, Eng.
Wm. Bartlett & Son, Toronto
Bank of Montreal, Montreal.
British American Import Co., Montreal.
A. Burritt & Co., Mitchell, Ont.
Campbell Shoe Co., Quebec, Que.
Canada Cloak Co., Ltd., Toronto.
M. Claman Waterproof Garment Co., Montreal.
Dancyger Safety Pin Ticket Co., Dayton, Ohio.
Dominion Oilcloth Co., Montreal.
Forsyth, John, & Co., Berlin, Ont.
Fownes Bros., & Co., Montreal.
Fred. Galibert, Montreal.
S. T. Greenleese & Sons, Montreal, Que.
Thomas May & Co., Ltd., Montreal.
Merchants Button Co., Waterloo, Ont.
Montreal Cotton Co., Montreal, Que.
Montreal Waterproof Clothing Co., Montreal.
Monarch Shirt Co., Rock Island, Que.
Moore Carpet Co., Sherbrooke, Que.
Newey Bros., Ltd., Birmington, Eng.
Tobin Tent & Awning Co., Ottawa, Ont.
Rock Island Overall Co., Rock Island.
E. H. Rosenthal, Montreal.
G. D. Ross & Co., Montreal.
J. Y. Shantz & Son Co., Ltd., Berlin, Ont.
Sanderson's, Limited, Toronto.
Wallace, Blake & Shouldice, Toronto.
Samuel Wener & Co., Montreal.

PARCEL POST LEGISLATION.

During the past couple of weeks The Review has informed every retailer in Canada carrying dry goods that a bill is to be introduced at the present session of the Dominion House providing for the enlargement of the parcel post system, and suggesting a way in which they may effectively oppose the measure. We urged that each one communicate at once with the local member of parliament denouncing the proposal, and stating that he would be expected to cast his vote against it. A large number of merchants have sent us copies of letters and cards which they have written. The announcement came from Ottawa just when Christmas activity was opening up, and retailers had their whole attention concentrated on business. The daily newspapers gave no great prominence to the matter, and as it would likely be overlooked in a great many cases, we considered it our duty to the trade to issue a special circular. From every quarter we have received abundant evidence that the importance of speedy action, along the line suggested, has been appreciated. It is to be hoped that, even in the heat of the holiday rush, no dry goods man has failed to impress upon the M.P. from his district the great capacity for harm that lies within the bill. There is not an individual business, from Halifax to Vancouver, that should not be vitally interested in mustering all available force in opposition to the measure. If there is unanimity in the efforts put forth success is assured.

The proposal includes provision for a C.O.D. system, whereby goods could be sent to any point and collection be made by the post office. It can easily be realized how this would work in favor of the retail catalogue houses, by obviating the necessity of sending the purchase price with every mail order.

Everyone knows that the mail order business done by the few large department stores is enormous, and that it has effected great injury to the small merchants throughout the length and breadth of the country. However, it is small compared with what would be done by them, and exclusive mail order houses that would spring up, if the Government undertook to facilitate it in the manner above outlined.

That the catalogue houses are behind the movement there is little doubt, and it must not be supposed that they would be satisfied to have the Government make a profit out of the delivery business. Of course, it will be argued that lower rates would do the most good to the greatest number of people, a thin disguise to the real object in view. The mail order people care nothing so long as their own ends are served. What they want is the extension of their operations at the expense of the national treasury.

Consumers are not asking for this change in the postal system and they do not need it. The country is better without it. Better far, in the interest of the national life, a thousand independent business men than one business man with a thousand or five thousand employes. The movement, if successful, means the pulling down of small

institutions all over the Dominion to build up a few mammoth houses in the big cities. Surely the cities are draining the country too fast now. All that any local merchant asks is a fair chance, and he would certainly not be getting it under the provisions of this bill. He has it in his power to turn aside the blow which it aims at him. Let him do so, and quickly.

CRITICISMS OF THE NEW TARIFF.

The new tariff contains some features to which certain sections of the trade feel justified in objecting very strongly, and the general opinion is that several of the changes made serve no definite purpose and are wholly unnecesary and undesirable. One customs official describes the classification as a "brain racker," and importers declare that in some respects it is past their comprehension.

The duty on textile machinery has been reduced fifteen per cent. Speaking to The Review in this regard one large manufacturer said: "If it is intended for the benefit of existing textile industries, I am afraid that it will not be appreciated. At the present time the woolen industries are in need of all the assistance they can obtain from every source, but I cannot see of what value this will be to them. There are quite a few in the business who are running very close, from a financial standpoint. It will mean to many of these a serious matter, when their bankers state that they can only advance in proportion to the value of the plants, which will now have to be written down to accord with the value induced by the new tariff. I cannot but think that the the Government had some ulterior object in view when this change was made. I can only repeat that, from my point of view, the change was not asked for, not expected, and, furthermore, not wanted."

Then there is the duty on packages. Where the value is not included in the invoice cost of the goods which they contain, but is specified as a separate item, a general duty of twenty per cent. preferential, is charged. If the value is not set down separately, but is included in the cost of goods, the duty on the latter is reckoned on the lump sum. Formerly packages came in free We have yet to meet with any satisfying evidence that the change was warranted. It is a source of both annoyance and expense to importers, and the duty should, in The Review's opinion, be removed. Dealers in fancy dry goods feel it most severely. The nature of the merchandise which they bring in makes it necessary to use very strongly made cases, costing between $3 and $4. If sold these bring about fifty cents at the outside.

As predicted by The Review there is difficulty in defining just what white cotton laces embrace. On the face, Nottingham laces are indicated, but Plauen and Swiss laces may also be described in the same way. If these laces are admitted at twenty per cent. why should a lace that is practically the same, save that it is a cream or ecru, pay at the rate of thirty-five per cent. One importer told us that he had laces coming in and was at a loss to know how they would be classified. This section should be remodelled so that there can be no mistake as to its meaning.

We have heard a complaint against the raise, by fifteen per cent., in the duty on a certain fine grade of yarn which is used by two of the Canadian knitting mills. One of these had over $4,000 worth of the yarn en route when the change was made. The goods to be manufactured from it had already been ordered, and the firm stands to lose a substantial amount.

Silk manufacturers state that they have assurance of a revision granting them more favorable terms.

SOME NEW YEAR RESOLUTIONS.

This is the period at which the merchant should take both a prospective and retrospective view of things. He has before him the mistakes of the past year, each one of which may be charged up to experience and turned to good account in the future. A general review of his business, from every standpoint, is in order. If he has not made a greater profit on the whole, or in any one department, than he did in 1905, he must determine the reason and attempt the application of a remedy. He should have a system whereby it is possible to tell, at the end of each month, just exactly how the business stands, then he need not wait till the end of the year to discover weak spots. Has he realized the value of good window display in drawing trade? If not, let him start the new year by giving this matter more attention. Is advertising space in the newspapers filled with solid readable matter calculated to bring people to the store, or is it mainly devoted to "hot air" and unconvincing arguments? It is important that publicity methods should measure up to a high standard. The extent of outside competition, possibilities for cash business, tendencies of the local market, etc., may be studied with profit. It may be that the notion department has been located in an obscure corner of the store, where it has little chance of showing the proper results. Give it a place at the entrance and see what it will do. Let nothing escape examination, from the largest to the smallest matter, and let every merchant start 1907 with the determination that his business shall grow very materially before another new year is ushered in.

RETAINING EXPERIENCED HELP.

In small towns the general idea among male clerks is that when they have received a certain amount of experience they will go away in search of larger opportunities. This applies to almost every line of business. They leave just at the time when they are most valuable to the merchant with whom their apprenticeship has been served and very often their places have to be filled by the promotion of less competent men. So numbers of small stores go on year after year acting as training schools for salesmen, and continually changing the personnel of their staffs. Such was the case, up till a couple of years

ago, in a store located in a town of about two thousand population. It had two competitors, who had always claimed the larger share of the business, although the store in question was going ahead splendidly. Besides the two members of the firm three salesmen were employed, and at the time we speak of they had resolved to seek a larger field for their efforts. Instead, however, of allowing them to go, the firm organized a joint stock company and took them into the business. All three remained and worked with an energy that has brought big results. Ask a resident of the town which store appears to be doing the most prosperous trade and he is more than likely ,to mention this one. He may also comment on the excellence of the service which it gives. We were able to detect no peculiar circumstances that would contribute to the company's success ; it seemed due entirely to the fact that all members of its staff were enthusiastic in endeavoring to bring it to the fore.

Other merchnts may abstract from this a solution of the problem of retaining experienced help.

MERCHANTS AND COMMERCIAL MEN.

The traveling representative of the manufacturer and jobber is ubiquitous, and sometimes he claims that his reception by merchants is not as cordial as it should be. The merchant in defence, says that he would be able to do very little else if he gave any time to every commercial man who called upon him. He recognizes thoroughly the value of examining as many samples as possible, for the purpose of comparing prices and qualities, but is forced to draw the line somewhere.

There is one type of drummer who not only does a great deal of harm to himself, but excites a prejudice against his fellows. He's the man who is persistent in the wrong place. A good illustration of this point was given by a merchant who called upon The Review a few days ago. He was writing out an order in his private office, and had only about five minutes to catch the mail, when the door opened and in walked a commercial man, without even knocking. He was told that it would be impossible to talk to him just then, but he persisted. Very much annoyed, the merchant took him by the shoulders and pushed him outside. Fortunately there are few men of this class on the road.

On the other hand, there are times when travelers have a right to expect a little more consideration than they get. We met the representative of a Toronto house in an Ontario city one day, where he had gone in response to a special request from one of the merchants. This was the only call that he had to make there, and he naturally expected to get through in the morning, so that he could leave on the first afternoon train. He arrived about 9 a.m., and it was about 4 p.m. before he was given an opportunity to show his samples. Now we have reason to know that the merchant was not busy in the meantime. His reason for acting as he did we do not know, but, thoughtlessly or otherwise, he wasted a half day of the traveler's valuable time.

MANY SELL ON CASH BASIS.

It is significant that out of a large number of merchants who replied to The Review's query regarding the most successful ideas they had ever adopted, about fifty per cent. cited their change from credit to cash basis of doing business. None of them mentioned any particular difficulties that they encountered in so doing. As a matter of fact, we have intimate knowledge of cases where customers were well pleased with the announcement of the new policy, which, it was promised, would enable merchants to quote lower prices on goods. Of course, there are many stores which do not advertise that they sell only for cash, and yet extend credit. One gives a discount of five per cent. off every cash purchase, and finds the plan very satisfactory.

The retailer who knows that he is getting lots of trade, and that for every piece of goods sold he has the cash in his till, is the man of fewest worries. He is able to take all discounts, and, consequently, offer close prices. He has no bother about over-due bills or bad accounts, and is ready for any competition that may arise.

Everywhere it is found that sonsumers are more willing than ever to pay on the spot. While every merchant cannot sell entirely for cash, there is no one who will find it impossible to watch his credits so closely that loss in this respect will be reduced to a very small amount.

A PROMISE FULFILLED.

We promised that our January issue would be the best special number in the history of The Review. We are satisfied that it is. All of the special articles, and department matter, have been prepared with the idea of reflecting the great improvement of conditions surrounding the trade during 1906, and of course, we have dealt fully with materials and styles for 1907, so far as it is possible to do so at the present time. A good deal of space has been devoted to window and interior display, business management, good advertising talks, show card writing, dry goods men and their methods, store sytems, etc. Altogether we are proud of the number, and we trust our readers will grant that the feeling is justified. During 1906 a number of improvements have been made in The Review, and it may be expected that 1907 will see still more.

We hope that the New Year may hold a large measure of prosperity and happiness for every Canadian Dry Goods man.

MEETING MAIL ORDER COMPETITION

There is no retailer who need be afraid of mail order competition if he is the right kind of a merchant. As one dry goods man said to us a short time ago, "Anyone who lies down in the face of it deserves all that he gets." On pages 60 and 61 we have expressed our views on this matter pretty fully, and believe that we offer the true solution of the problem which confronts so many small retailers. Among other things we advise that they

treat catalogue business as legitimate competition, that they make full use of the natural advantages, employ more descriptive advertising, and keep larger assortments and smaller amounts of each, find out on what lines they are losing most trade and make an energetic bid for it, and generally make buying at home more attractive than it now is. In quoting favorable prices, buying as far as possible for cash will help a great deal. In many cases it is advisable to borrow the money from the bank.

Department stores take great pains to keep the amount of their receipts from mail orders a secret. If given out it would startle every merchant in the country. We know that it is immense, and that it is growing very rapidly. The increase is mainly in the smaller centres and rural districts; most of the larger centres are pursuing a progressive policy that is keeping more trade at home every year. We hope to see a general and determined effort along the lines that we have set down, wherever catalogue houses are cutting heavily into the business of local merchants.

Another point that might be touched on is this: Customers should be impressed with the fact that the home stores are always ready to send for articles which they do not keep in stock.

ADDING NEW DEPARTMENTS.

In laying plans for 1907 numbers of merchants may find that they can with very material advantage extend their business by adding new departments. The nature of these additions will depend mainly upon the size of the communities in which they are located, and the manner in which the lines that they have in mind are being handled at the present time. Perhaps it is a small town where trade on certain classes of goods is not sufficiently large to induce the establishment of exclusive stores, and those now catering to this trade are doing so in such a way that many purchases are being made at outside points. If the lines can be readily adapted to a dry goods store, an opportunity presents itself that should be considered.

Take footwear, for instance. We know of places where a smart department in a dry goods store should be successful—a ladies' department, at any rate. Even in some of the larger centres, where exclusive stores are conducted, there seem to be good openings for the latter. Several instances of where boots and shoes have been found a profitable venture by dry goods merchants are cited in a special article in the news section of this issue.

Some merchants who have not heretofore handled clothing may see a field for paying business in this line, but they should bear in mind that, to get anything near the best results, it must be sold in a separate division from dry goods. Just now ready-to-wear clothing is receiving wider patronage than ever before, due to the better quality that is being manufactured. If dealers handling it have shown no disposition to grasp the improved conditions, but still cling to the poorer grades, against which the good class of trade has a very decided prejudice, there probably is room for someone to step in and do well.

Then there is fancy china. Several of the smaller dry goods stores in Toronto stocked this line some time ago, and have found sales quite satisfactory, in spite of the fact that they have to compete with the big department and specialty houses.

The Review's object here is to induce a train of thought in every retailer's mind which shall lead him to a thorough analysis of the local situation, so that if there is a chance for the extension of his operations he will not overlook it. Though he may conclude that it would be inadvisable to add any new departments, he is more than likely to find something to encourage the strengthening of some that he already carries.

There is one line that should, in most cases, be left alone; that is groceries. Where there are a number of specialty establishments catering to this trade, the dry goods man with the department store idea should keep clear. One instance comes to mind of a successful business being greatly reduced simply because the opposite course was taken. The proprietor acknowledged this to The Review. General dry goods, men's wear, and boots, and shoes were handled at first, and the undertaking looked prosperous. Then groceries were put in, and not only did the department fall through, it damaged the other sections very considerably. This was in a good-sized place where specialty stores are numerous, and, as would be expected, they worked hard to oust the new competition. They refused to patronize the store for anything, and influenced others to do the same. All departments suffered in consequence.

By the addition of new departments a merchant widens the range of his returns, generally within his premises, and without any great increase in the cost of doing business. Then it must be considered that they shoulder their share of general expenses, and lighten the load of other departments.

THE GREATEST YEAR YET.

"The ——— Company is doing the largest business in its history."

The name of almost any concern in Canada could quite truthfully be inserted in the blank space. There is not a retail dry goods man using up-to-date methods to whom it may not be applied. Goodness knows there has been opportunity enough, and the merchant who has failed to make good can blame only himself. The conditions that prevailed during the past year may be gauged from the fact that in no line did advanced prices interfere with business. People were never more prosperous, and the great demand was for better class goods. Little fault could be found with the weather at any season, and winter opened up in such a way as to make Christmas trade a record-breaker.

Established 1832

Cable Address:
"LAW," Bradford

SRPING 1907

"Lawrus" Fabrics.

(Registered)

MOHAIRS

Unique Specialite
Mohair De Soie

Of Wonderful Texture and Exceptional Brilliancy

Rainproof Goods
Latest Productions
Brilliantine Suitings
At Popular Prices

Law, Russell & Co.

Converters of Bradford Goods LIMITED

BRADFORD AND LONDON



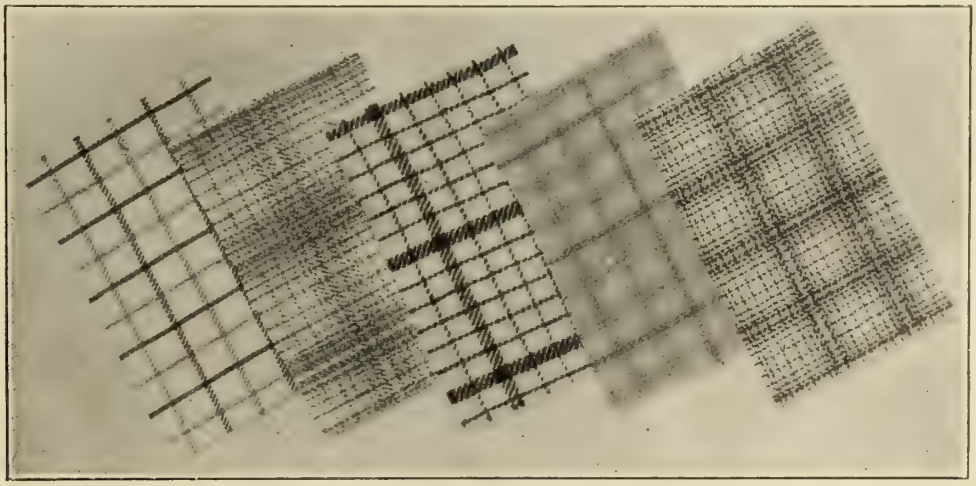
General Prospects

The dress department has always been considered the premier department in the store, and the one by which the general standing of a house might best be judged. When all is well with the trade, and times are good, it is here that improvement first shows, and not only does the increase come from a yardage standpoint, but, what is more beneficial financially, the average price per yard shows a decided increase. Measured by this standard, the present prosperity of the country must be great, for where, a few years back, 50c. and 75c. goods were the leading sellers, now the leading prices are, $1.25, $1.50, $1.75 and even $2.00. Nor are higher priced fabrics difficult to obtain, and $3.00, $4.00 and even $6.00 materials are by no means confined solely to the shelves of the leading city stores.

Notwithstanding the changes of fashion, which always must be taken into consideration when writing of dress fabrics, the importations of all our leading textiles show an immense increase, not only in the manufactured fabrics alone, but also in those free importations, that may be classed as partly finished or raw materials. Therefore the home mills are not as flourishing as could be wished.

Not only has the standard of price been raised in the dress trade, but the standard of taste also, and the trend of buying is all in favor of more beautiful and artistic shades, colors, and fabrics. Canadian women are beginning to achieve a reputation for being exceptionally well gowned and turned out; and this is due, I believe, in no small measure, to the educative value of the interior and window displays made by our leading city and town stores. No doubt there is still room for improvement in this respect, in many quarters, but in the past few years the big proportion of the trade has been rapidly falling into line.

Nineteen hundred and six has broken all previous records, and is at present the most brilliant year, from a financial standpoint, that Canada has ever seen, but there is every reasonable prospect, that the past year's record will fade before that of the year which is just opening up.



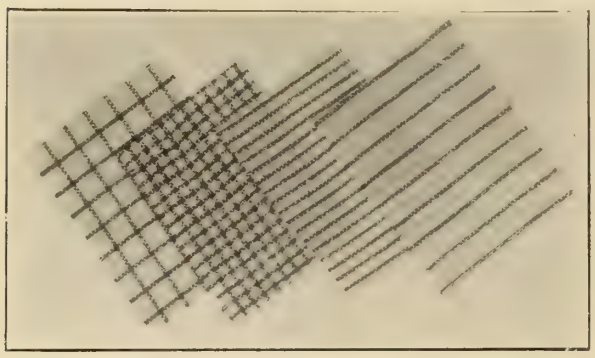
Check Effects in Novelty Woolens
Shown by Brophy-Cains, Montreal

Wide Variety the Feature

Spring Goods Arriving—Repeats Slow—A Mixed Season Ahead.

The wide variety that is the dominating feature in the trade at the present time extends also to the dress department, and with, perhaps, the exception of chiffon broadcloth, it would be difficult to say either just what is the leading fabric or color. The demand is for novelty, and there never was a season where the range of materials and colors selling was so big, and the buying for the season approaching is not narrowing down, as it so often

does, to any one fabric or color. This has been the marked feature of the season now closing. Broadcloths have kept up their promising opening, and the leading shades have moved briskly. Blacks have done, and are still doing, a tremendous business. Looking at the orders already booked it is found that dark reds are good, navies



Black and White Effects in Fancy Voiles
Shown by Brophy-Cains, Montreal.

good, browns fair, and bottle green very good. The stock has been very low lately, but the deliveries are beginning to come in now. One merchant cabled for repeats when he received his orders, but in reply was informed that deliveries could not be had until late in April. This was impracticable, as at that late date the goods would be useless. Wool voiles, in cream and white, particularly are doing good business for Spring, and light-weight poplins are doing better than was anticipated in the earlier part of the season. Piece dyed fabrics, in dark reds have so far only had a fair sale, and have caused a little disappointment. Panamas are doing remarkably well and have come up to all expectations. Lustres in plain colors are meeting with a better demand, creams, navies, and greys being the favorites in order named. Orders for Spring delivery are found to be heavy on wool cloths, which are generally regarded with favor as the goods for Spring. The cutting-up trade has been complaining about slow deliveries, but this is, in a great measure, due to their having delayed the placing of orders.

All woolen cloths showing subdued checks have sold remarkably well, especially the light grounds. There is some feeling that the checks have been overdone and that some heavy buyers will find that they have over-estimated the demand. Speaking of the most likely pattern to supplant the check and plaid effects, a prominent buyer informed The Review that his next trip to Europe would be one of speculation. There is no color or no pattern that has yet been named as the leader for late Spring, and even in Europe there is a distinct inclination towards a mixed season. Hair line stripes which were spoken of a short time ago are dead at present, and until buyers return about April it will not be known what the market will contain. Suitings of homespun effects are still doing a good business, and those with checks are being repeated often.

The Color Tendency

Fashion Favors Dark Shades or Soft Pastels—Pale Blue a Big Seller.

The color tendency for Spring, particularly in the more exclusive trade, is rather remarkable, for there is a decided leaning towards dark shades. On the other hand, when dark color effects are not bought, cream and the softest of pastel tones are taken. Pale blue is in high favor at the present moment, and buyers this Christmas have had extreme difficulty in keeping stocks up in this color, particularly at popular prices.

Grey is good at both ends of the trade, the exclusive trade taking plain materials in soft tones, and the popular trade buying largely of mixed greys in plaids, etc.

There is a feeling for tan and mode shades developing that will possibly influence the season as it advances, and this interest may be said to include very light tans, champagne and some yellowish shades. Yellow has been much worn for some time back in Paris, and has been taken up for evening and reception on this side of the water. It was decidedly in evidence at the New York Horse Show.

Silks and Velvets

Fancy Silks for Spring — Velvets for the Early Trade.

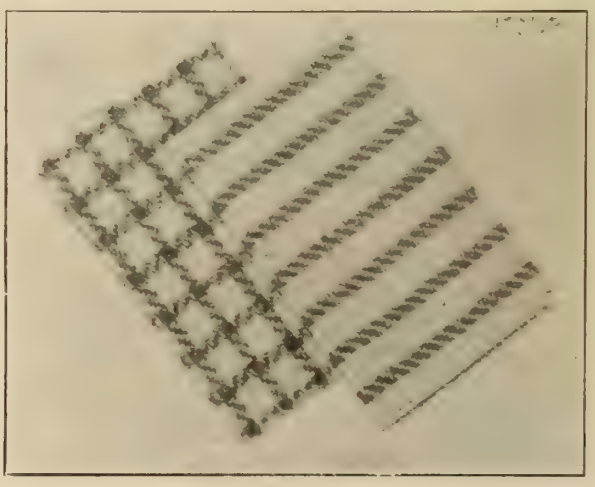
It is rather early yet to say just what is going to be the course of the Summer silk season, but there is a considerable assortment of fancy silks showing, and the highly attractive nature of these silks, combined with the revival that is predicted in the shirt waist suit, and also the silk possibilities contained in the jumper suits and waists, ought to assure a good silk season.

The trade does not lose interest in pile fabrics, and for the early Spring chiffon velveteens are decidedly good, and silk velvets for trimming also are safe to be in big demand. Though fancies are shown, plain velvets are decidedly the best sellers. Brown, navy and green are the best colors in velveteens.

Wash Dress Goods

Sheer White Fabrics Still Leading—Repeats Are Not Assured.

Waist manufacturers have, during the past month, ordered largely on sheer white fabrics, but their orders for



Grey and White Plaid and Stripe Tweeds
Shown by Brophy-Cains, Montreal.

waists of this material are so large that they now regret having ordered so sparingly when they had a chance to get deliveries at an earlier date. It is being evidenced more and more every day that in this line there is an



Portrait Fel . WALKING SUIT: SKIRTOF BLUE AND BLACK PLAID; SHORT COAT OF BLACK MOIRE; BLACK SAILOR TRIMMED WITH VELVET AND BLUE GRAPES. Creation Maison Drecoll.

insufficient supply to meet the enormous demand. Many jobbers have sold away ahead of their stock that is now beginning to arrive, and it is expected that later deliveries will be slower; in fact, it is thought that it is impossible to get deliveries in proper time. Other houses have been more fortunate in having taken no chances when a big season was assured, and ordered more heavily on this line. Recent developments show a decided change in favor of sheer colors, especially of pinks and light blues. This, it is contended by many, is due to a scarcity of whites, but it is more than probable that the purchasing of colors is done, more for the sake of variety, and in no way means that the whites are falling into sudden disfavor. The lines selling best are the 25c first and the 15c. line second, and the 35c. line is moving better than was expected, and it is thought that this stock is safe for a later date. The lower grades are inclined to soar upwards, and as quality is the first thing sought at present, the high prices will be taken in preference to the cheaper lines when stock is more scarce.

More muslins are being sold than ever before. They started out better than was expected, but now they are selling very rapidly, and before the month of April many developments are expected in some of the colors. Even in the early months of the sample season many orders were placed without sample, and even now repeat orders come in for immediate delivery. The demand for colored dress muslins is extraordinary at this season of the year, and from many retail centres is heard constant complaint of the difficulty in keeping them in stock.

The silk and cotton mixtures have been improving lately. The mercerized fabrics are moving briskly, and are being used extensively for the manufacture of popular priced waists, whites and greys holding the lead in colors. Many of the designs are exceptionally good, and of highly artistic finish, the spots and figures among these, and brocades being very popular, and repeats are frequent.

Persian and Victoria lawns for ladies' and children's wear are proving to be exceptionally good property. The sheer finished lawns this year are of a greatly improved quality, and are apparently being popularized by the dealers to a great extent. In the fancies the raised Swiss figures are considered slow at present, but the jobbers carrying large stocks of the line think that ere April is passed the demand will be brisk. It is only right to believe so, for with scarcity of whites on other lines, and the demand so strong and steady, there should be a call for every line of white.

There is still some doubt as to the fancy lines of linens. With prices so high there is a feeling that the only safe stock is the plain colors, excepting, perhaps, black and white checks, and woven colored checks and embroidered linens.

The wash goods market for Spring trade is, so far, characterized by a healthy demand for the best of all lines, and active ordering of the lines that are voted as sure. From the present indications of the unusually active market a scarcity of whites seems inevitable and the prudent merchant will take the advice we give to stock well at the earliest possible date.

REFUSED EATON'S ADVERTISING.

In the December issue we referred to the attempt of The T. Eaton Company to contract for advertising space in local newspapers throughout Ontario. Publishers in every quarter have refused to accept the advertising, and in doing so have consulted their own best interests.

Montreal's Expansion

Wholesale Dry Goods Houses Extending Their Premises —Many Firms After Larger Quarters.

In Montreal, at the present time, the prosperity of the country is manifested by the many new buildings in the course of construction, which are to be occupied by wholesale dry goods firms. With the growth of the country, the dry goods business has kept up so steady and enterprising a pace that they have outgrown their present premises. More space and facilities are now required to adequately handle larger stocks, which the increased volume of business demands. The buildings are of the most modern style of architecture and are built of solid stone. They are substantial and practical looking buildings and are being built with a view to solidity, convenience and commodity, and, as well, they will be ornaments to the business section of the city.

It will be remembered that after Greenshields Ltd. were burnt out some years ago, they immediately erected a building on the old site, Victoria Square, which was considered the most magnificent warehouse in Montreal. This warehouse is much too small and at present they have in the course of construction an extension, fronting on Craig St., which, when completed, will give them a little more than double their present space. With the two buildings together the company will have one of the most modern warehouses in America.

McIntyre, Sons & Co., Ltd., are building an extension to their present premises on Victoria Square, which when completed will more than double their floor spare.

The W. R. Brock Co., Ltd., as stated previously, are again to occupy the building on the corner of St. Helen St. and Notre Dame St., when it is completed. Two storeys are being added and it is being altered in many ways. When completed it will be an up-to-date warehouse in every respect. Mark Fisher & Sons are erecting a ten storey building on the southwest corner of Victoria Square and Craig St., which promises to be one of the finest buildings in Montreal. Hodgson Sumner & Co., Ltd., have extended their present premises as far as St. Sulpice St. on St. Paul St. Henry Morgan & Co., Ltd., besides building a large factory on Beaver Hall Hill, are contemplating the extension of their present large store on St. Catherines St. Besides these buildings, many of the large houses of the city are looking about for more commodious premises. Brophy-Cains, Ltd., are to occupy the building at present occupied by Mark Fisher & Sons. Large warehouses which are to be vacated on the 1st of May 1907, are already bespoken in many instances. The success of business during the past few years, and the prospects for its continuance, justify the large and small firms in making ample preparation for bigger business, so that their customers will be assured of every attention.

JOHN KAY, COMPANY, LIMITED.

An Ontario charter has been granted to John Kay Company, Limited, Toronto, with a share capital of $1,000,000, divided into ten thousand shares. The incorporators were Watson T. Bradshaw and Douglas K. Ridout, merchants; Wilson Fenton, accountant; George Kappele, barrister-at-law, and Robert Dixon, manager, all of Toronto. The company is empowered to acquire the business of John Kay, Son & Company; to manufacture, buy, sell and otherwise deal in carpets, curtains, furniture, fittings, furnishings, fixtures and decorations for houses, stores, offices, etc.

Canadian Goods for Canadian People

Harris Homespuns

HARRIS & COMPANY, Limited

ROCKWOOD, ONT.

SPECIALIZATION

is the keynote of success nowadays.

¶ Why should you have to entrust your orders for Braids, Trimmings, Laces, etc., with a house carrying general dry goods ?

¶ It stands to reason you will get faster service if you entrust the orders with a Braids and Trimmings specialty house.

That's Just What We Are

THE LACES & BRAIDS MFG. COMPANY

TORONTO JUNCTION, ONT.

Buyers of Millinery Goods

WE ARE
SOLE MANUFACTURERS
OF THE
"ORB" BRAND HATS

The "ORB" straw factory at Luton is THE LARGEST IN THE WORLD.

In Staple and Fancy Lines we show *the best of everything* at prices that are sure to interest Canadian buyers.

SAMPLES SHIPPED to the retail trade on supplying usual trade references, description and quality of goods open for.

Special Discount of 15 per cent. allowed off samples.

Will find it to their advantage to make our acquaintance and see what we are offering in

Millinery, Flowers, Feathers
Ribbons, Velvets, Ornaments

We specialize in

MEN'S and BOYS' STRAW HATS
BOYS' JACK TARS
and LADIES' PARIS FASHIONS
in Straws, etc.

VYSE, SONS & CO.
LIMITED

76 Wood St., LONDON, ENG.
LUTON, PARIS AND BRUSSELS

THOMAS MAY & CO.
Limited

. . . . IMPORTERS OF . . . .

RIBBONS, LACES, DRESS TRIMMINGS
LADIES' NECKWEAR, ETC.

FULL STOCK OF RIBBONS ALWAYS ON HAND

TEMPORARY PREMISES

16 Lamoine St., Montreal



The Canadian Millinery Review

The outlook is exceedingly bright for spring millinery. The trade has had two good seasons—the Spring and Fall of 1906. The Fall season just closing has been a record one, and trade has kept up very late. Prices have been high, but this fact seems not to have made any material difference; the people had the money and they wanted the best. The scarcity of the right goods, and the liberal buying, has kept stocks clean, and less price cutting has been resorted to than usual. Millinery is a stock that always feels the benefit of good times, and the present is no exception. The importing houses that, a year ago, were complaining that their new warehouses had been built too big, are now at their wits end to know where to store their goods. There is a big expansion in business, and the millinery trade is getting its full share.

The Syndicate Card

Soft Pastel Shades Indicated for Spring—Some of the Ranges.

The new syndicate card indicates a complete revolution in millinery colors. For the Fall, dull, rich shades have been used, but the colorings on the new card are almost all in soft light tones that most forcibly suggest the coming season. Pastel colorings rule, and there are a number of interesting new shades. Pink and blue are represented by some lovely tones, and the first six shades upon the card are a range of pinks. These begin with a soft creamy shade that runs through gentle gradations into a soft terra cotta. These are all light and rich in tone. The first set of blues is in a soft greyish tone, something after the Copenhagen order. They run from a very pale shade to a medium Alice shade. The other blues are three electric tones, and three soft moonlight blues. The blue shades are very attractive and promise to be very prominent in Spring millinery. A set that has special prominence, from the fact that yellow was so much worn at the New York Horse Show, is that beginning with Tuscan, and running through maize and the stronger yellow down to old gold. Champagnes are, as usual, included, though the name for them is a new one. This year they are to be known as the twine shades. Green is represented by a set of yellowish tones, that shade almost from white to a light olive. There is a lovely group of lavender shades and also three rich purple tones, and also another good range of pinks, running from coral to a light geranium color. Greys and browns are well represented, and there is a good set of biege and castor shades.

Higher Prices for Spring

Higher Prices and Poor Deliveries the Rule in Millinery Goods—Heavy Advance Buying.

Advancing prices and poor deliveries apply to the majority of millinery fabrics. Malines and chiffons, etc., show a big advance over last year, ruling on the average fifty per cent. higher, and not only are advances asked,



An Extreme Style in a Picture Hat, Showing Some of the New Tendencies.

but repeats are exceedingly difficult to place, particularly when anything like an early date is wanted. The same applies to all velvets, and the manufacturers will make little or no concession for block orders; in fact, in some instances, they will not accept them.

The straw department is facing the same conditions, as the trade has taken a sharp turn, and the manufacturers of sewn hats find it difficult to meet the demands made

upon them. It is so long since pressed goods were of any moment, and the change came so unexpectedly, that the makers are not equipped for turning out large quantities. The machinery could easily be obtained, but the training



A New Turban Shape.

of operators is a work of time. In the pressed goods the demand this season is falling largely upon chips, consequently the supply is not equal to the demand, and prices are high and advancing. Shapes are very varied, but there are some that stand definitely out. The large picture flops that are now being worn in velvet and felt, are being reproduced in chips and other fine straws. Quite a number of turban styles are shown, and sailor shapes, particularly of the mushroom order will be worn. There is another type that is selling well, and that is the sailor shape that has a narrow front and a long brim at the back. This long brim effect and the high flare at the right are features of the new hats.

It is a little too early to speak with authority as to trimmings, but flowers are sure—the big rose, at any rate, at the beginning of the season. Maline will be freely used, and feathers, ostrich, paradise, marabout, etc., with wings and birds for street hats.

The Review is giving this month three Paris illustrations showing the latest French ideas in millinery. Some very large hats of the Gainsborough and mushroom order are worn there, and these are loaded with long, handsome ostrich and paradise plumes, with often a single large rose placed a little to the left side of the front. These are either turbans or large drooping flops of velvet or felt, and are trimmed with fancy ribbons, flowers, maline, tinsel effects and a touch of fur. Either large plumes of ostrich or paradise, or large roses are used on these hats. Crowns of fluted maline and large butterfly bows of that soft material are often used. As a matter of fact, every hat is trimmed with maline.

Gold and silver in the shape of gauzes, nets and galoons, have come into sudden prominence. In New York large roses made of gold and silver gauze and gold and silver grapes are much used, and entire toques are made of them, with plumes of ostrich, vulture, paradise or marabout. Some eccentric bandeaux effects are beginning to make their appearance, and it is more than hinted that there will be further developments in the coming Spring. Hats are set at all angles and this is one of the secrets of the wide variety seen, for the poise of the hat makes a wide difference in the appearance of a shape.

Paris has taken to the small theatre hat, which, by the way, has in many cases no crown, but consists of a foundation of wire, concealed by velvet and tulle and supporting trimmings of flowers, feathers, gold and silver gauze, etc. Though this fashion has not arrived, it has paved the way for a more extended wearing of ornaments in the hair.

These take the form of pretty half-wreaths or bandeaux of maline velvet and flowers, further embelished with marabout and paradise for the older women. Millin-



Mushroom Sailor with Paradise Plume

ers could safely utilize this fashion to get rid of short ends of ribbon, velvet, etc., and at least a portion of a prominent show case should be requisitioned for these novelties.

Tea Hats and Hair Ornaments

Tea and Theatre Hats in White, Pale Blue and Pink—Increasing Use for Hair Ornaments.

The city stores are again making a feature of tea hats in soft pale tones, in white, pale blue and pale pink.

Montreal Dry Goods Association

Report for 1906 Satisfactory—Association Was Very Active During the Past Year.

The seventeenth annual report of the Montreal Wholesale Dry Goods Association was read at the annual meeting held in the Board of Trade Building, Montreal, on Wednesday, Dec. 19, 1906. It was with pleasure that the President referred to the large and enthusiastic meetings held throughout the year. They indicated a growing interest in the work of the association, and its influence was more than ever appreciated.

The various questions which had been discussed throughout the year were reviewed, the reports being satisfactory to all. In pursuance of the request of the members, the Provincial Treasurer had been appealed to in regard to the tax on non-resident travelers. The principles of the law were condemned and the repeal of the tax was vigorously advocated. With regard to this, the recent re-assuring statement of Premier Gouin that the tax will be abolished, is most welcome news to the association.

Not only in this direction has the association made its influence felt, but in regard to customs matters it has been most active. A delegation visited Ottawa and interviewed Mr. Fielding, in the absence of Mr. Patterson, Minister of Customs, who was indisposed. Several matters were discussed and the Minister was favorably impressed with the contentions of the delegates, and promised his best efforts to readjust the points at issue to the satisfaction of all. The restoration of the full British preference on certain woolen dress goods was advocated. Fabrics of cotton, flax, whether bleached, unbleached or dyed, was also discussed with the Minister of Finance, and his consideration was promised to the delegates.



WM. AGNEW
President Montreal Dry Goods Association.

Another important question discussed by the association was the reduction of cash discounts, and the limiting of payment of accounts to reasonable periods. This question has engaged the attention of the association for some time, and a basis of payment and terms has been promulgated throughout the limits of the association, and the adoption of a uniform rate has been advocated. It is the hope of the members that this vexed question will soon be settled satisfactorily. The enforcement, by newspapers and certain periodicals, of clauses in their advertising contracts, which enabled them to hold insolvent estates responsible for unused space, was disapproved by the association. The Board of Trade will be asked to promote legislation in this regard. The council of the board made representations to the Attorney General of Quebec in February last, but as the session was near its close, the question was not considered. It will be brought up again at the coming session.

Altogether, the year has been a most active one for the association. Every member has been energetic in making its work effective.

The officers of 1906 were re-elected, as follows: President, Wm. Agnew; Vice-President, R. A. Brock; Treasurer, R. Henderson; Directors, Thos. Brophy, G. R. Martin, R. W. McDougall and R. N. Smythe.

FRANCOIS & CO.

Also at:
Paris
Lyons
New York

92 Wood Street,
London, E.C.

High-Class
French and English
Millinery

Novelties
in Flowers and Feathers
Straw Shapes
Materials, Etc.

C.T.M.B.S. OFFICERS.

At the annual nomination meeting of the Commercial Travelers' Mutual Benefit Society in Toronto the officers elected by acclamation were: President, T. R. Wickett; Vice-President, Jos. Oliver; Treasurer, H. Goodman. There are seven nominations for three three-year terms on the Board of Trustees: R. G. Hector, John Gibson, C. T. Parsons, E. M. Burke, T. F. Corey, J. H. Morin and C. A. Bernard. Another vacancy is for a two year term, owing to the resignation of Jas. Turpin, and those nominated are H. L. Willmott, R. Maxwell, D. R. Hewley, and R. R. Davis. The trustees from outside towns were all elected by acclamation. The annual general meeting will be held January 26.

NEW YORK FASHION FACTS

Mid-Winter Styles
in
Woman's Wear.

The wonderful success of the mushroom hat is a conspicuous feature of the present day millinery. Another important feature is the Tam O'Shanter crown, which, when mounted on either a mushroom or straight brim, has caught the fancy of many. The majority of dress hats are heavy in effect. Heavy materials such as velvets, big roses, grapes and feathers are heaped on the hats lavishly, and not infrequently the whole is veiled, with dotted net or Chantilly lace. All of which goes to prove that the American woman loves a large hat, and that no matter how much small hats may be favored in Paris and forced here, they are at the best only a secondary consideration. It is easy enough for fashion to decree that hats are to be small, but quite a different matter to bring about that condition. The picture hat shades the face becomingly, and is altogether too becoming to be entirely ousted. Small hats are, of course, for many purposes, indispensible, but it is the large, and, this season, extremely large hat which is the selection when one can choose between them.

Take for example the hats shown. Both are large and yet the black one is considered absolutely au fait for wear with the most severe tailormade.

Very soon now ones thoughts will be directed springwards by the temptingly lovely clothes displayed in the smart shops for the fortunate ones who can journey southward and bask in the warm southern sun, while we of the North are battling with winter. So far there has certainly been no cause for complaint; the weather for the most part has been ideal, unless by ideal one means snow and ice, and while in a way such things make ideal winter weather, New Yorkers have a different ideal and plenty of excuse for not welcoming snow with delight. The mildness of the weather does not prevent the most lavish use of furs, and at the time of writing fur hats, coats and accessories are the rage, and, of course, velvets and rich clothes which are the most elegant of all winter fabrics.

Among the most conspicuous materials of the season are the checker-board designs, which are especially to the fore in velvets. The checks are fully an inch square and as two distinctly different colors are usually combined, the result is very striking. Street costumes are developed in this material, the velvet being used for the skirt and sometimes the sleeves, and a plain material for the jacket. A stunning gown on this order was in bottle green and black check velvet, a Directoire coat being of cloth in the same shade of green. Large cut steel buttons were introduced on the jacket, and the skirt was a circular model and cleared the ground.

A handsome brocade was a large check of satin and satin in monotone effect.

Among the imported materials for dresses for all occasions, coin dots are a conspicuous design. They are richest, perhaps, when of the same shade as the body of the material, although among the lighter fabrics for evening wear, such, for example, as chiffon or silk, a pasted spot of velvet of a deeper shade is effective.

The trend seems to be for fancy materials: these showing plaids, stripes, figures or coin dots are various in effect, according to the manner of their execution and color schemes.

A novelty is a dress of wine broad-cloth with a coin spot of velvet. There are also cloths and velvets with shadow spots, these being of rather large size.

An extremely effective white chiffon had coin spots of orange velvet in sombre effect. This material was made



into a lovely Empire dinner frock, draped over white satin and trimmed around the square, filled-in neck, with French knots done in black on some handsome lace motifs. Knots of black velvet ribbon gave a most desirable note of contrast.

It is quite notable that yellows and salmon shades are much in evidence. These shades are at their best under artificial light, and are especially lovely in goods which are shimmery in effect. Lustrous and smooth fin-

ished materials, anyway, are most favored. Satin-finished crepes are charming in dull yellows. One very lovely Empire gown made of this material had panels of embroidery done in silks, and resembling the eyes of a peacock feather. There was considerable green in this embroidery and the color combination, while unusual, was very effective.

Sulphur yellow is the brightest yellow worn, and one of the most trying colors. The other shades are more golden in tone and much more becoming. Some very distinctive gowns worn at the Horse Show were of yellow cloth hand-embroidered and trimmed with fur and lace.

A large black hat and black lynx furs made stunning accessories to one smart costume.



Word comes from Paris that the fashionable waist should match the color of the skirt, and while white waists are, of course, in evidence here the trend would indicate that American women were taking kindly to the fad.

The very extensive vogue of the lingerie waist, and the white waist, whether of silk, net or chiffon, which has been the order of the day for so long, while pretty andpractical, is apt to become monotonous in its uniformity. For this reason the colored waist is hailed with delight by women who strive for a little distinction in their dress.

Chiffon being about the daintiest material, is much used for the separate waists, many of which are made of striped chiffon, either in two shades or with white and a color that matches the skirt with which it is to be worn. Coin dotted chiffons are also in evidence, as well as Persian effects, which are also simulated by using a plain chiffon over a Persian or otherwise figured silk foundation. Plaid silks are veiled in this way with very good effect. Nets are also dyed, but the most successful net waist is of white or ecru, with encrustation of lace. Net waists are also very pretty when worn with a silk or velvet jumper.

Waists continue, for the most part, to fasten up the back and the sleeves range from elbow to three-quarter length, comparatively few having full length sleeves, with the exception, of course, of the strictly tailored waist, which still has its enthusiastic advocate. The newest blouses are, however, distinctly feminine, being dainty and rather elaborate in effect.

Striped chiffons and gauze are by no means confined to the waist industry. Very beautiful evening gowns are developed in these materials. Especially adapted do they seem for the debutante's dancing frock. In white, Nile green, yellow, pink and blue they are charmingly youthful. A pretty foundation is of plain chiffon, which may or may not be over silk. If a very diaphanous effect is desired the silk slip is omitted and two chiffon linings substituted.

Striped gauze and chiffon are charming for negligees, especially those fashioned on the Empire lines, as most of them are.

A lovely negligee in the trousseau of a recent noted bride was made of white chiffon, which had a half-inch stripe of satin. White peau de cygne was used as a lining. The negligee was made with the short-waisted Empire.

A very important feature for wear with the negligee is the under petticoat, which not infrequently is allowed to show, if the gown opens to the hem and flares open.

Whether the skirt be of silk, satin or the lingerie material, it must needs be elaborately trimmed with billows of lace, and yards of ribbon. Spanish or knee flounces are the usual trimming, but they can be ornamented in diverse ways. A band of insertion or beading usually finishes the top of the flounce, and through this wide satin ribbon is drawn and bowed at the left, right or centre, the long ends and loops reaching to the bottom of the skirt. If the negligee is elaborate, a silk petticoat, elaborately trimmed with lace, is really more serviceable and in keeping. Silk skirts are further ornamented with French knots or embroidered effects on the silk.

The Empire trend shows itself in the under world of white almost as much as it does in outer garments. The daintiest night gowns are those suggestive of the Empire, not only in their decidedly short-waisted effect but in their sleeves, which are even more reminiscent of that period. The underarm seam in many instances barely measuring three inches for the very short puff, or the short, flaring sleeve, which is, in reality, hardly more than a shoulder cape, are fashion's latest caprice. Slashed sleeves are very effective when edged with lace and inset with medallions. Sleeves which are in themselves simple affairs, that is, as to cut, are elaborated on to an astonishing extent. Valenciennes, Cluny, and embroidery are employed in the execution of many a charming gown, and ribbon is used to no end, not only as an accessory, but, in some instances, as when, for instance, it is used to outline by a series of puffings an Empire yoke, really as a part of the design. Yokes have been out of favor for so long that one now regards them almost as novelties.

The vogue of the Princess gown makes the question of perfectly fitted underwear of great importance. The slightest fullness, or, for that matter, wrinkle even, in an undergarment means a blemish in the fit of a gown. The result is that the undergarment must be cut to fit snugly over the hips and be finished by a French top which may be dropped below the waist line, since small waists are a coveted possession nowadays. Circular skirts give a very satisfactory flatness about the hips, and, for this reason, this model is popular for the petticoat as well as for the outer skirt.

Silk petticoats have, to a considerable extent, usurped the place of lingerie skirts for evening wear. Those of peau de cygne, messaline, and chiffon taffeta, in white or delicate gas light shades, are exquisitely trimmed with lace edgings, insertions, and motifs, and made even more ornate by the introduction of yard upon yard of ribbon made into long flowing bows. Silk embroidery is used on the wide lace-encrusted flounces. French knots and more elaborate designs are used on some of the daintiest models. Cluny, net lace, or Irish lace are used even more than Valenciennes for trimming. Flounces are cut circular and elaborately trimmed, rather than accordeon plaited, which style is more or less passe. There is practically no limit to the elaboration expended upon the silk skirt for evening wear, or for wear with the dressier negligees.

There was hardly a time when Marabout was as much in favor as at the present time. Not only are Marabout stoles and shawl effects much in evidence, but for millinery purposes they are extremely popular. In the light shades and white nothing could be daintier for theatre wear, while in black and brown it makes a dainty and yet practical accessory to a street toilette. The brown is at the present time particularly smart.

Marabout muffs, great pillow or melon-shaped affairs, in light shades or white, are very effective with evening coats which do not require an added neck piece. Those in white resemble a huge powder puff or dandelion ball and are really lovely for the debutante. Very lovely evening hats are made almost entirely of Marabout, and have a huge rose nestled among the lovely down-like mass. A particularly dainty effect may be obtained by having the rose dusted with gold or silver powder, or, for that matter, a tissue rose or ornament may be substituted.

The really up-to-date girl includes in her wardrobe a collection of dainty nightcaps. You may be sure they are a modernized and beautiful version of the ugly nightcaps of our grandmothers' time, and then, too, they are an economy, which is not the least of their charms.

They are, you may say, a fashion born of necessity, for now that the elaborately-waved coiffure has become a fixed fashion, instead of a passing fad, it behooves all women to keep in the waviness as long as possible for many reasons. First, too frequent Marcelling spells ruin to the hair, second, it is usually prettier when not too recently waved, and third, there is the question of expense, which in many cases is a consideration.

The nightcap makes it possible to have the hair stay in curl through three or four slumbers, indeed once a week seems sufficient for a visit to the hair dresser when climatic conditions are favorable and a nightcap is adopted. There are some charming designs, ravishingly becoming and exquisitely dainty.

Lace, mull and embroidery, the latter usually of the open-work variety, are the materials most in demand, with, of course, the addition of the bewitching ribbon bows, which mean so much in the design.

NELLIE GUNN McCLELLAND.

The Clerk Who Has Useful Ideas

Is The Successful Merchant of The Future—He May Express His Views in The Review and Win a Premium.

The clerk who thinks as he works is the one who can make himself most valuable to his employer, and the latter should be on the alert for such men, so that, by encouraging their suggestions, he may provide the circumstances under which their thoughts can be put to practical use. We know of merchants who have received suggestions of real value from even their parcel boys. There are few employes who cannot, at one time or another, see some way in which an improvement can be made. They are close to details of great importance—those which occur between salespeople and customer—that a proprietor or manager very often finds it hard to keep in touch with. Their experiences are bound to contain a lot of good information.

A system by which a merchant receives suggestions from his employes is of material benefit to both: the merchant is anxious to keep his store up-to-date, and he is willing to reward the employe of bright, progressive ideas. It provides a means by which their relationship may attain a better footing, and anything that tends toward a greater degree of co-operation is always valuable.

The Review is anxious to create among the salespeople a wider interest in their work, and we believe our plan will meet with their favor, as well as that of merchants themselves. It is this: We will offer prizes each month for the two best ideas submitted to us by clerks. These may be of any kind or description so long as they are applicable to dry goods stores. They do not necessarily need to be entirely new; they will be acceptable so long as they are designed to remedy a condition or conditions existing in even a single store. We wish clerks to feel that they may speak their minds freely, and where requested to do so, we will omit the name of a correspondent. To start with the prizes will be $2, and $1, but just as soon as we find a reasonable number taking advantage of this means of expressing their views much more substantial amounts will be offered.

The educative influence of such competitions, particularly upon those taking part in them, is considerable, and anything that helps to make his clerks more efficient should have the support of every merchant. We hope to receive some communications during the present month.

M. W. Schneebeli, President of the Nazareth Waist Co., New York, died on December 21.

An advanced wage scale of five per cent. in the Lowell Cotton Mills, Lowell, Mass., and a raise of pay for the operatives of the mills at Chicopee, went into effect December 17. Nearly 20,000 men are affected. In both cases a ten per cent. increase had been asked by the men. From New Years 56,000 mill operatives in New England will participate in an advance in wages.



Portrait Felix. ROBE OF LIGHT WEIGHT BLACK TULLE PAILLETED WITH CORSAGE OF WHITE LACE. Creation Rondeau.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

The New "Demi-Tailleur" Costumes — Some Beautiful Evening Gowns — Features of The Present Mode.

Interesting features of the world of dress are the new "demi-tailleur" costumes made by tailors who unblurhingly poach in the dressmaker's preserves. These costumes are made with a blouse, or rather a "corsage-blouse" of lace, mousseline or any chiffon material, with color effects that recall the skirt and are often trimmed with bands, or small insertions, of the material in such a way that the corsage no longer has the appearance of a blouse, to be worn with any skirt, but becomes part of the costume, which, no one can doubt, is infinitely smarter. The jacket to be worn over this takes the form of a cape



No. 1—White Tulle, Embroidered Applications of Gold Gauze, Taffetas, Bœtell s and High Draped Belt, Alencon Lace.

bolero, bolero, or open-fronted garment of almost any description. A smart model in this style is made of Aubergine red cloth, the skirt being very long and clinging, with a Greek design round the bottom, in taffetas of the same shade. The corsage of coarse Irish lace, ecru tinted, is made over a red silk foundation and three frills of taffetas draw in the puffed sleeve just above the elbow. The bolero is loose and short, standing quite away from the figure and reaching only to the top of the high draped waist belt. Cut quite low at the neck, it has a round turned-down collar and the sleeves are formed of three large epaulettes (to say capes would be an exaggeration) in graduated sizes.

* * *

Another costume in pervenche blue is trimmed with a deeper tone of velvet, arranged as wheels round the skirt, the spokes being about half the width of the rim. The corsage, of the softest white satin, is made with a guipure collar and empiecement round the neck, this latter being edged with miniature wheels, which are



No. 2—Pink Tulle, Embroidered Grapes and Silver Leaves, a Violet Tulle Scarf Fastened at the Left Side and Drawn into the Waist at the Back, from where it Falls Loose.

again repeated on the sleeves. A narrow band of the velvet heads the collar, which is surmounted by a Valenciennes lace. The short jacket, made with half-length bell sleeves is cut quite low at the neck, sloping to form an inverted V in front. There is no fastening, the edges being about two inches apart, and the bottom of the bolero in front is continued for about half a yard, graduating to a point, and is finished by a tassle. The two long streamers in front and the bell-shaped sleeves have a Japanese note that is much sought after at present.

One still hears and reads much of Empire gowns, but, as a matter of fact, except for evening wear and a certain class of cloaks, it is Empire in name only ; Directoire would be a more correct designation, but even then it would be an evolution only. The belt is very high and pointed at the back. The top point should be between the shoulder blades, and this gradually descends to the correct waist line in front, where it is again pointed. In many instances this belt is a draped scarf of tulle or soft taffetas and long streamers, reaching almost to the hem of the skirt, fall from the back.

* * *

A good evening gown in this style in shown in sketch 1. Made in pale mauve tulle, the sash, shoulder straps and sleeve drapery are carried out in a deeper tone of taffetas. The tulle of the corsage is embroidered in gold



No. 3—Evening Mantle in "Corail" Velvet, Ermine and Zibeline Collar Trimmed Venise, Guipure and Brown Velvet.

and silver, with suggestions of the mauve, and two large sprays of flowers, one at either side of the skirt, are carried out in the same colors.

* * *

The second sketch is another evening gown, made in pink tulle and heavily embroidered with bunches of grapes and their leaves—this fruit still remains à favorite trimming. The grapes are raised and carried out in pale shades of their natural color and the leaves are of silver. A deep violet scarf, the shade called evegne, forms a bow in front and is carried over the left shoulder, just fastened to the waist at the back and then left to fall in long ends.

* * *

Black and white tulle are very happily blended in the evening gown here described. The foundation is of white sheeny silk, which is covered with black net. The skirt is made with a few narrow pleats into the waist belt in front and four much wider ones at the back. The low bodice, pointed at front and back, is ornamented with incrustations of white tulle, forming large leaves, with jagged edges, much resembling a poppy leaf. The veins of the leaves are carried out in silver beads and pearls. Round the decolletage is a band of black velvet, the ends joined in front by four different length strings of black jet beads. This velvet crosses the sleeves twice and edges a part, which, longer than the rest and graduated to a point, falls to the elbow. All round the skirt are large bunches of white net leaves and flowers, ornamented with beads and embroidery. These are united by drooping bands of black velvet. At the actual hem the skirt is



No. 4—Cloth Mantle, Trimmed with Velvet and Ermine Bands, Embroidered Cloth Bands and Chenille.

held out by means of innumerable black mousseline "bouillonxies." Another kind of tulle which is having a certain amount of success is shot or changeant, having reflections of different colors, gold and pink, gold and mauve, silver and blue and many others. The two first look well made up over gold gauze.

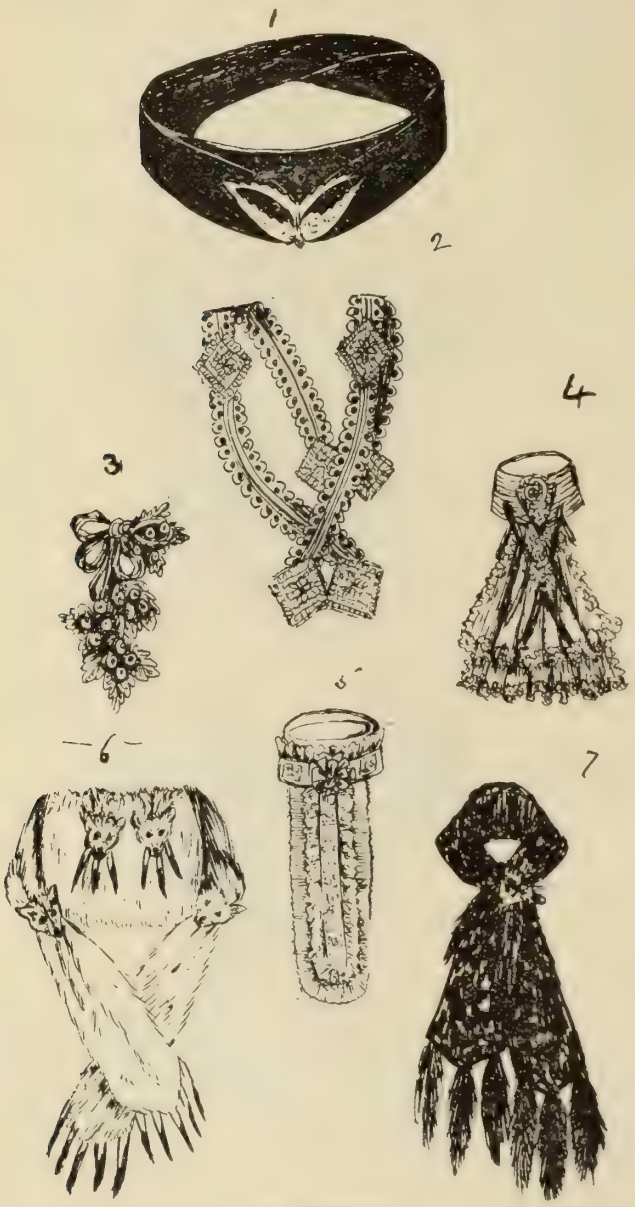
* * *

Soft velvet is much used, more particularly for dinner gowns. A style much in vogue for these heavier materials is to have a decollete bodice of lace or tulle and over that a drapery of the dress material, forming bands over the shoulders, and crossing at the waist. This arrangement can be carried out in many different ways and shapes. It can be voluminous enough to form a blouse in front ; it can have openings through which the corsage is seen; instead of crossing at the waist it can be car-

ried straight down in pleats and fall in long scarf ends, heavily fringed, the two in front reaching to the knees and those at the back almost touching the hem. Another evening gown worthy of note is made of gold gauze, embroidered with roses in silver threads and white chenille. The long skirt is bordered with a band of ermine. The decolletage is trimmed with silver roses and ermine tails.

* * *

New models of cloaks and mantles are still appearing and almost every style and possible material are receiving a certain amount of attention. For evening wear light pastel shades are much in evidence, and for the



Paris Neckwear.

creation of a single garment satin, lace, chiffon, velvet and different fur will all be employed. Sketch 3 carries out this description very well—the mantle itself is of coral pink velvet, profusely trimmed with Venice lace. The collar is of ermine and zibeline, held together by means of tabs of the cloth and a loop design in a deep colored brown velvet completes the trimming.

* * *

The last sketch is quite another style, but one which is very popular. The under cloak is sleeveless, the top cape completely covering the arm. This is carried out in a pale shade of violet-de-parme, profusely ornamented with bands of conventional designs cut out in cloth and re-embroidered with chenille. The base of each cape is a deep band of deep violet velvet, edged with narrow bands of ermine. The theatre toque worn with it is very small, much like an inverted saucer made of gold gauze, a velvet rosette and immense aigrette being the only trimming. Just now many hats are seen trimmed with fur, while the whole fur toque is not so common. In some cases a large hat with a round velvet brim will be almost smothered by a large beret in chinchille or salile, while a few roses or bunch of violets just hide the pleats at the left side, or again, a velvet hat will have a band of fur taken round the base of the beret, the head and feet of the little animal being well in evidence, generally, when a beret is in question, falling over the brim at the left side. Very pretty applications of Irish guipure and other heavy lace are used to decorate the fur and have a very rich effect. Bands of fur and ribbon are both used, stretched quite across the hat and drawn into the cache peign. A pastel pink shaded felt, with rather a wide brim, turned down at each side and slightly raised at the back, is trimmed with a sable band, lying across the brim just in front of the crown, and turned down over each side and just appearing in the cache peign of tulle-cheveux; at the left side of the hat is a large bunch of shade pink and brown roses and their leaves. Very long and wide ostrich feathers, very little curled, carried quite round the hat and curling onto the shoulder are a noteworthy feature of the chapeaux-de-luxe. Vulture feathers are also much seen, both as imitating the ostrich, or arranged as a fantaisie, the fantaisies of the present moment defy description, the plumes of as many as five different birds being employed to take one. Enormous bunches of aigrettes, wings, and plumes "piquees a la diable" are to be seen on small theatre toques, which are made of gold or silver tulle and are in themselves miniscule.

A. E. DACAM.

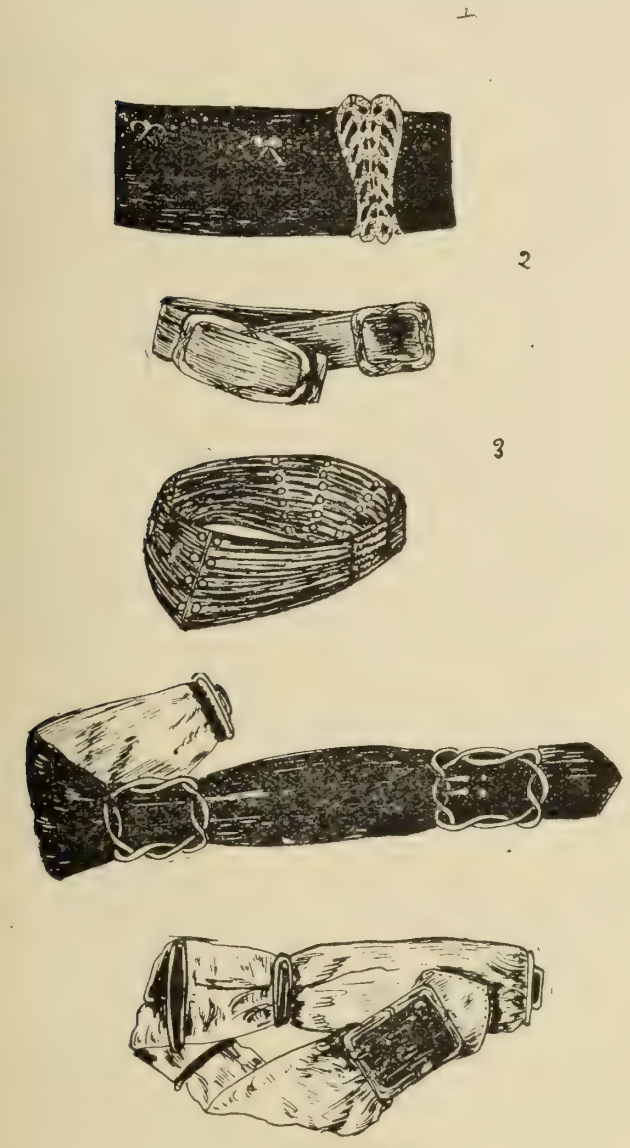
Dress Accessories

One of the latest novelties in the way of neckwear is the lingerie collar and front, the latter being composed of a double box pleat of fine linen, which may be edged with a narrow valenciennes lace or simply hem-stitched. Many of these are seen during the fashionable morning promenade, which at this time of year is the Avenue du Bois de Boulogne. The tailor-made jacket is left open, showing this smart little ruching, which reaches from neck to waist, while the air of warmth, so necessary at this season, is given by a heavy fox stole thrown over the shoulders. Many of these box-pleated fronts are being shown without a collar attached, and are intended to be worn with a starched one. Although at present they are rather exclusive they will most certainly be very generally worn in the Spring.

Sketch 1 represents a black velvet stock, which goes twice round the neck, fastening in front under an enameled ornament, which forms a brooch. The same model is made with various different ornaments, in "bronze-dore," "vieil-argent," etc. No. 2 repeats, in lace, the braces of last summer, and these, made in various laces and with slightly varying forms are having a ready sale and look well worn over a blouse of the same description. No. 3 is a little neck fantaisie in velvet and silk, representing the fruit, leaves and stem of a vine. These are being shown in their natural shades, and also in "coulenes-de-fantaisie," No. 4, in white mousseline-de-soie plissee, is ornamented with lace medallions and black or colored velvet ribbons.

No. 5, made of lace and fine linen, is in the same style as the plissee fronts mentioned above, and in this instance the collar is "en rapport." Nos. 6 and 7 show two fur necklets, in ermine and caracul. The former, sketched with muff to match, is trimmed with its own heads and tails and the caracul has an addition of dyed squirrel.

This season is almost a record one for belts, that is to say, as regards the number sold, for the most popular shapes are remarkable only for their simplicity and good taste. Made in soft, pliable kid, or kid glace, taffetas, silk elastic or velvet they invariably fasten in front with a plain, solid looking frame buckle, the same, as an orna-



Paris Belt Fashions.

ment, being repeated at the back. Some of the models are exceedingly wide, as is shown in the first sketch, which is carried out in black silk elastic, ornamented with steel points, with ornaments to match. No. 2 is also in elastic, the same model being shown in both gold and silver with the Louis XVI. buckle and "coulant" in the same shade. No. 3, in taffetas (all shades) made in tight pleats with elastic sides, is ornamented, back and front, with strass buttons. No. 4 is made in black taffetas and lined with soft white kid, with "bronze-dore" buckles. No. 5, in cream kid, is ornamented with buckle and clasps to match. These two last models are fastened with a hook, independent of the buckle, which is merely a sham. In all the cheaper makes the buckle is used as a fastener, the other end being perforated. The same class of buckle, round, square, oblong and oval, is almost without a rival.

NEW QUARTERS FOR BRITISH AMERICAN IMPORTING CO.

Early in the New Year the British American Importing Company, Montreal, will move from their old building on St. Lawrence Main Street, to their new quarters, Nos. 381 and 383 St. Paul Street. The new premises will give much more room and will enable the company to carry a much larger stock than heretofore. The premises are situated in the heart of the business section of the city, in the midst of the wholesale houses. The main floor of the new building will be used by the company for offices and warehouses. It is 58 x 100 feet, and is fitted up in the most modern style.

MILLS DAMAGED BY FLOOD.

During the recent floods at Truro, N.S., the woolen mills of Stanfields, Limited, were damaged by water and ice. The new factories were at one time surrounded by floating ice and at the time the flood was at its highest point, the water was fifteen inches high in the boiler room. The extent of the damage has not yet been made known, but it is thought that within a short time the machinery will be running again.

MONEYPENNY'S NEW MANAGER IN MONTREAL.

Fred. Caldecott, who for the past four years has been with Debenhams (Canada) Limited, Montreal, and previous to that was with Caldecott, Burton & Spence, Toronto, has been appointed to the management of the Montreal offices of Monypenny Bros., Toronto. Mr. Caldecott takes charge of his new duties on the first of the year. With his valuable connection through the trade in Montreal the success of the office under his management is assured. The offices will be retaind at Room 25, Nordheimer Building, Montreal.

WAY MUFFLER COMPANY.

An Ontario charter has been granted Way Muffler Company, of London, Ontario, Limited, with a share capital of $10,000, divided into four hundred shares. The incorporators were Percy McK. Millman, accountant; William H. McK. Millman and Arch. McPherson, Jr., merchants; Geo. McD. Millar, cashier, and Jared Vining, barrister-at-law, all of London. The purpose of the company is "to manufacture, sell and deal in knitted fabrics and dry goods generally."

It is said that Fownes Brothers & Co., of England, will establish a branch glove factory at Gloversville, N.Y.

Fownes Bros. & Company, have opened Canadian headquarters at rooms 1 to 4, Coristine Building, Montreal. Mr. H. Hawley, who is manager, is closely identified with Fownes gloves in Canada, having looked after this line for many years, when they were sold through Gault Bros., Limited, Montreal.

Proposed Postal Express Service

The Review's Post Card Campaign is in Active Operation — Every Retailer Must Do His Part.

The Dominion House will have before it at the present session a proposal to establish a postal express service, embracing a system whereby parcels may be sent C.O.D. to any part of the country, collection to be made by the post-office. To that section of the public outside the mercantile field the scheme may look good, but the merchant sees at once that if adopted it would work a great national wrong, by doing material injury to every local retailer in Canada, from Vancouver to Halifax. He is convinced that the measure deliberately aims to equip the big catalogue houses with an unfair advantage, which shall enormously increase the business of their mail order department, by despoiling many small merchants and driving them into the hands of the assignee. Even the larger stores, outside the mail order centres, would be affected to a very considerable degree.

As we have pointed out editorially, the announcement came from Ottawa when the Christmas trade was opening up, and the majority of retailers were so absorbed in their business that they missed it entirely and probably would have heard nothing of it until the bill was formally presented to the House. Realizing this, The Review sent a communication to every merchant in Canada carrying dry goods, explaining the situation briefly and urging a plan of action by which the proposed legislation could be defeated. This plan was that each retailer write the local member of Parliament pointing out what effect the passing of such a bill would have, and asking that he vote against it. We have abundant evidence—in the shape of letters from all sections of the Dominion—of the campaign having been promptly started. Enclosed in most of these were copies of communications forwarded to M.P.'s. They indicate clearly the light in which the proposal is viewed, and the extent to which it would hurt the retail interests of the country. Some of the members are merchants themselves, and those who are not will hasten to become acquainted with all the circumstances before casting their votes. If retailers are as active as they should be few M.P.'s will be unconvinced of the injustice of extending the parcel post system in the above manner.

Upon receipt of The Review's card dry goods men in a number of places called on merchants in other lines of business and secured their co-operation. Where merchants' associations existed the members wrote individually and as a body. We have also received assurance from wholesalers and others that they are working with us in organizing all possible opposition to the bill, and commending our prompt notification to the trade.

If any retailers have neglected to follow our suggestion we would urge that they delay no longer. Surely there is no one who does not recognize the importance of the matter.

Very little has been said in the daily newspapers regarding the proposed bill, and only one that we have seen has commented on it editorially. Even then the effect that it would have on the business of local retailers was not so much as mentioned, which is undoubtedly the most important consideration that presents itself. Surprise has been expressed in many quarters that this journal, which is rated as one of the most influential in the country, should assist in disguising as a public benefaction a measure with such capacity for harm. One of the concluding sentences in its editorial is: "In this promised reform there is nothing revolutionary, and the moral sense of the people, as well as of the Government, gives an assurance that no private interest will be treated unfairly." The real object of the bill is the unfair treatment of private interests. Behind it are The T. Eaton Co., and other mail order concerns.

* * *

At a recent convention of hardware merchants across the line the following remarks were made by one of the speakers:—

"A good deal of the work of our Association," said Mr. Bush, "has been directed with your own against parcel post legislation—very effectively too. We were the first business organization to raise a cry against this iniquitious measure. The first appearance before your two organizations of representatives of the National Retail Association was in 1903, when Mr. Bogardus, then our president, addressed you upon the subject. It is with satisfaction we note the growth of opposition to this measure outside our triple organization.

"I have been amazed at what has seemed to me to be almost criminal shortsightedness, when some of our daily papers appear as advocates of this measure—surely with no consideration of the interests of proprietors and stockholders by their editorial writers—since they advocate a plan, which, a veritable boomerang, would sweep away pages of well-paying advertisements.

"Mail order houses, which alone are interested in parcels post—once the measure is secured—will quickly abandon the daily papers for those magazines whose widespread circulation makes them a better advertising medium.

"Let me urge that such united action be taken by your two organizations before adjournment of this Convention, as shall bring the dire evils of a parcel post, as this business organization sees them, to the attention, the thoughtful consideration and the better understanding of the proprietors and editors of the daily papers of this country. Retailers regard it of paramount importance that this matter be brought by you to the attention of the publishers of these daily papers, who will in the next few months mould public opinion for or against this measure.

"The Indiana Federation of Labor, in convention at Indianapolis during the last week in September, went upon record as decidedly opposed to a parcels post. A resolution to consolidate third and fourth class mail was defeated upon the ground that the resolution was practically endorsing a Parcels Post, and, the Convention declared, would especially favor mail order houses, which in their opinion were responsible for cheap production.

"Also at a recent Convention of fourth-class postmasters held in Chicago, a resolution was passed wherein these gentlemen declared themselves squarely against Parcels Post legislation, for the reason that such legislation would be directly in the interest of mail order houses and against the local merchants, a postmaster stating that it would drive most of our town merchants out of business. These incidents, as straws, show the way of the wind.

Manufacturers and Retailers Co-operate

"To learn how we have succeeded with the aid and leadership of the Joint Committee, against standard goods being sold by the catalogue houses, it is only necessary to compare these latest catalogues with former ones. And, for the organization which I represent, I desire to express both to manufacturer and jobber, our appreciation and gratitude for aid and assistance rendered, and the compliance of so many of you with our desires and requests in this matter.

"A few manufacturers have expressed their purpose to continue their business relations with these mail order houses, and in some instances, judging from the prices at which their goods are sold do not care to protect the retailer's interests, even to the extent of regulating the prices at which their goods are catalogued. We, however, continue to hope they will yet view this matter from our point.

"Gentlemen, I would not fairly represent our retail organization did I not emphasize the catalogue house question, though only by brief mention. It is not a theory, but a condition that confronts us in many daily transactions and incidents, nor are words of mine needed for your better understanding of the matter, but herein lies a community of interest that should appeal to us all. We plead for that united and enthusiastic action in this matter, which shall foster and further develop our present system of merchandising, manufacturer to jobber, jobber to retailer, retailer to consumer, rather than the demoralizing methods of mail order houses, which with cut prices, gift-giving schemes, wide-spread money-borrowing systems, that cannot but work disaster upon present-day business methods, seek for their own aggrandizement, usurpation of manufacturer, elimination of jobber and distrust of local merchant. We surely have the brains and courage, when awake to the situation, to stem this tide of business demoralization.

"Rural delivery, trolley lines and telephones are making country and village life more attractive, more desirable every day, a condition most happy for the welfare and prosperity of our beloved country. Will this condition be furthered by any system of business which does away with the retailers of village and town, and puts in their places, mail order houses, hundreds of miles away ?

"A mail order house that controls forty million dollars capital, will certainly increase the number of its factories as rapidly as the quantity of goods it can market will justify. Some of them are also doing so large a borrowing or banking business with their distant patrons that bankers are becoming alarmed at the flow of money away from the towns and smaller cities into the hands of these firms. Such vast amounts of money must be invested, and does it not seem that a syndicate of mail order houses located in the principal business centres, is much nearer realization to-day than when your attention was called to its possibility on a former occasion ?

"Several mail order houses of no small magnitude have failed in the last year, and we believe with the improved methods of the retailers in conducting business, with the prevention of Parcels Post legislation, the aid we render one another, the present business method of manufacturer to jobber, jobber to retailer, retailer to customer, will continue to prevail."

VALUE OF SMALL SAVINGS.

Asked for a message to young men starting out in business, a prosperous merchant, who has passed the three score and ten mark, laid particular emphasis on the value of small savings. They have contributed very substantially to his own services; in fact they laid the foundation for whatever degree of prosperity he may claim at the present time. Now this merchant has never been unduly fond of money; he merely has seen that there was no waste or extravagance in his business. By small savings he means, for instance, taking advantage of all cash discounts, no matter how small the amount.

PRACTICAL OPINION ON SILK.

The Canadian Commercial Agent in Japan writes that a leading Japanese exporter (K. Sugawa), answering inquiry about the Habutai trade in Canada, and other countries, gave expression to the following view:—

"In the Habutai trade I must confess that the Japanese manufacture cannot compete with the European in respect of the art of printing figures on silk, and of giving it a nice shade of color. Japan must produce the best she can of excellent quality of silk textile and sell it at the lowest profitable figure if necessary. This must be the policy of the Japanese trade in silk, as our best business purpose will be to concentrate our attention upon improving our strong points, instead of trying to imitate the excelencies of the strong points of other countries, in the silk trade. As to design, the Japanese design is best realized in Japan, as the English design is best realized in England. As to the prospect of the Habutai trade, what the United States is doing now will most likely be what other countries will do. The United States gets the superior kind of silk manufacture by way of France, and the lowest from Japan, and she manufactures the middle class of goods herself. With all the vexatious conditions the silk trade is full of, we must be thankful to find much encouragement in the fact that export of habutai has been steadily increasing for the past ten years."

THE BRINTON CARPET MILLS.

The Brinton Carpet Co., of Canada, are making rapid progress in the installation of their complete plant at their factories in Peterboro. The whole of the Brussels and Wilton looms are now in running order. The installation of the Brinton patent Axminster looms will very shortly be completed. The large dye house is rapidly being installed, and by the spring of 1907 the whole plant should be in full swing. We understand that the company are considering the advisability of erecting woollen and worsted spinning mills at Peterboro for the manufacture of yarns for their own consumption. Two large Lancashire boilers have already been installed with a capacity of 500 h.p., and instead of the usual expensive and tall chimneys an "induced draught" plant has been erected, increasing the efficiency of the boilers and reducing the coal consumption to a minimum. The method of heating the large concrete and steel building is by a central steam coil, distributing warm air to every part of the structure. There is no doubt that the Brinton Mills at Peterboro are as up-to-date a plant as any on this continent.

A $100,000 fire occurred at New Glasgow, N.S., in which one of several stores destroyed was that of F. A. McCulloch & Company, dry goods.

Caverhill & Kissock, wholesale millinery, Montreal; dissolved. John B. Caverhill & Company, wholesale millinery, Montreal, J. B. Caverhill, registered.

WINDOW SHADE SUGGESTIONS

SUCCESS

has attended the efforts of the wide-awake and enterprising Dry Goods Merchants, who last year adopted our suggestions and are now selling their customers—

PEERLESS HAND-MADE OPAQUE CLOTHS,
RECAL CLOTH and SHADES—MACHINE-MADE OILS,
DOMINION SHADES—WATER COLORS

¶ There are many merchants who have not yet embraced their opportunity and are thus losing desirable trade which might be secured.

¶ Think it over, your profit is right—and, come to think of it, is there any good reason why you shouldn't sell Window Shades?

¶ We want you to investigate and if you say the word, will have a salesman call. Then look carefully at his samples and note the **strong** points of the line. In justice to yourself investigate this proposition.

Curtain Poles and Trimmings

Write us to-day for full information catalogs, prices and color books.

WISHING YOU A PROSPEROUS 1907

Laces and Fringes

DALY & MORIN

MONTREAL

Factory: LACHINE.

Agent for Ontario—F. G. SOPER, 29 MELINDA STREET, TORONTO

Housefurnishings and Decorations

Carpet Trade of 1906

Retrospect and Prospect—Growth of the Industry Within the Past Few Years.

With the beginning of 1907 carpet dealers are anticipating another successful year. With the benefit of past experience, better knowledge of the market and tastes of the people they are in a sound condition to hold the footing they have gained.

In the pioneer days of the carpet industry in Canada, when the old wooden looms were in use, it was with difficulty that the wares could gain recognition among the many importations, but still the manufacturers persisted, and each improvement introduced abroad they quickly acquired. With the small encouragement received in the early eighties of last century they made astonishing advances, and met with great success with their greatly improved product.

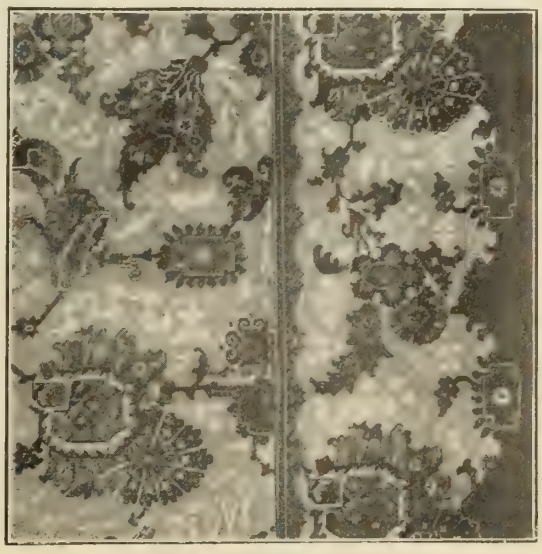
A little over a decade ago the manufacture of Brussels carpet was first attempted, and although the promoters might have experienced difficulties, which some did not survive, keen business men were quick to recognize the possibilities of the new industry and renewed the attempt, installing efficient machinery and securing the services of men who had experience in important centres. With the ten factories then in existence, those not adopting the newest methods could not exist, and, consequently, closed their doors. Half of that number survived as the fittest, and although the struggle to gain a firm footing against foreign competition was at first a seemingly futile one, they eventually won an assured place in the trade, and to-day they are in a flourishing and advancing condition. Canada, according to those well acquainted with the carpet trade, is the greatest carpet buying country in the world—per capita of course. Climatic conditions have much to do with this, as floor coverings are essential to a warm house. It is noticed that each year better lines are demanded, and with the expansion of the great West large orders are shipped out there. Home industry has within the past few years been growing steadily, and various plans are being perfected and new energy is being instilled into the business, with the satisfactory result that an exceedingly aggressive trade can now be carried on.

There are special efforts put forth in securing the best practical designs. Manufacturers are now in a position to give their customers exclusive patterns. The cost of production is being gradually lessened, the lines are steadily growing better, and there is a better margin of profit for all concerned.

That Canada is recognized as a good field for the sale of carpets, and a desirable place for manufacturing them, is evidenced by the fact that Coates of Scotland are establishing a plant here. There is no doubt that the Axminsters, Wiltons and Brussels manufactured in Canada are securing a place in the market that compensates for the long uphill struggle the industry had in earlier days.

The Increasing Demand.

In speaking of carpets one is inclined to couple the topic with that of the country's great growth, which has everything to do with the large sales. In large cities not only are dwellings being erected with wonderful rapidity for the housing of the growing population, but large hotels are being built throughout the country. New churches, halls and public buildings all require floor coverings. Increased traffic demands the building of new railroad passenger cars and new steamers, all of which require carpets and upholstery goods. The man who ten or fifteen years ago settled on the prairie, with an unkempt shack for his domicile, feels now the prosperity of the country and can well afford the luxury of carpets for the substantial home he is building on his rich domain. From coast to coast the same demand for home comforts, in keeping with more prosperous days, is heard and floor coverings are a first essential.



WINDSOR BRUSSELS, 5 FRAME.
Colors—Fawn Ground, Ecru Tracery, and Brown and Green Medallions.
Manufactured by The Moore Carpet Co., Sherbrooke, Que.

In line with these conditions the Canadian manufacturers are keenly alert and to meet that demand with goods of quality and with honest prices is the chief aim

Spring Carpet Business

It Promises to Beat All Records—The Popular Styles, and Price Indications.

Many features in the carpet situation during the past years should serve as a guidance for the future management of the carpet department. The year has been replete with these peculiar situations which demanded the shrewdest buying and the keenest foresight. At odd times the market was exceedingly slow, and when least expected there would be a brisk demand. The advancing of prices made many delay in placing orders, but if they expected a fall in prices they were quickly undeceived, for advance followed advance in quick succession. The mistake of the year, many found to their regret was that they did not cover themselves instead of fearing the high prices and anticipating a decline. When the demand for carpets came they had insufficient stock to meet it.

Throughout the year both jobbers and retailers found that so great was the demand for greens, that it was impossible to keep them in stock. This color is apparently



WINDSOR BRUSSELS, 5 FRAME.
Colors—Green Ground, Ecru Lace-Work, Fawn Flowers, and Dark Leaves.
Manufactured by The Moore Carpet Co., Sherbrooke, Que.

in for a longer stay than was at first anticipated, and in many large centres it is considered a staple article. Benefitted by the experience of the past year the wise merchant will cover himself as soon as possible. He should regard the ruling prices as the lowest he will be able to obtain for some years to come. Carpet yarns increased 30 per cent in one week during the month of December. The scarcity of raw materials and the enormous consumption at present would warrant no decline in prices, but should rather prepare the wise for a further increase. Another reason why an increase of prices should be expected is the new duty on carpets, an increase from 23 1-3 to a flat rate of 25 per cent. having been made. The mills abroad are over-rushed at present, and there is but little chance of foreign orders being delivered on time; in fact, many jobbers are awaiting the arrival of orders which have been delayed for some months. Cable advices state that these delays are indefinite, and there seems to be no prospect of the situation clearing.

Spring Styles.

Despite the depleted stock of carpets in jobbing circles, large orders for spring delivery have been placed on the samples sent out. Repeats from jobbers have been much larger than usual. The demand has been on greens and light colors, fawns being a close second to the greens. The designs are singularly open this year, and the borders very elaborate. Axminsters and Brussels are holding the most advantageous position in point of novelty, as the tendency is at present towards the open patterns, and these two lines lend themselves to this style. The union carpets are having a great run in the West at present. This line, which is two-thirds cotton and one-third wool, is comparatively inexpensive and meets the monetary conditions of the smaller places where money comes in slowly. The better qualities of carpets are being demanded in the larger centres and it is noticed that the general tendency is towards a better quality than in the past and that carpets of durability are thoughfully considered in making purchases. The carpet salesman is called upon to demonstrate these qualities more than ever before. Viewing the present situation, everything points to a successful year, and if deliveries are improved as it advances, there is no doubt that the coming seasons will out-distance all predecessors.

Rugs

Some Reasons for Their Popularity—A Few Features of the Trade.

Rugs continue to hold the attention of the housekeeper, as it is more than ever realized that the rug meets the requirements of all those whose homes are only temporary. While this is largely responsible for the great demand, there are other points which have helped to promote their sales. Scarcity of the piece carpet stock, especially of greens, compelled the purchaser to turn to the rug so that the desired color could be secured. Then again, the small retailers who could not afford to carry a stock of piece carpets solved the difficulty by purchasing a reliable and sure stock of rugs. They hope to begin stocking with piece carpets so soon as they have established a little trade. The price of piece carpets cannot compete with the rug, but for the retailer there is not the same margin of profit in the rug—over a certain price—and when sales are being made the retailer endeavors to discourage the choosing of a rug. The consumer, of course, must pay for the waste ends in the making up of the carpet and this again encourages the sale of the rug.

Axminster rugs have been ordered largely for Spring. Great attention has been given to the designing of the borders, but the body is remarkably open in design. The Moravian rugs, which were so hard to place on the market, have at last secured a firm hold and large western shipments of this line are moving more frequently than ever before.

It is the plan of many large houses to carry a few very expensive rugs, some pure silk and of rich design. They are kept as a show for those fastidious customers who invariably ask if the store carries anything of the best. The show line is then introduced, the price usually dumbfounds the customer and something a little cheaper is immediately requested. This is a splendid way of introducing the most expensive lines, and often leads to a very good sale.

Representatives of the carpet industry saw the Minister of Finance and asked that the duty under the British preference be increased from twenty-five to thirty per cent.

GEO. H. HEES, SON & CO.

LIMITED

Toronto
52 Bay St.

Montreal
20 St. Helens St.

MANUFACTURERS OF

Window Shades
Curtain Poles
Lace Curtains
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers
Draperies
Silks
Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

N.B.—We sell our goods at a price that affords the **Retailer Large Profits.**

GEO. H. HEES, SON & CO.

Linoleums

The Trade Expects to Hear Spring Orders Are Large—of Advances.

Jobbers at present are anticipating an advance on oil-cloths, and it would appear that manufacturers are watching one another to see who will make the first move in this direction. The exceedingly unsatisfactory condition of the raw material markets, including the great advances on burlap and linseed oil is the cause. As a matter of fact, there have been advances on nearly every line used in the manufacture of oil-cloths. The lines shown for Spring comprise many new and very attractive patterns, both printed and plain. The demand for cork carpets, granites and oak planks is growing in this country very rapidly, and the lines carried this year are meeting with the favor of consumers. The demand for good coverings during the past year has been satisfactory in every respect, and the orders for Spring received so far indicate a still greater consumption than in the past.

THE CANADIAN TRADE.

H. A. Moore, managing director of the Moore Carpet Company, Sherbrooke, Que., in speaking of the carpet trade to The Review, gave the following interesting facts: "Orders received for delivery in the Spring of 1907 have greatly increased over any season. The many duplicate orders show the general prosperous condition of trade throughout the Dominion. There is a growing demand for the better qualities of carpets. The demand for rugs has been heavy, but, contrary to the general expectation, piece goods have more than held their own.

Prices on all raw materials are still very high, jute and linen having advanced about 20 per cent., and deliveries are very slow. The scarcity of help of all kinds is still a serious drawback to the manufacturer.

Regarding the styles and colorings of the carpets sold for Spring, the largest demand has been on the shades of fawn and ecru grounds, and all patterns containing floral or scroll work brought out in these shades. Carpets were brought out for Spring comprising almost every conceivable shade of green, but the softer and subdued tones of green have taken best with the trade. This is especially so regarding Wiltons. The stiff, conventional designs, with their necessarily sharp contrast of color, have met with little sale this season. Some particularly handsome carpets have been shown the trade in the always popular wool shades, combinations of brown, greens and ecrus, and have taken well with the dealers. Some very good copies of the Oriental rugs were reproduced in Domestic goods, and met with success. Taken as a whole, the Spring trade has been very satisfactory and the prospects for a record season are of the best. The Canadian carpet dealers are supporting the Canadian carpet manufacturers better than ever before; the old prejudices that formerly existed against Canadian carpets has almost entirely disappeared. The home manufacturer is given credit for turning out as good Brussels and Wiltons as anything on the market.

BACK FROM ORIENT.

Geo. H. Hees and son, R. W., have returned from their trip to the Far East. They visited the Philippines, Japan, and China. They arrived in Hong Kong just after the typhoon in which so many thousand perished last September. Since the new treaty was arranged between Canada and Japan, the interest shown by Yokohama in this market has been greatly increased, and Mr. Hees considers the prospects for the development of a large trade between the two countries excellent. Even now shippers are begging for space on the Empresses.

PROFITS ON CARPETS AND RUGS.

A merchant who handles carpets, rugs and draperies exclusively discussed some topics of the trade with The Review a few days ago. He stated that when carpets go above one dollar a yard they are more profitable than rugs, but those under that price do not return quite so large a margin.

Window Shades

Some new designs are being prepared for Spring trade which will meet the demand, for better qualities, which has been constantly increasing year by year. Retailers have recently made a wise move in going more extensively into the piece goods lines, for which the various sizes of windows put in the modern buildings, the old styles of ready made supplies are inadequate. Some handsome lace borders, new ornaments and mountings have been added to the lines, and there is everything to meet the most fastidious tastes. With the price of cotton constantly advancing, as well as the cost of the metals and other materials used in manufacturing window shades, together with the scarcity of skilled labor, it would be advisable for merchants to cover themselves at the earliest possible moment, for with the enormous consumption and inevitable scarcity of raw materials, there is bound to be a shortage of supply. It is conceded by authorities that in view of the prevailing tone of the market, prices are very fair, and manufacturers are determined to wait until the latest possible moment before making further advances.

Points in Salesmanship

Many Clerks Are at Sea When it Comes to Description Of Goods.

"The men you see in charge of some housefurnishing departments seem to know mighty little about the fine points of their business," said an old salesman to The Review. "I watched one selling a carpet a short time ago. Naturally the first article he showed was one that he wanted to get rid of. It was a very nice carpet, but, from all appearances he didn't know nor care much about it. He was about the poorest sample of salesman that I have run across. He showed the article, stepped back, said, "Now, there's a nice thing," and waited till the customers asked to see something else. How in the name of conscience can anyone expect to make a sale that way? I felt like stepping in and explaining to the lady what sort of carpet it was, calling her attention to its rich colorings, etc., and it's an even chance that she would have purchased it.

"I happened into a store another day when the head of the furnishings had a customer for curtains. He showed them, and then shut up. In the face of this some people fail to understand how it is that ads. of catalogue houses attract so readily. I believe the descriptions they give of goods have a lot to do with it. Go to the curtain department in one of these big stores and listen to the salesman. He first tries to discover in what direction, if any, the customer's preference leans, then he



What about your

Carpets and House Furnishings?



When sorting up remember we carry these goods

Something for the Children.

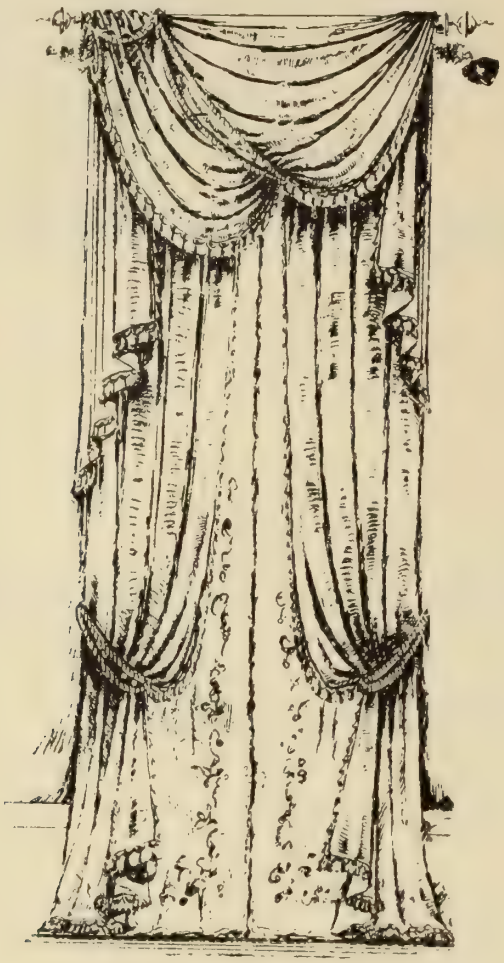
We've opened a Children's Ready-to-wear Department. Do likewise for

There's money in it.

The W. R. Brock Company, (Limited)

MONTREAL

goes right ahead. To the point as quickly as possible is his motto. He very probably does not have to show more than four or five pairs of curtains. He singles out one that the customer seems to like and he endeavors to



A Neat Drapery.

get her attention entirely away from the others. He tells her what kind of curtain it is, how it is made, etcf It doesn't take a great deal of time for him to make a sale, whereas I have known some of other kind of salesman to spend an hour and a-half with one customer, and then fall down."

The Wall Paper Industry

Its Growth in Face of Hard Competition and Present Standing of Canadian Product.

From little beginnings this industry has made rapid strides in Canada, and to-day its four factories fear little the competition of outside countries. It is within the memory of many when the first Canadian wall paper was produced in Toronto. It is told of the first manufacturer that in the infant days of the industry he was known to carry his samples around in his tall hat. He was manager, superintendent, cashier, salesman and all round handy man, but incessant work and pocketed pride at last established a factory, that to-day has at least 20 travelers on the road selling from coast to coast, besides having agents in foreign parts. The factory has a running capacity of many thousands of rolls of paper daily.

In the old days the printing was done by hand, and flat blocks were used, each color being separately printed, and the daily output was infinitesimal compared with that of the present day. In the old days the patterns were crude, miserable excuses of art. The designs, few in number, would to-day be considered trash; the art of effective coloring, blending of backgrounds for borders, was unthought of. To-day these accomplishments are the subject of great admiration by all thinking people.

All this has been brought about by hard toil and perseverence during the dubious days, when foreign competition threatened to nip the infant industry in the bud It had hardy, unswerving men at its head, who have since passed to their reward. The firms to-day—although the personnel is entirely changed—retain the names of their founders.

Little do people think of the great amount of labor involved in the production of a roll of paper that they purchase, say for five cents. Before a sample of paper can be shown to a customer it might have cost the manufacturer from $500 to $1,000 to produce it. Then at its little value is there not reason for wonderment?

A buyer may order from a sample and six months afterwards receive the goods, but does not stop to consider the amount of labor and exactitude required in mixing colors to the precise shades, blending and tone of those shown in the original sample, nor does he waste a thought on the accuracy of the "fit" and perfect symmetry of the figures shown. Yet a true artist and colorist and many painstaking mechanics are required to do it.

From humble productions to the present day's rich designs is, in brief, the history of the industry. It has come through the various vicissitudes and triumphs until Canadian wall paper has earned an enviable place.



No. 2,793, a New Nine Inch Scenic Border, Shown in Nineteen Different Color Treatments.—Manufactured by Stauntons Limited, Toronto.

Indications for Spring.

During the lull previous to the rush for the wind-up of the season, manufacturers are busily occupied with

At a general meeting of the Western Ontario Commercial Traveller's Association, nearly the entire staff of officers was re-elected. The list is: President, C. W. Nicholls, London; Vice-President, J. T. Green, London; R. E. Davis, John Lennox, Hamilton; Treasurer, W. L. Underwood.

the choosing of their designs for next Spring. From the most important centres where designs are originated they have gathered in a very creditable collection, which, with their thorough methods of production will put on the market a line which will be most difficult for outside countries to compete against. The wall paper season, although not really ending until after January, may now safely be estimated as one of the most successful on record.

There is an active demand for silk effects at present, and some elaborate designs in landscape effects are promised next season, which will surpass those shown last Spring, but as this line has not been very successful during the past few years, there is some little doubt entertained as to the success of it now.

Perhaps the most pleasing results of the past year were obtained from the high class floral designs. Again the tastes of the different provinces was evidenced. For instance, Quebec again showed her distinct taste for red tints and full designs, while the western provinces showed a decided preference for the soft shades and small, neat floral designs. The average weight of paper consumed was above that of last year.

The Touch of Spring

in all its fresh beauty and attractiveness appears pre-eminently reflected in "Staunton's" 1907 Wall Papers. When the Spring Season comes, as it will with a rush, you want to be

READY WITH QUICK SELLERS

You cannot afford to be stocked with Wall Papers that you have to sell by force. You should have

Wall Papers

that almost sell themselves.

Staunton's New Patterns are Distinctly That Kind.

They are made to attract. They are made to sell rapidly.

THEY BRING YOU GOOD PROFITS

Our travellers are on their last round-up. Would you like a call, or, perhaps our sample books to stock from? Send a postal. (Flat Prices on Borders)

STAUNTONS, Limited
Wall Paper Manufacturers
TORONTO

VAN ALLEN SHIRT BUSINESS SOLD.

The Crescent Manufacturing Co. Limited, Montreal, have bought a controlling interest in E. Van Allen & Co., Hamilton, Ont., and the firm has been reorganized under the style of The Van Allen Co., Limited. The Hamilton business will be conducted upon the same basis as formerly, and Mr. Van Allen remains in charge. The Crescent Manufacturing business will be conducted as of old and further expansion is expected. The buying of the interest of the Hamilton business by the Crescent people is doubtless the outcome of the shirt merger rumors of the past year.



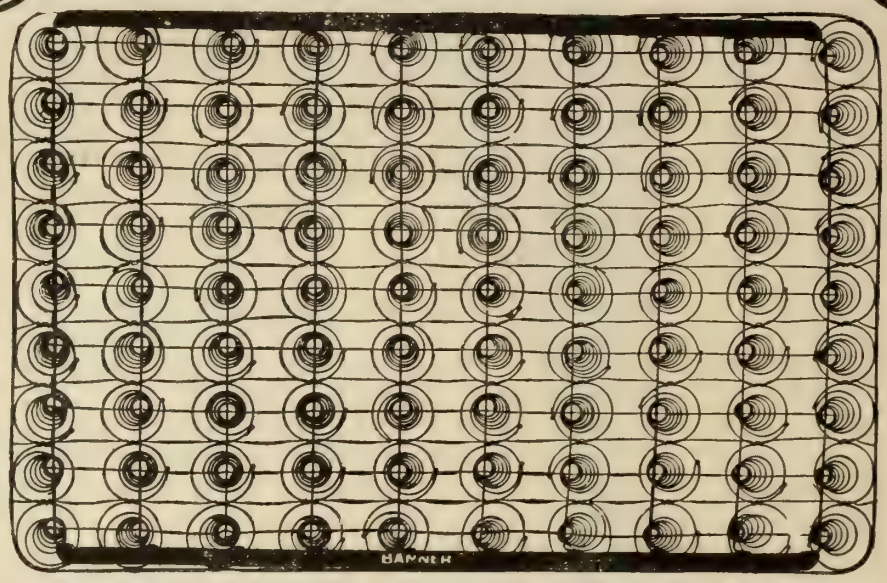
DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited
74 King Street West, - - - TORONTO

GUARANTEED ALASKA BEDDING



THE "BANNER" SPIRAL SPRING BED

is constructed on unique lines. Each coil spring acts independently, compressing sufficiently to conform to every curve of the body. Springs bearing no weight remain in shape, thus preventing the "hammock effect," so objectionable in other beds. Busy men, who must crowd a whole night's rest into a few hours, waste no time "thrashing" on this "easiest spring bed."

THE ALASKA FEATHER & DOWN CO. LIMITED
MONTREAL AND WINNIPEG

GUARANTEED ALASKA BEDDING

TAPESTRY AND VELVET SQUARES

The Holiday Season brings an increased demand among the trade for all classes of Carpet Squares. We have prepared for this by having our stock complete in all sizes of the following Popular Grades:

"Empress," one seam, Tapestry
Sizes—3x3, 3x3½, 3x4, 3½x4, 3½x4½, 4x4, 4x4½ yards.

"Britannia," one seam, Tapestry
3x3, 3x3½, 3x4, 3½x4, 3½x4½, 4x4, 4x4½ yds.

"Countess," one seam, Velvet
3x3, 3x3½, 3x4, 3½x4.

"Imperial," seamless, Velvet
2¼x3, 3x3, 3x3½, 3x4.

Seamless "Mesched" and "Afghan" Axminster Squares
Sizes—4.5x6.6, 6.6x9.8, 7.6x10.3, 8.3x11.6, 9.10x13.1. In ORIENTAL and SELF-TONED EFFECTS.

THE IMPERIAL CARPET CO., LIMITED, 60 Front St. West, Toronto

KING'S
Established 1775

SCOTCH
Every piece perfect.

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made.

Hollands, of John King, & Son are handled by all the leading houses. Made in all colorings and widths.

FAMOUS
Sold by leading jobbers.

HOLLANDS

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MASS,
Nordheimer Bldgs., 8 Colborne St.,
TORONTO

Spring Lines Now Ready

We desire to call the attention of the trade to our New Spring collection of all lines—the best we have yet shown. It includes the latest colorings and combinations.

Qualities and prices are right

LINOLEUM

Made in five grades—A, B, C, D, E
In widths of 2 and 4 yards—30 yards long

Our Linoleum has established a reputation for itself as being second to none as regards

DURABILITY—ARTISTIC DESIGNS—VALUE

FLOOR OIL CLOTH

Made in three qualities—Nos. 1, 2 and 3
In standard widths, from 1 to 2½ yards

Known from ocean to ocean for their sterling worth

TABLE OIL CLOTH

In widths of 1¼ and 1½ yards

The increased demand for our Tables is the best evidence that they are productive of satisfied customers

We solicit an inspection of our range.
Handled by all the Wholesale Dry Goods Trade

The Dominion Oil Cloth Co. Limited

MONTREAL

THE MOORE CARPET COMPANY

LIMITED

SHERBROOKE, QUE.

MANUFACTURERS OF HIGH-GRADE

Wilton and Brussels Carpet and Rugs

"TOGO"

WASHABLE BATH RUGS
A SPECIALTY

A few reasons why our Carpets and Rugs give such good satisfaction to the dealer:

Made of best materials
Original designs and colorings
Over 300 patterns for selection
Repeat orders delivered quickly
Every pattern private to customer

Colors guaranteed dyed fast
Attention given special orders
Rich, heavy pile on Wiltons
Patterns always match perfectly
Estimates cheerfully furnished on contracts
Togo Rugs—best bath rug made

Customers always satisfied
Our prices lowest, quality considered

Full lines of samples on show at the Mills, Sherbrooke, Que.

WINNIPEG OFFICE - - 23 Hammond Block
TORONTO OFFICE - - - - 43 Scott Street
ST. JOHN, N.B., OFFICE - 53½ Dock Street

Mainly About Ourselves

We trust that the New Year will be a very happy and prosperous one for every dry goods man in Canada.

* * *

"We appreciate the improvements in The Dry Goods Review, and must say that you deserve credit for the accuracy of your information."

* * *

We have on file quite a number of communications from which extracts of this order might be made. They furnish tangible evidence that, during the past year, something has been accomplished, and encourage greater efforts in 1907. We wish to thank our readers who have been kind enough to state their appreciation of our progress.

* * *

During the New Year we hope to become more useful than ever to our readers, and we will be glad at any time to collect information for them on any topic relating to the dry goods business.

* * *

One of our advertisers, R. H. Cosbie, received a nice order, through the medium of The Review, from a firm in Whitehorse, Yukon Territory, the other day. In our columns advertisers may address themselves to the trade even in Canada's more remote sections.

* * *

On December 3, during a fire in the wholesale district the Montreal office of The Review was damaged by smoke and water. Many friends offered office space until repairs could be made. The damage was slight, but during the temporary disorder and inconvenience members of the staff were the recipients of many kindnesses for which they return thanks.

C.T.A. OF CANADA OFFICERS.

The Commercial Travelers' Association of Canada, at the annual meeting in Toronto on Dec. 27, elected the following officers:—Toronto board—President, Lewis A. Howard; First Vice-President, George West; Second Vice-President, Robert Gemmell; Treasurer, E. Fielding; Directors, J. P. Balfour, James G. Cane, Colin A. Cockburn, W. J. Micks, Donald Morrison, A. C. Rogers, S. M. Sterling, C. J. Tuthill and J. H. Wildfong. Hamilton board—First Vice-President, John H. Herring; Second Vice-President, Robert M. Stuart; Directors, W. H. Dean, Arthur F. Hatch, George M. McGregor, P. A. Somerville, John Stoneman and E. O. Zimmerman. Montreal board Vice-President, S. O. Shorley; Directors, O. Adair and William Creighton. Guelph board—Alexander Hill and Adam Taylor. Berlin board—Fred Doering and W. J. Moody.

NEW TRAVELERS' MONTHLY.

"On the Road," the new commercial man's monthly, made its debut in December. Typographically it is an excellent piece of work, and the reading matter is of a kind calculated to interest all knights of the grip and sample case.

Do Not Throw Money Away



The man who erects an awning in Canada which we do not supply is doing that. Big talk—but we can make good. Our awnings look well, work easy and stay fixed. A child can operate the biggest of them. That awning in the cut is three years old, 50 feet long. It has brought us lots of business. It will bring us lots more. Messrs. Ryrie Bros., the biggest jewelry house in the Dominion, have discovered that our steel roller awnings are the only perfect awnings manufactured in Canada—and use them. You want to know more about them. The right sort of awning does save money. Let's send you full particulars.

William Bartlett & Son

Manufacturers of and Dealers in

Tents, Awnings, Window Shades, Flags, etc.

20 Adelaide Street West,

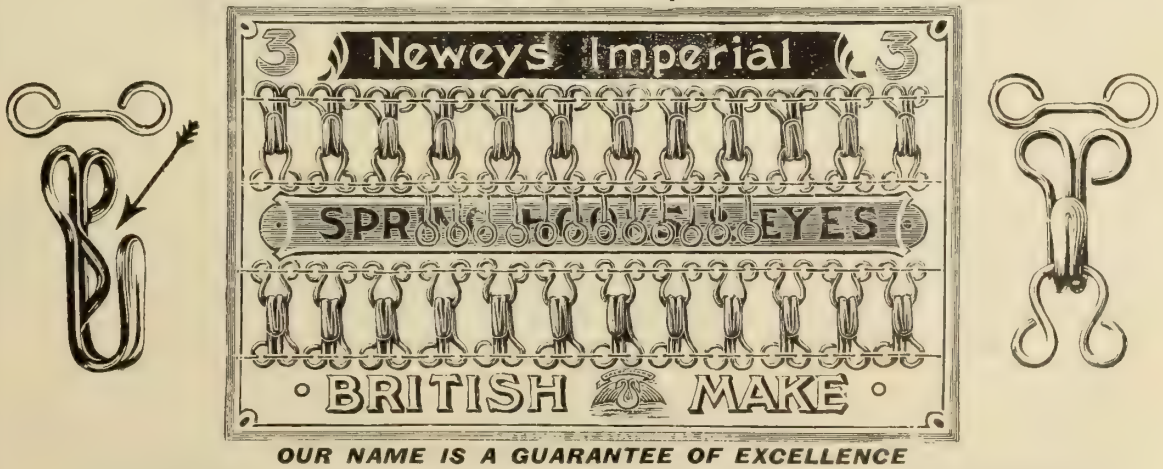
TORONTO, ONT.

NEWEY'S SPRING HOOKS & EYES.

IMPERIAL QUALITY

Made in 5 Sizes, Black and White. **A Centre Spring Hook with a Swan Bill**, made from hard drawn Brass Wire, Beautifully finished and machine carded.

Each Card has One Dozen Extra Loops. Retails at Five Cents



OUR NAME IS A GUARANTEE OF EXCELLENCE

Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS LTD BREARLEY ST. BIRMINGHAM.

A Brief Review of the Offerings of E Department

Spring, 1907 Spring, 1907

This Department offers the trade an excellent assortment in the following lines:

Gloves

A large range of Fabric Gloves. We are booking large orders for Long Gloves and have secured some very special makes in Silk Suede and Lisle Millanese. We would advise all our friends to place their orders as there will be no repeats this year when once our purchase is sold up. We expect a shortage both in Long and Short Gloves as the season advances.

Laces *in favor*

Undoubtedly this will be a big Lace season. Vals. will score a larger success than in any previous season. French and English markets are away behind on their orders, but our goods are coming forward promptly. We show a larger range of staple Vals. and novelties than ever before, and our stocks will be useful throughout the season. Plauen Laces will be excellent property. Net Top Laces in great profusion. A large variety of fine Guipures and some new and profitable ideas in Lace Collars.

Spring Hosiery

Foreign and domestic markets are well supplied with orders, and deliveries will be slow. However, our early and favorable contracts enable us to offer you exceptionally strong stocks. All the staples and novelties are here.

A Great Ribbon Year

Staple weaves and the best of all that's new, briefly describes our stock. Prices are tending higher and goods are scarce Early orders are requested. Send us your sorting needs. Our buyer has been successful in placing advantageous contracts.

Splendid range of Taffetas (Chiffon finished).
Exceptional variety of fancy ribbons of all descriptions.
Some exclusive designs. These will be strong sellers.

Big Handkerchief Range

Our stock is complete in all staples of ladies' and men's Handkerchiefs. We have in stock a full range of all staple lines of these goods in both plain and hemstitched Linen for ladies and gentlemen. Also in Lawns and Mercerized Handkerchiefs.

Men's Linen Hemstitched Handkerchiefs, special value.
Ladies' " " "
Men's Lawn " " "
Ladies' " " "

Also plain hemstitched in above, special value; Turkey red Handkerchiefs, special value; Indigo printed border Handkerchiefs, special value.

The balance of our Embroidery and Lace Edge Handkerchiefs we are clearing out at special prices.

Exceldas were never more popular. Our range is easily the largest in the trade.
New ideas in borders.

Embroideries

Embroideries certainly promise to be very fashionable. Already prices have advanced fully 15 per cent., and repeats will be higher. The best selling lines are:—Corset Cover Embroidery, All-over Embroidery, Wide Insertions. We expect one of the best seasons for Embroideries that we have had for many years, both in Muslin and Cambric grounds, in all widths.

Bibs

Bibs we make a specialty of. We would ask you to be sure and see our Special No. 26. This and other leading numbers will assure you of the value we are giving.

Ladies' Underwear

Misses' and Ladies' in Balbriggan, Lisle Thread and Cotton, with full sleeves, half sleeves and without sleeves. Several lines in O.S. and extra O.S. sizes which we have entire control of, and will be found very desirable.

Neckwear

Ladies' Fancy Neckwear in great variety. Ladies' Embroidery Collars Ladies' Lace Collars. A full range of Windsor Ties always in stock.

Ladies' Sunshades or Umbrellas

Always a large stock at popular prices, including some very special lines at prices to sell at 75c., $1.00, $1.25.

Chiffons

Brilliant finish, 17½ cents up, 39/42 inch. Also narrow Chiffons for pleatings and frillings, ½ in., ¾ in., 1 in., 4 in., 6 in.

Veilings and Nets

A full range of the latest novelties in Veilings, Chiffon, Crepe de Chene Veiling. Novelties in Nets and Gauze with Chenille spots. Also a full range of French Mourning Veilings always in stock. Brussels Nets, Bretonne Nets, Malines, Mechlines and Mosquito Nets; also Point d'Esprit and Black Dress Nets.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

PLAIN TRUTHS FROM PARIS

An anonymous letter MAY be worth heeding but anonymous merchandise is rarely worth buying——or selling

¶ Mere business common sense suggests to the retailer the vast advantage goods that are trade-marked have over goods that are not trade-marked or trade-marked in an anonymous way. When goods are both trade-marked and advertised, and especially when the advertising is done so the retailer gets the benefit of it the shrewd dealer will push those goods for no better reason than his own sure and growing profit.



Any traveller for a first-class house carries samples trade marked thus. To look them over will cost you but a little time, profitably spent. Not to look them over may cost you much in profit and more in lost trade.

Pen-Angle Unshrinkable Underwear

has been trade-marked from the start. It is largely advertised. The public knows its value—pays the price asked for it—and come back to the same store. Do you really believe you, personally, can afford the effort that must be put forth to sell underwear of which all this is **not** true? And there is no under wear but Pen-Angle of which all this **is** true.

The Penman Manufacturing Co., Limited

of Paris, Canada : : : : : : : : : : :

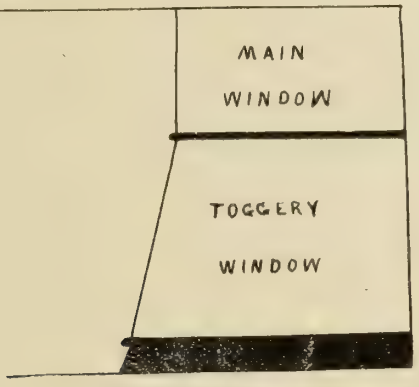


Men's Furnisher and Clothier

HATS AND THEIR TEMPERATURE

"Why wear hats?" During last Summer this question became quite a burning one. The matter, as it ere, came to a head. People wrote to the newspapers extolling the advantages of abandoning headgear and leaving the hatters to their fate.

Dangers which never before seemed to strike anybody very forcibly were declared to lurk in the use of the ubiquitous "bowler," (derby), the resplendent "topper,"



A Toggery Window.

and even the airy if eccentric Panama. Baldness, blindness, and insanity were some of the evils for which the pernicious system of covering the head was said to be responsible in a more or less alarming degree. The public was earnestly requested to study the case of the rude and uncivilized races of mankind, among whom the impertinent question of "Who's your hatter?" is never heard.

"Who ever saw a bald Bingo?" was triumphantly asked. And there was silence. And again: "Find us a Papuan in pince-nez," was the next poser. Nobody found him. Then, "What about a lunatic asylum in Ashanti?" proved a regular floorer. There was nothing about it. Presumably there isn't one.

All this sort of thing suggested that in countries where the hat is scarcely regarded as a sine qua non, baldness, blindness, and brain-softening are extremely rare. In England, on the contrary, where hatters flourish, almost every other man one meets is bald—or getting on that way—and wears glasses; whilst the official returns prove how rapidly lunacy is increasing in our midst.

Thus the No Hat movement was given a fresh and vigorous start. Many recruits were attracted, and seemed to catch on to the bareheaded idea of the thing. Piccadilly became as hatless as Capel Court, where a covering for the head is always scorned by the sturdy stock-jobber. "Hats off!" at Henley and Hurlingham; "boaters" barred at Brighton and Bognor! Cyclists and motorists caught the craze—and bad colds; hatters glared gloomily out of their shop-windows upon bare heads of brown and ginger and auburn and jet, close-cut or curly, until visions of lost trade and early bankruptcy troubled them.

It may be that the No Hat enthusiasm of the Summer of 1904, chilled by the rigors of an English Winter and early Spring, will droop and die and be heard of no more in the land, being relegated to the limbo of forgotten fads. Again, it may happen that the movement will go on and prosper, and solve the mystery of disappearing hair and other troubles.

Without expressing any opinion as to the wisdom or otherwise of going about hatless at all times, the writer will proceed to show the result of certain experiments carried out to ascertain how the temperature of a man's head is affected by the various coverings which calling, custom, or choice decides. A philosopher has before now impressed us as to the advisability of keeping "our feet



Small Window Space Doubled.

warm and our heads cool, if we our span should live the full." And we certainly all know how unpleasant it is for us when these conditions are reversed and our heads are hot while our feet are cold!

Some No Hat enthusiasts declare that it is good for man—at least, for his hair—to remain bareheaded under a broiling sun for any number of hours. Perhaps so. Yet a rational head-covering under such conditions would appear preferable to the mind of the average person. For instance, in the course of the experiments with which this

The Brand that Stands for Quality

WHEN buying Gloves and Mitts it is well to confine yourself to one reliable, well-known brand—a brand that has built up a reputation for quality from one end of the country to the other. "J. A. P." Gloves and Mitts have earned an enviable reputation for superiority in construction, quality and wearing properties. Dealers who have once stocked "J. A. P." Gloves and Mitts continue to order in ever-increasing quantities from year to year. It doesn't matter what particular style or weight you require, we have it in the "J. A. P." brand, from the lightest and dressiest of ladies' and gentlemen's Kid and Mocha Gloves to the strongest and heaviest of workingmen's Mitts. Every detail in the construction of "J. A. P." Gloves and Mitts is faithfully watched by experts who know Gloves from A to Z. From the dressing and tanning to the cutting and finishing of "J. A P." Gloves and Mitts every pair is subjected to the most searching test; and that's the secret of the universal satisfaction the "J. A. P." Gloves and Mitts bring to every dealer who stocks this line.

Our travellers will soon be on the road with a full line. If you are not now on our visiting list drop us a line and you'll be on immediately. Prompt attention to all orders is a special feature with us.

J. ARTHUR PAQUET, QUEBEC

Branches at Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

article deals, it was found that with the thermometer registering 92 degrees in the sun, a small instrument placed inside a Panama hat worn by a man of average size and weight, who sat in the open for a quarter of an hour, marked the temperature at 78 degrees Fahr. only !

The same man, of course, was the subject upon which all the succeeding experiments were carried out. In each case he sat for a quarter of an hour in the sun while wearing the different forms of headgear, inside of which a sensitive thermometer was fixed within an inch of the crown of the head. Each test was made on the same day, whilst the heat of the sun remained practically unchanged.

It may be stated at the outset that as an effective light protection from the heat of the sun on a warm Summer day, nothing is better than a genuine Panama hat. The tests proved this conclusively. Its lightness and power of throwing off the rays of the run are apparently unequalled by any other form of headgear.

Next in order of merit comes the fine white straw Homburg (fedora) under which the thermometer, in exactly similar conditions as in the Panama test, registered the temperature of the air inside it at 80 degrees. It will thus be seen that a good straw Homburg hat runs the more expensive Panama very closely as a means of keeping the head cool in the warmest weather. A great deal, of course, depends on the weight of a hat whether it proves a good or bad article for its purpose, and on this point the Homburg scored.

The difference in temperature between the popular "boater" (sailor) straw and its more aristocratic relation the Homburg proved to be exactly the number of degrees between the latter and the Panama. The boater, of course, owing to its greater need of strength, is built on less fine lines than either of its straw superiors. Consequently it is warmer in the wearing and heavier as well. It is the least desirable of the "straw" tribe so far as immunity from heat-conducting is concerned. Its registered 82 degrees Fahr. are somewhat surprising considering that it is produced only for Summer wear.

Having accounted for the straw contributions to the great hat family, the next head-wear to be dealt with is the "white" felt Homburg. Now, although the specimen tested was particularly light in weight and as pale in color as the lightest tone of grey permissible to be known as "a white hat," it proved to be much warmer in wearing than even the boating straw. Its appearance, no doubt, and stylish shape are responsible for its great popularity with many people who could easily afford the more expensive and cooler Panama, than which it is actually 8 degrees warmer, for the thermometer fixed inside the felt Homburg during the space it was worn for testing purposes registered 86 degrees.

The tests provided a surprise in the shape of recording the fact that a tall silk hat is by no means the sweltering form of headgear it is popularly supposed to be. For years it has been denounced as the most uncomfortable type of hat manufactured for the use of civilians ; it has brought upon itself the abuse of half a century from those who wear it and keep on wearing it. And to think that this so-called monstrosity of civilized wearing apparel is by no means the horrible thing of torture we are told it is, after all ! As a matter of fact, it comes out very well in comparison with some styles of headgear. It is—comparatively—airy and cool ! The particular sample tested, at any rate, was only responsible for an inside temperature, whilst worn, of 89 degrees, which is not so bad for a "topper."

Why are "mortar-boards" worn by men who are supposed to study hard ? One would think a cool head to be absolutely a necessity with college folk. Yet they wear this strange-looking article ! Close-fitting, and often heavy and made of warmth-inducing material, it may be good to wear during the colder months, but not in the heat of Summer. It produced, under the usual test, a change in the register up to 92 degrees.

It is interesting to note that the common "bowler" registered an exactly similar figure, although much heavier. The greater air space of the "bowler," no doubt, made up for the disadvantage of its weight compared with the more picturesque college cap.

The Scotch tweed cap, as worn for cycling, golf, etc., showed just 2 degrees above the "bowler" and "mortar-board."

On the authority of Mr. W. S. Gilbert, we know that a policeman's life is not a happy one. Perhaps one of the reasons is that he is bound to wear his heavy helmet during the hottest day of Summer. Although it is really lighter than it looks, it is still, with its metal ornaments, ribs, and chain, quite as much as the average officer likes to carry along with him on his noonday beat, especially when the Summer sun loves to kiss the metal ornaments and linger on their lips, whilst the color and the material the body is made of would seem to have been specially designed to retain as much heat as possible. Under the test, the thermometer stood at 97 degrees — and quite high enough, too !

There is apparently only one form of headgear warmer than the policeman's—that is the yachting or motoring cap. Each is built on very similar lines to the other. When worn for its especial purpose, the yachting cap or motoring cap may be all right ; but when placed upon the head of an ordinary citizen and worn under a hot sun for even a short space, it is distinctly a roaster, and registers a temperature of 98 degrees.

It ought to be mentioned that the various tests were carried out indiscriminately, and are only now placed in order from the lowest to the highest temperature for the sake of easy comparison. — H. J. Holmes, in Windsor Magazine.

Clerks Should Use Cards

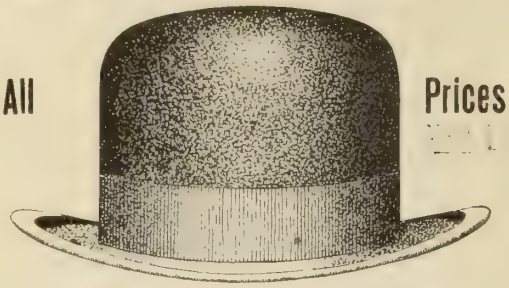
They Will Find it of Great Advantage to Themselves and Their Employers.

Every clerk should recognize the advantage of using suitable business cards. He is a merchant in as true a sense as the employer, and needs some form of advertising to promote business. The employer uses advertising, and finds that it assists him in the selling of goods. The clerk's best plan is to use business cards. Cards to be most effective should bear his name, that of his department, and the name and address of the shop in which he is employed. Hand a card, Mr. Clerk, to a friend on every suitable occasion, and acquire as many friends of the right sort as you can attract to you. It pays if Mr. Rich should pause at your counter some fine morning, make a somewhat heavy purchase, be impressed by your courteous manner and efficient method of showing goods, you could make a permanent and profitable customer of him by means of a card. When you hand him the change, an excellent opportunity is afforded you to say, "Here is my card." That card serves as a constant reminder.

Shadow effects in hose are expected to be strong. Greys and blues should also be very active.

The athletic style underwear is sure to be in considerable demand next summer. It was introduced last season and became quite popular.

Our Own Manufacture

All  Prices

A Spring Leader

Samples Upon Request

Cap Samples for Fall and Winter, 1907, now ready

Panamas Blocked to Order
Felt Hats Renovated

THE SPECIALTY HAT HOUSE

A. E. CLEMENT

8 Lemoine Street, - MONTREAL

CONCERNING SUSPENDERS

A PROVEN STATEMENT

Globe Suspenders are a silent salesmen for your store, attracting new and desirable accounts and **KEEPING** them.

The "Wizard" Suspender eases the shoulder pull, equalizes the strain. It retails at 50 cents with a generous profit.

The "Prince" Suspender is a 25 cent retail leader.

Complete lines of Suspenders, Armlets and Rubber Collars.

Samples upon request

Thanking our customers for a liberal 1906 trade, which is an assurance of even better efforts and wishing you A Happy New Year.

THE GLOBE SUSPENDER CO.

ROCK ISLAND, QUE.

WREYFORD & CO. Romaine Building, TORONTO

Wholesale Men's Furnishers

Latest Novelties for High-Class Trade

Agents for Following Manufacturers:

Young & Rochester, London

Complete ranges for Spring 1907.

Fancy Vests, Flannel and Tropical Tweed Suits, New Shirts and Shirtings

Tress & Co., London

Spring Styles in Felt and Silk Hats. Straws, English shapes are now correct, English values always are. Tress Caps are best sent into Canada.

Cellular "Aertex" Underwear

"Aertex" has only to be worn to be appreciated, it is daily growing in favor, it gives good wear to customer and good profits to retailer.

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hoisery, "Nelson" Unshrinkable Knitted Underwear, Athletic Shirts, Sweaters, and Bathing Suits

We can ship you at once—Dress Shirts at $9.00 and $12.00, Dress Vests at $13.50 and $15.00 doz., Knitted Vests, Smoking Jackets and Dressing Gowns.

THE

Glove House of Canada

PERRIN, FRERES & CIE.

302 LAGAUCHETERIE, CORNER BEAVER HALL

MONTREAL

¶ To all our customers and the trade, we present our best wishes for a prosperous New Year.

¶ Our travellers will leave shortly with a complete range of samples of Lined and Woolen Gloves for Fall 1907, including the very best values, to meet all the popular retail prices.

AERTEX

THE ORIGINAL

CELLULAR

THE HEALTHIEST

Shirts and Underwear

Illustrated Price List, of full range of Aertex Cellular Goods for Men Women and Children, sent Post Free on application.

Agents for Canada :

WREYFORD & CO.

Romain Buildings, King St. West, TORONTO

THE CELLULAR CLOTHING Co. LTD. AERTEX LONDON

Overall Prosperity



For better profits and more all round Overall satisfaction investigate the merits of

"Railroad Brand" Overalls
"Engineer Brand" Overalls

Roomy garments.

Workmanship guaranteed. Many special lines. Prices, from $4.50 upwards, meet every possible want.

"Victoria" brand working shirts will please your particular customers.

Up-to-date lines of Men's Working Pants.

And you will not neglect the opportunity to ask us for particulars.

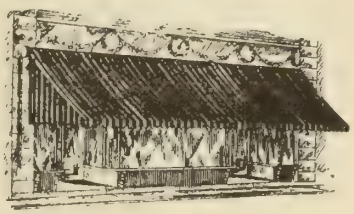
Rock Island Overall Co.

ROCK ISLAND, P.Q.

SEND FOR CATALOGUE

Awnings!

ASSORTMENT :
Largest in Canada



QUALITY :
Unexcelled



STYLE, FIT AND FINISH :

PRICES : - -

They're ALL Right To Suit YOU

The TOBIN Tent & Awning Co.

OTTAWA - ONTARIO

Long Distance Phone 432

Head Office and Showrooms, 201 Sparks St. Works, 3rd Ave., Ottawa

Special Announcement

We are now located in our new home

381-383 St. Paul Street, Montreal

¶ We thank the trade for their consideration during 1906, and advise our friends that our enlarged facilities and increased floor space enable us to look after your wants still better.

¶ "Growth" is the order of the day with us, as it is with every other aggressive firm in prosperous Canada.

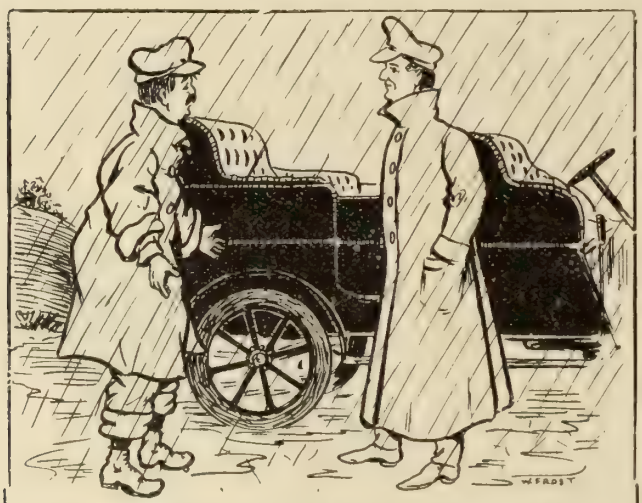
¶ We invite the trade to call and inspect our new quarters. Here we are showing—

A Complete Stock of Woollens and Tailors' Trimmings

Silks and Satins a Specialty

The British American Import Co.

381-383 St. Paul St., Montreal



Motorist (wet through) Just look how my coat is shrinking!
2nd Motorist My dear fellow, why don't you wear GARBIRNETT?
Specially constructed weatherproof cloth.
The very thing fo automobiling, riding, driving, etc.
All goods bear this stamp.

"GARBIRNETT"
"JENNWEL"
WATERPROOF
REGISTERED

Sole Makers, JOSHUA F. GARNETT & SON, Castle Mills, Idle, Bradford
Canadian Representatives: GEO. S. PLOW & CO., 232 McGill St., Montreal.
A. ALEXANDER & CO., 77 York St. Toronto.
MAKERS TO THE WHOLESALE TRADE ONLY.



IMPERIAL

Our complete line of samples of "IMPERIAL BRAND" KNITTED WEAR for 1907 will be in the hands of our travellers early in JANUARY, who will cover the RETAIL trade thoroughly from Ocean to Ocean, with a range of STYLES, EFFECTS and COLORINGS that will surpass by far any previous season's showing of

LADIES' GOLFERS and JACKETS
MEN'S and BOYS' SWEATERS
LUMBERMEN'S SOX, TOQUES and SASHES
MEN'S HALF HOSE, Etc.

and a range of NOVELTIES that we have not previously shown the trade.

THE IMPERIAL MILLS COMPANY

DUNVILLE, ONT.

Sales-rooms: 60 Front St. West, Toronto

Shirts and Collars

More Attached Collars Than Last Year for Outing Wear —Other Points.

There will be a great many more shirts with attached collars worn next Summer than last, and they have been ordered freely. The negligee will again be the leader, although retailers have accorded the large pleated bosom quite a good deal of favor. We have already gone pretty freely into the matter of patterns and qualities.

The sale of coat shirts is improving right along, and every merchant should have a limited number of them.

In the face of advanced prices merchants generally are showing good judgment by maintaining quality. They recognize that this is the only way in which they can hope to promote the purchase by their customers of the better class goods.

* * *

The soft fold collar, held erect by the use of a safety pin across the front, has been shown for Spring, but without a great deal of enthusiasm. To one of his best customers a traveler said merely: "There they are. I'm selling quite a lot of them, and you ought to have a few."

The medium height fold with the very narrow opening will be a good seller, and the low fold with V-shaped opening is to be strong again for Summer.

CUFFS AND HANDS.

In a discussion of the probability of French cuffs (narrow round cuffs), coming into fashion, an English writer states that the wide cuff will survive because it appeals to the minor vanities of man. "If a man has good hands, there is no reason why he should not wear French cuffs. If you ask what a man's hands have to do with his cuffs, I say everything. Not so many years ago men discovered that large cuffs make the hands appear a little smaller than they really are, and nowadays every man has cuffs size 10 1-2 inches or 11 inches, and has the suffs ironed out flat. Substitute narrow round cuffs for the ordinary cuffs of commerce, and if you have not nice hands you will feel sorry you made the change."

Spring Neckwear

Some Indications That Are Apparent at The Present Time.

Whether or not the two and two and a half inch will supplant the three inch four-in-hand within the next season provides food for speculation in the trade just now, We believe the spring will find a tendency toward the smaller widths to wear with the straight old collar of medium height, but that the larger widths will still be decidedly in the lead. The generous knot tied with a three inch four-in-hand has an attractiveness that assures it of substantial favor for some considerable time yet. On a wing collar, which is to enjoy continued vogue, the smaller widths would make poor substitutes.

With narrower neckwear brighter shades in wide range will be encouraged. These are bound to be well represented in the spring lines, although the principal demand will centre on the quieter tones of the kind worn this winter.

We have recently seen some extremely "hot" colors in three inch satins. While they are in limited demand just now they serve as a forecast of what is to come by next fall.

For spring the leading color, in our opinion, will be red. Indications point to a big demand all through the range of plains and self-patterns. Grey should be an active line also. It will wear well with either blue or grey suitings. There is some slight feeling also that navies, with coin dot, should be strong.

For summer wash neckwear will be again to the front, and manufacturers expect to produce some exceedingly nice goods. One pattern that appeals to us as having fine possibilities is a cream or white with coin dot.

Of the bows we would be inclined to favor the square end, tying in compact, yet loose-looking knot, the same width right across.

It is too early to venture a guess as to whether or not the club tie is likely to put in an appearance.

LITTLE NEW IN HAT TRADE.

New features in the hat trade are scarce. Just now manufacturers in all quarters seem inclined to leave novelties alone, and stick to styles upon which trade is certain.

So great has been the demand for black stiff felt hats, jobbers declare that there will be difficulty in getting a sufficient supply for Spring delivery.

The telescope shape is the only soft felt hat upon which orders have been liberally placed. The brim will curve up more at the front than on last year's styles.

Suitings for Spring

Fancy Blues the Novelty, But Greys Still Continue Strong.

Fancy blues are doing well for Spring, but it is doubtful if they can in one season supplant the greys, which are reported to be selling almost as well as last year. The remarkable vogue of grey leads many to believe that the public is tiring of it. However, it has another quality besides appearance to recommend it, that of not showing the dust. On this account alone it is bound to receive a wide favor. Then, the fact that overchecks have largely taken the place of plains will relieve the monotony to a certain degree, and help the situation materially. There will assuredly not be so large a demand as last year, for there is something in the claim that the color has become monotonous to numbers of people, who, while still retaining it in purely business suits, will be glad of the variety which fancy blues afford. The latter are in wide range. Sales so far would seem to indicate that those peculiar shades with a purple tinge are catching the eye of tailors catering to fashionable trade.

Light shades of flannel, with stripe or plaid effects in grey and cream promise to be the favorite waistcoatings for Spring. The three button garment, with long narrow opening, and with lapels narrow at the top and broader at the bottom, will likely be most favored.

A DIARY OF THE WEATHER.

A firm of clothiers and men's furnishers operating several stores, have a system by which the cost of doing business is figured out exactly. It is possible to tell every day just about how sales and stocks stand. A memo is made in regard to the weather that prevails each day, and this assists in accounting for slow or unusually active periods.


COLOSSUS
SHIRTS
AND
OVERALLS.
The Year 1906
will live as a memorable one in the history of Colossus Goods.
Not only has the sales of Colossus Working Shirts grown extensively, but the kind reception given to the new branches which were added to Colossus brand within the year, points more convincingly than ever to the fact that Size, Fit and Finish of Shirts and Overalls are features that it pays to specialize.
In the year 1907
COLOSSUS
WILL COVER A LARGER LINE THAN BEFORE OF
FINE NEGLIGEES
WORKING SHIRTS
OVERALLS and SMOCKS
and we are quite willing to rely on the merits of the Goods themselves for results.



A Question of Delivery

For the past few months the demand for SUCCESS Collars has been so great that our stock has become somewhat demoralized, causing at times a delay in delivery. To our friends we feel that we owe an explanation, and at the same time we wish to announce that we are making additions to our plant, which will tend toward a greatly increased out-put of this popular brand of Collars in the future. This will, we believe, put us in a position to solve the delivery problem satisfactorily.

The Manufacturers



A New Knitting Factory in Nova Scotia

Hewson

AMHERST

A BRAND new factory equipped with modern high-class machinery is now in operation making **Underwear** for Ladies and Gentlemen, also **Sweaters, Golf Jackets** and **Knitted Specialties.**

The Far-Famed Nova Scotia Wool

will be largely used, also fine Worsted, Australians and New Zealands, imported from noted English Spinners.

Following is a partial list of the gentlemen who will carry Hewson Knit Goods to the trade direct—for Fall 1907 :

ALF. HAYWOOD, A. FINLAYSON } Ont. and Quebec
JOHN REDMOND, G. A. WHELPLEY } Maritimes
ALEX. BARNWELL and Assistants } Northwest and Coast

The merchant is wise who takes up the goods from the knit goods division of the famous Hewson Mills. His profits are sure.

Hewson Woolen Mills, Limited, - Amherst, N.S.

EAGLE  BRAND

SHIRTS

See our line of fancy Negligee Shirts before placing your order.

PATTERNS ARE

New, Neat and Nobby

WORKMANSHIP IS

THE BEST

Up-to-date in every way and prices are right.

MONARCH SHIRT CO.

ROCK ISLAND - QUE.

The Day of Buying Imported Cloth is Passing. One Reason Why:

OXFORD TWEEDS AND HOMESPUNS

have steadily increased in value as stylish materials. It is notorious that they are absolutely Pure Wool goods, but when the Newest Patterns and Smartest Colorings are added they certainly win their way on very merit. For men, women and children.

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA LIMITED

MILLS ESTABLISHED 1867.

Davidson & Gatehouse

COMMISSION MERCHANTS

Jutes, Hessians and Cotton Piece Goods.

Open to accept agencies for first-class Canadian and Foreign Manufacturers.

Correspondence invited.

30 ST. JOHN STREET, MONTREAL

COMMENT FROM NEW YORK.

Following is some comment on the New York mode: There is a growing spirit of discontent in connection with men's dress, more manifest to-day than for a decade past. Of course, time never was' probably, since bodily coverings and adornments became subjects of study and concern, when men viewed themselves and their habilments with complete satisfaction. The youth who hankers to kick over the traces we have always with us. The frisky old popinjay with nary a grey hair in his head askew, the color scheme of his dress a reproduction of rainbow radiance, is omnipresent. The chap who affects clothes different from the mass of men merely to render himself conspicuous still flaunts his pitiable pride in public places. And this trio will ever keep things stirring. But when men of good taste and sound sartorial judgment voice their desire to break away from present conventional standards, time-honored though they be, the rustling in the trees must be taken as an augury of an impending storm of some sort. I reach this conclusion, along with others because of numerous recent developments. The spirit of individuality is abroad in the land and out of its many manifestations may come a new trend which in due course will produce a markedly different scheme of dress for men. That the changes will be gradual is a foregone conclusion. Gradual, but more frequent and more noteworthy, is the verdict of several men whose opinions in matters of dress are not to be depreciated. And why, pray, should there be any abject slavery to age-old forms? Assuredly the tailors and haberdashers of to-day are quite as competent to originate worthy variations in cut and design as their predecessors of former periods. Indeed, I incline strongly to the belief that as a class they would exercise a restraining influence over the element which worships the extreme, rather than leading into a maze of bizarre, ungraceful effects. At least, it's worth trying.

MARK TWAIN AS DRESS REFORMER.

Mark Twain turned up at the House of Representatives, Washington, one day this winter, clad entirely in white. Asked why he wore a white flannel suit in shivering weather, Mark said he had on plenty of undercloth-ing, and preferred brilliant, striking colors to the dark, sombre clothes that men usually wear, which have a melancholy depressing effect upon him. He added: "When a man gets to be 71 years old, as I am, he can wear the clothes he likes best without suffering the criticism which may come to him in his youth. The best clothes I ever saw anywhere were down in the Sandwich Islands, where when they were dressed up for a state occasion, nobody wore anything more than a pair of spectacles. Next to that, I think I prefer the clothes of the Middle Ages, which were resplendent with colors, plumes and trappings of brilliant hue. Whenever I go to a theatre I see a lot of men rigged out in that abomination of all clothing, the dress suit. They remind me of a flock of crows. I like the 'peekaboo' waist, short sleeves, and bright colors, which relieve the eye. There is no reason why men should

not wear brighter colored clothing, especially these dark winter months."

A POINT FOR SOME CLERKS.

A man in very common dress asked to be shown clothing. The clerk pulled out an eight-dollar suit. The man asked for something better and continued to do so, as the clerk pulled out ten, twelve, fourteen dollar clothes and finally found one at eighteen that suited the man. The clerk plainly showed his surprise. The man asked why he was not shown better goods to begin with, and the clerk replied, "I didn't think you wanted them. I didn't think you wanted them. I would have shown them if you had asked for them." The blundering ass was so astonished he could tell nothing but his first impression. It is best to be honest, but you don't have to blurt out everything you are thinking.

Work your brains a little and have the courtesy to ask your customers what they would like to look at before you begin to slap stuff down before them. You can sell more of the better grades of goods if you will try. It may be natural to trot out a low-priced article under the impression that there are so many people after bargains everybody must want something cheap. It is not well to impress the customer with an idea of your store being high-priced because you fetch out the good things first, neither is it good business to fail to fetch them out for fear you may miss a sale. The goods are there to be displayed, and so surely as you attempt to cut off the display or attempt to go by short cuts to the sale you will find yourself in a very bad reputation by the customer.

Ready-to-Wear Clothing

Business Has Been Good—A Sample of Educative Advertising.

Business in this department has been excellent, and a strongly optimistic feeling pervades the entire trade. Ready-to-wear clothing has a great field before it in Canada, and manufacturers are striving constantly to produce garments that, while selling for less money, will compare favorably with the custom tailored article. They are getting splendid results, and their operations may be steadily enlarged if they continue to improve the quality of their product. Merchants who formerly would not handle the department have put in stocks of real good stuff, and are making money out of it. It is possible now to attract a class of trade, which, a few years ago wouldn't think to wear anything but a custom suit or overcoat.

Of course, in some places it is rather hard to break down the prejudice that existed for so long against ready-made clothes, and it is necessary for merchants to design their advertising with the object of making it educative. The following is an extract from that done by one Ontario merchant when he first started clothing:

Important News for Every Good Dresser.

"In no other branch of commerce has such remarkable advance and improvement been made as in the making of men's garments by wholesale tailors. It is now some years since the wholesale boot and shoemakers captured their fields to hold them for all time. The custom shoemaker and the custom shirt maker are now few and far between. It was thought, however, that there were conditions and requirements in the trade in men's outer garments that would save the field for the custom tailor, or at least a large share of it. We frankly admit that we ourselves, who have been identified with the custom tailoring business for 30 years, were of this opinion, not that we failed to recognize the tremendous strides that the wholesale tailors are making. We realized that they were improving their product every year, and that their standard was growing nearer and nearer to that of the high-class custom tailor. We felt, however, that the custom tailor would meet the competition for further improving his product and by better business methods. But the wholesale tailors were more aggressive and more enterprising, and there is no use of denying the fact that they are taking possession of the trade in men's clothing, just as the wholesale shoemakers took possession of the shoe trade, and the wholesale shirt makers captured the shirt trade.

"Having watched the trend very carefully, and having satisfied ourselves that we could get the exclusive right to furnish customers with clothing that was thoroughly well tailored, made from as good cloths as can be obtained in the world, well trimmed, well lined, good fitting, and, what is very important, absolutely correct in style, we decided to go into the business on a big scale We fitted up our store with the latest and most improved wardrobe system and other up-to-date fittings, and we have one of the most complete and most modern clothing stores in Ontario."

SARTORIAL WAGS.

A Manchester firm of tailors are now announcing their goods in the following facetious manner:—

Trouser Legs, 3s. 3d. each.
Seats Free.
No charge for admission.

—Manchester Guardian.

LINES OFTEN NEGLECTED.

We have noticed very few nice displays of dressing gowns, smoking jackets, pajamas and bath robes in men's furnishing stores, even at Christmas time. It strikes us that, given some prominence, these lines should do a great deal better Some nice advertising would help also.

FOR THE SAKE OF SAFETY.

Mr. Smith had looked in at the new ledger clerk's house an evening or two after he had engaged him at his office.

"Let me see, Mr. Tomlin," he said pleasantly, "you like fishing, don't you?"

"Yes, very much," said Mr. Tomlin, wishing he was at that moment.

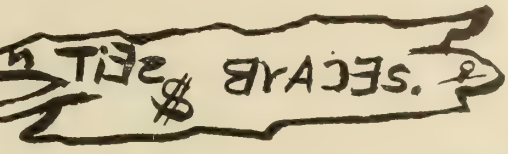
"Had you much sport when you went to North Devon last year?"

"I fear I was one of the unfortunate ones," declared Tomlin ruefully, "for I only caught one little trout."

"Ha, ha!" laughed old Mr. Smith. "That's just what I expected. Not much good my going there. Good night!"

"John, how could you tell such wicked stories in that way?" said the bookkeeper's wife, after the visitor had gone. "You know you caught over twenty fish weighing over five pounds each, and one weighed nearly eleven pounds."

"My good woman," said John, "you don't think I would have my employer think I was a liar first go off, do you."





YOU SHOULD LOOK

carefully through our productions for 1907 if you desire to be progressive, increase and build up your business by giving your customers excellent goods at the lowest possible cost.

NECKWEAR

You may depend upon us to lead in the manufacture of this line. Sometimes a bit too advanced.

SUSPENDERS

of the highest quality, best style and workmanship, well advertised, and every pair guaranteed. We cannot do better.

DOMINION SUSPENDER CO.
NIAGARA NECKWEAR CO., Limited
NIAGARA FALLS

OFFICES:

MONTREAL TORONTO WINNIPEG VANCOUVER

ITEMS FROM ALL CANADA.

ONTARIO.

James Watson, of Sarnia, died after an extended illness.

A Merchant's Association has been organized at Blenheim.

James Clark, a director of the Goderich Knitting Company, is dead.

Glencoe Knitting Factory has commenced operations with 25 hands.

Fire in North Bay destroyed the dry goods store of Chamandy Bros.

R. Lloyd Robertson, Toronto, was married to Miss Jean Hilliard at Ottawa.

S. L. Hahn, dry goods merchant, Hespeler, was married to Miss Clara A. Knechtel.

The stock of J. R. Grant, general merchant, Listowel, was almost totally destroyed by fire.

The title of Caverhill & Kissock, Toronto, has been changed to John B. Caverhill & Company.

H. P. Blackey, eastern representative of the Lowndes Company, Toronto, is on a trip to London and the continent.

Smallman & Ingram, London, will build a five-storey L-shaped block of stores, facing Dundas and Richmond Streets.

Messrs. A. Laidlaw and J. E. Oles, has purchased the men's furnishing business of Wm. Darnley & Company, Peterboro.

Mr. Baldwin, of the firm of Baldwin & Carrothers, Tillsonburg, has recovered from a recent illness, and is back to business.

Grafton & Company, London, have bought from the Beattie estate the Dundas Street premises, occupied by Oak Hall, for $28,000.

J. R. Craig, Havelock, has disposed of his business to Greenshields, and will go on the road for Nickleson & Dickenson, a London milling firm.

There are about twenty thousand commercial travellers in Canada. About ten thousand of them are doing business in Ontario, of whom, perhaps, four thousand reside in Toronto.

The stock of Watson & Wilkinson, clothiers, Sarnia, has been purchased by Harvey J. and William A. Watson, sons of the late James Watson, and the business will, in future, be conducted as The Watson Clothing Company.

Thomas Ogilvie & Sons, of Aberdeen, Scotland, will erect a five-storey warehouse in Toronto, at the corner of Bay and Wellington Streets. It will be 118 feet deep, and have a frontage of 60 feet, and the cost is estimated at $100,000.

QUEBEC.

J. H. Palmer, with Debenhams (Canada) Limited, is at present in Engand on a purchasing trip for his firm.

H. Symington, with Greenshields Limited, Montreal, is at present in England purchasing for his department.

B. Simpson, with Greenshields, Limited, Montreal, has left for market centres to book orders for the woolens department.

Louis Lazarovich has opened a store at Richmond, and will carry general dry goods, furs, and men's and boys' clothing.

G. L. LaFoley, with Mark Fisher & Sons, Montreal, has sailed for England, where he will purchase a large new stock for his firm.

E. H. Walsh of Toronto, visited his Montreal office last month, and with his manager, Mr. Hall, called on many of his customers.

G. S. Cleghorn, with the W. R. Brock Company, Limited, Montreal, who was operated on for appendicitis last month, is now convalescent.

W. H. Morgan, foreign buyer for McIntyre & Sons, Limited, Montreal, is at present in European centres making extensive purchases for his firm.

Louis Vineberg, representating the National Rubber Company, Montreal, is again in the city after an extended western trip, from Port Arthur to the coast.

Fred Groff, of the North-Western Button Company, Winnipeg, was in Montreal last month on business. He is the Western representative of I. Mishkin & Company.

L. Stuffman, of Konig & Stuffman, Montreal, has returned from an extended tour of the lace centres of Europe. He has some interesting accounts of European conditions.

R. G. Orme, of the Monarch Knitting Company, Dunville, Ont., has been in Montreal looking after the interests of his company in conjunction with their Montreal agent, A. L. Gilpin.

Mr. Pretorius, representing Theo. Thorer, of Leipzig, Germany, which firm controls the Persian lamb skin market at present, was in Montreal lately booking orders for early deliveries of furs.

Fred Beaugrand has joined the travelling staff of the Leak Fur Manufacturing Company, Montreal, and will cover Quebec. He was formerly with the Waldron, Drouin Company, and Swift, Copland & Company.

P. Glickman, of the National Rubber Company, Montreal, has returned from his annual European trip, and speaks enthusiastically of the prosperous conditions on the other side. He is pleased with the bright prospects for Spring trade.

Joseph E. Mahy, glove manufacturer, Paul Hebert, accountant, and Jos. A. Cloutier, trader, of Quebec, will carry on business as manufacturers and dealers in gloves, under the firm name of "Mahy & Hebert," proprietors of the St. Lawrence Glove Works.

On November 24, the stock of the North-Western Fur Manufacturing Company, 393 St. Paul Street, Montreal, was damaged by fire. With commendable enterprise the firm secured temporary quarters at 509 St. Paul Street, and within ten days were back at their old premises.

Emil J. Reich, who was employed with the China & Japan Silk Company, Montreal, died on December 26, at the age of 36, in the Royal Victoria Hospital, Montreal. His death caused much sorrow among his friends in the trade, and to his employers, who held him in high esteem.

John Johnston died at Montreal on December 19, in his sixty-eighth year. For many years he had carried on the business of a commission agent, with an office in the Board of Trade Building. At one time he was a member

of the firm of M. P. Johnston & Company, and was well known in the dry goods trade in Montreal.

Gilbert Falmon, one of the oldest and best known commercial travellers in Eastern Canada, for the past thirty-two years connected with some of the largest wholesale clothing houses, died at Cartierville. He was 72 years of age, and retired from the road only three months previous to his death.

W. B. Sellar, of Montreal, died in London, England. He was born in 1849, at Keith, Banffshire, Scotland. He came to Canada twenty years ago, representing Messrs. Heyman & Alexander, of Nottingham, and made his home in Montreal ever since. He was taken ill while on his customary trip to the Old Country.

LeFevre Brownhill, who has had wide experience in some of the largest retail houses in England, has been engaged by the John Murphy Company, Limited, Montreal, and has been placed in charge of the whitewear and underwear department. The firm brought Mr. Brownhill out from England as a competant manager, and he is making a success of his work.

On December 3, there passed away in Montreal one of Canada's oldest dry goods merchants, Donald Fraser, who was born in Fodarty, Rosshire, Scotland, in the year 1832. At an early age he came to Canada and entered the dry goods business, first in Picton, Ont. Then in Montreal, with his brother, in the year 1871, he entered the manufacturers' agency business, in which he was engaged until the time of his death. Mr. Fraser was a highly respected merchant, and his death is a distinct loss to Montreal business circles. The sympathy of his friends in the trade is extended to his family in their bereavement.

MARITIME PROVINCES.

Vinicombe & Murphy, men's furnishers, have opened a store at St. John.

A general store at Sydney, C.B., has been opened by Messrs. Gillis and Burchell.

The Glace Bay Knitting Company, Glace Bay, has opened a manufactory with a staff of 15 hands.

The Dunlap, Cook Company, furs, will move their Halifax business into new quarters, the marble front block on Bavington Street.

Miss Drewry, formerly milliner with Moore & McLeod, Charlottetown, has opened an establishment at Amherst, in partnership with Miss Lord.

Timothy Daly, dry goods merchant, St. John, died after an illness extending over some months. He conducted a store in St. John for twenty years.

The Amherst Suspender Company has been incorporated under the name of the Amherst Suspender Manufacturing Company, Limited, with a capital of $20,000, in shares of $50.

At a special meeting of the Geo. W. Gibson Company, Woodstock, N.B., Wallace Gibson and Loggie Ross were elected Directors. W. Gibson was chosen as Secretary-Treasurer, and Mr. Ross as Assistant Manager.

J. B. Douglas, the new president of the Maritime Commercial Travellers' Association, was formerly a representative of Smith Bros., of Halifax. He is now head of the firm of Fordham & Company, and a member of Halifax City Council.

Robert T. Holman, proprietor of the department store of R. T. Holman & Company, Summerside, P.E.I., died last month after several weeks' illness. He was born at St. John in 1833, where he began in the dry goods business. He was at one time a partner in the firm of John Andrew & Company. In 1857 he dissolved partnerships and began business on his own account. He steadily prospered, his success culminating in the erection of a handsome stone building in 1894. His business is being conducted by his two sons, Harry T. and J. Leroy.

WEST.

The Yukon Block, Brandon, in which W. H. Harvey, clothier, was a tenant, was destroyed by fire.

The T. Eaton Company will build an addition to their Winnipeg store, with a frontage of 110 feet and six storeys high.

In a fire at Macleod, which destroyed over ten stores, Baker & Company, dry goods merchants, were among the heaviest losers.

Calgary is becoming a wholesale centre of some importance. It is now the headquarters for one hundred and fifty commercial travellers.

Geo. McLean, dry goods merchant, Winnipeg, died at the age of 55 years. He was formerly engaged in the dry goods business at St. Thomas.

Plans are complete for a new dry goods store to be erected by A. Binning, Medicine Hat. The ground floor will be 40 x 65 feet, and the windows 6 feet deep, topped by prisms.

W. H. MacBeth, Saskatoon, did his Christmas business in a fine new store, 50 x 65 feet, two storeys in height. It is thoroughly up-to-date, and the methods employed by Mr. MacBeth and his department heads are progressive.

BRITISH COLUMBIA.

John Walker, Vancouver, has sold his clothing business to J. W. Foster & Company, Limited.

BUSINESS NOTES

ONTARIO.

Henry Rotz, general store, Highgate, deceased.

Charles Steer, general store, Mount Brydges, sold out.

J. A. McGuigan, general store, Cowal, sold to Thos. Griffin.

A. Ewing, general store, Laurel, sold to John A. Hughes.

James Dobson, general store, Bronte, sold to J. J. Johnston.

Jas. F. Gahan, general store, Dutton, sold to W. R. McDonald.

Frank E. Welker, general store, Wallace, sold to Jacob Detwiler.

Richard Hall & Son, Limited, dry goods, Peterboro, obtained charter.

E. Van Allen & Company, Limited, shirt manufacturers, Hamilton, business sold new company being formed under style, The Van Allen Company, Limited.

Shera & Company, dry goods and furs, Port Arthur; C. H. Shera, deceased.

McKenzie & Duffin, general store, London Junction, sold to E. D. McRoberts.

J. R. Grant & Company, general store, Listowel, burnt out, partially insured.

Little & Long, general store, Orono, sold grocery department to Chas. Awde.

The Ronald Macdonald Company, dry goods, Toronto, sold to Alex. P. Manson.

R. C. Davies & Company, general store, Ethel, sold to R. A. Thompson & Company.

A. E. Adams & Company, merchant tailors, Aylmer; dissolved, A. S. Savage, continuing.

O. E. Moe & Son, general store, Rainy River, sold to B. W. Kert, possession January 15.

Thompson, Fowler & Robinson, wholesale milliners, Toronto, assigned, liabilities about $4,000.

W. H. Ecklin, Limited, general store, Keewatin, sold grocery business to H. J. Cummer & Company.

QUEBEC.

A. Blondeau, general store, Black Lake, deceased.

John Johnston, com. dry goods, Montreal; deecased

L. Weiser & Company, dry goods, Leeds, D. Weiser; registered.

McKibbon & Heney, general store, Eardley; burnt out, insured.

D. Aumond, general store, Montcerf; succeeded by A. Lafrance.

The Metropolitan Store, clothing, Montreal; burnt out, insured.

Donald Fraser & Son, dry goods, Montreal; Donald Fraser, deceased.

Parker & Knight, general store, Hatley; succeeded by I. S. Melloon.

J. Schechter & Company, dry goods, Lachine; Mrs. J. Schechter, registered.

A. Carrier & Fils, general merchants, Levis; Antoine Carrier, deceased.

The Montreal Custom Tailoring Co., Montreal; Alexandre Langlois registered.

Hoddad & Sawaya, dry goods, Montreal; A. Hoddad and N. Sawaya registered.

Gittleson & Lewis, manufacturers of waterproof cloth, Montreal, dissolved.

Joseph Fontaine, Fils & Cie., general store, Weedon, Marie Fontaine, registered.

L. Levesque & Company, general store, Lake Megantic. Aurora Lajoie registered.

Oriental Magasin, dry goods, Quebec; dissolved, new firm registered, style unchanged.

Le Federation des Ouvriers, Textiles du Canada, Montreal; Victor Desparois, registered.

J. F. Lemercier & Company, dry goods, Montreal; Hon. F. Lemercier and Marie Guilmette, registered.

The dry goods store of Charles Demay, Notre Dame Street, Montreal, (Maisonneuve), was damaged by fire to the extent of $5,000.

Gilbert Salman, 72 years of age, for many years a traveller with the wholesale clothing house of the late James O'Brien, is dead.

WEST.

Knight Bros., general store, Coalbanks, dissolved.

Moore & Milne, general store, Lakeview; dissolved.

Hall & McDiarmid, general store, Fillmore, sold out.

McDougall & Secord, general store, Edmonton, sold out.

A. Wilson, general store, Carroll, removed to Hatfield.

Barker & Co., general store, Macleod; burnt out, insured.

Davidson Trading Co., general store, Davidson; incorporated

J. Bloomfield, general store, Winnipeg; sold to W. Davis & Sons.

Munro & Company, general store, Heward; succeeded by Munro Bros.

Touchette Le France Company, general store, St. Pierre, dissolved.

Jos. Howard, general store, Cochrane; succeeded by White & Bayne.

Marcel Agarand, general store, Forget; succeeded by Anaise Agarand.

J. W. Jones & Company, general store, Grenfell, sold to Claxton & Son.

Hall & McDiarmid, general store, Fillmore, succeeded by D. M. McBeth.

Croosley Bros., general store, Newdall, succeeded by Leggett & Murphy.

Calvert & Wilson, general store, Treherne; succeeded by Samuel Calvert.

R. R. Gunn, general store, Stony Mountain, succeeded by Andrew Lindsay.

Wrighton & Flook, general store, Esterhazy; succeeded by Flook & Rowell.

D. E. Finch, dry goods, Winnipeg; succeeded by Finch Co., Limited, Jan. 1.

Probert & Wood, general store, Taber; Wm. Probert sold interest to Byard Smith.

Docker & Fraser, general store, Heward, dissolved, George B. Docker, continuing.

Colin McArthur, general store, Sunny Slope; sold to Thos. Roden and Stewart Macklin.

BRITISH COLUMBIA.

G. H. Heward, general store, Whitewater; burned out, no insurance.

The W. C. Hamilton Company, men's furnishings, Fernie, moved to Edmonton.

MARITIME PROVINCES.

John A. Humphreys, general store, Sussex, sold to Culbert & Scott.

A. F. McCulloch & Company, dry goods, New Glasgow, N.S., burnt out.

R. T. Holman, Limited, general store, Summerside, P.E.I.; R. Holman, deceased.

Preventing Frost on Show Windows

A Subject That is of Live Interest to Every Merchant — How Windows Should be Constructed.

During the course of the cold season shopkeepers are confronted with the great inconvenience arising from mist and frost in show windows, whereby the goods on show are rendered practically invisible, and consequently cease to attract customers. In nearly every instance a careful examination of the window will show that the construction of the wood work casing, the position of the window panes or the lack of adequate ventilation is to blame. For the purpose of studying the question show windows may be divided into two classes, viz., those inclosed at the back and such as are open toward the store. The former is the one more afflicted with mist and frost, and this class alone will now be dealt with.

In putting in the window panes, whether the framing be of wood or iron, a row of ventilating holes should be provided below, extending all across the window front. These holes should be broad and set low down, but not covered with protecting covers on the outside, since these covers only catch

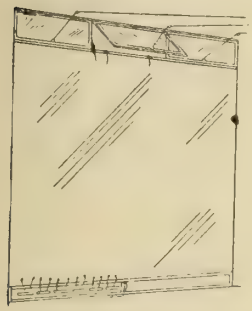


Fig. 1—Correct Method.

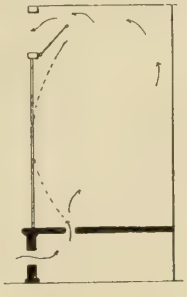


Fig. 2—Incorrect Method.

dust and help to stop the draft. The idea is to cause a wide current of air to enter the window so that the same may spread over the whole front of the window; and this is more easily realized with wide holes than by round ones or vertical slits. To prevent an inrush of dust raised by the street traffic or blown about in the Summer time, a sliding damper may be arranged inside the window so that the holes may be closed when required.

Above the level of the window panes window, should be provided hinged ventilators (Fig. 1), to allow the heated air in the window to escape out into the street. For this purpose a row of holes similar to those underneath the window would be insufficient, owing to the increased volume occupied by the heated air, and on this account the upper opening must be of larger area in order that the circulation of air inside the window may be intensified. This hinged ventilator must be mounted right at the top of the shop front, and open inwards and upwards, since otherwise it would oppose an undesirable resistance to the outflow of air or divert it, and thus lead to a deposit of mist on the upper part of the window. Furthermore, the inlet holes must not be surmounted by a ledge or beading that can deflect the flow of air and allow ice to form; and it is an equally erroneous practice to adopt the plan illustrated in Fig. 2, and extend the flooring of the show casing right up to the window, and bore a number of inlet holes through the flooring. In order to keep the glass free from frost the inflowing cold air must ascend close to the window panes and escape at the top without hindrance (Fig. 3). When this is possible the window will never be dimmed with either mist or frost, since the moisture that would be deposited on the glass is carried away by the ascending current of air the instant the particles of water are formed.

In some cases it happens that although the ventilation is believed to be satisfactory, the glass gets dimmed; but this is due to defective construction of the window frames or of the casing. For instance, if the door leading into the show window from the store does not shut quite tight, or there are any cracks or holes in the wood work, the warm, moisture laden air from the store flows into the cooler window, and a fine dew is deposited on the panes and mirrors. Hence the doors should never be of the sliding type, these admitting air and dust, but should open and shut, and be beaded and fitted into a rabbeted frame to make them air tight.

The window lights should be inclosed in glass cases, to isolate them from the actual show space, because in the case of gas the lights would heat the air more rapidly than the ventilator could carry it away, the results being a deposit of moisture on the relatively cold window pane. To prevent this the light should be isolated by a glass partition (Fig. 3), the compartment thus formed communicating with the store by means of a hinged ventilator or else left quite open at the back. Electric lamps do not give out so much heat as gas and may be installed within the show window when proper ventilaton is provided for the latter. A row of small gas jets extending right across the bottom of the window is of no use. On the one hand, it heats the air to such an extent that the glass will be covered with mist immedately the gas is turned off, and, on the other, likely to crack the glass by unequal contraction.

Mist and frost in badly arranged windows are particularly noticeable early in the morning as soon as the store is opened, the outside of the window having been cooled down by the night air. In such cases the mist or ice takes such a long while to thaw off that the best time for business has passed. Here, however, a remedy can be provided in the shape of a small electric fan mounted at the back of the window, with its vanes parallel to the front glass. Such a fan running at high speed will set up a powerful circulation of air in the window, and the direct current from the fan, impinging on the mist or ice, will soon cause them to disappear, leaving the glass clear and dry, whereupon the fan may be stopped. Of course there must be no obtsacle interposed in the path of the air current between the fan and the store window.

The principles underlying the suitable construction of show windows may be summarized as follows: The window must be thoroughly ventilated, so as to induce a good ciculation of air and bring the temperature of the air inside the window to as near as possible that of the atmosphere of the street. Doors

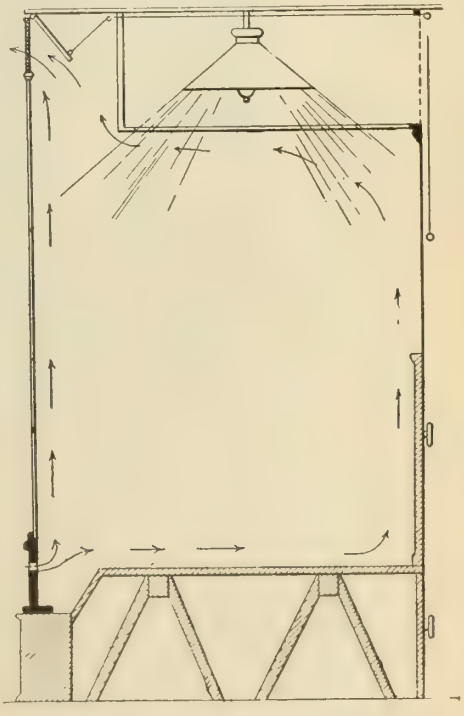


Fig. 3—Shielding Window Space from Heat of Lamp

and other openings communicating with the interior of the store should be made air tight. If these requirements are properly fulfilled, all cause of complaint of frost in windows will be obliterated.

We may supplement the above by stating that, as is generally well known, the physical conditions which create frost on window panes are exactly the same as those which create moisture on cold water pipes in summer time: warm air carrying its extreme complement of moisture comes in contact with a cold body and is reduced in temperature, rendering it incapable of carrying the same percentage of moisture, and what is more natural than that the excess of the latter should be deposited where the chilling process takes place, in this case, on the window pane. We anticipate that some difficulty will be experienced in making a window pane sufficiently tight from the inner store to render impossible the circulation of warm air from the latter. In this connection we would emphasize that, if absolutely still air can be obtained between the inner and outer glass, very little difficulty will be experienced from frost, even on the coldest days, and it has been found that double glass set in the same sash, leaving a space of, say, 1½ or 2 inches between the panes, and having the joints all around the four sides made as tight as possible, has given very good satisfaction. Apart from this construction we are not by any means sure that good results can be obtained under other circumstances.

We do not know of any solution or wash for putting on window panes to prevent a formation of frost.

N. W. Hutchings, of Montreal, has been appointed agent for Quebec for the Laurentian Whitewear Co., of Levis, Que. Mr. Hutchings has had a wide experience in the dry goods trade. He was for many years with Thos. May & Co., and later with A. Gilpin, manufacturers agent, Montreal.



W. R. SMALLPEICE
Director, W. R. Brock Co., Ltd.

* * *

Arthur C. Lederer, of the Lederer Machine Co., Aldersgate Street, London, England, is in Canada arranging for the introduction of his patent machine for the manufacture of wire millinery shapes. This machine does away entirely with the old block system of shape making and opens up great possibilities in the creation of new and individual patterns. Mr. Lederer expects to be at the King Edward Hotel, Toronto, about January 15-20.

* * *

J. L. Gittleson will cover Western Ontario for the Sam. Wener Co., Montreal. Sam. Lagowitz will represent them in the Lower Provinces.

* * *

Countryman (to furniture dealer): "I want to git a bed an' a mattress."

Dealer: "Yes, sir; spring bed and spring mattress, sir?"

Countryman: "No; I want the kind that kin be used all the year round."

Dominion Hammock Manufacturing Co.

There's something about our Hammocks which hold the reputation for Quality their excellence gained as soon as marketed.

You'll have the Hammock the people insist on having---if you place our name on your order list NOW.

WRITE FOR OUR CATALOGUE

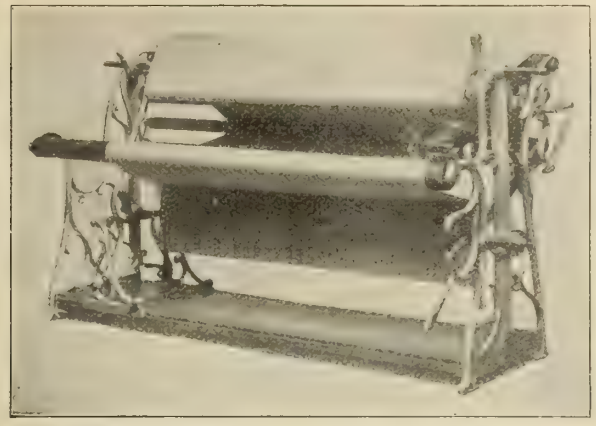
Feature Tapestry Curtains

if you want more business.

Ignore your curtain department and you woo commercial disaster.

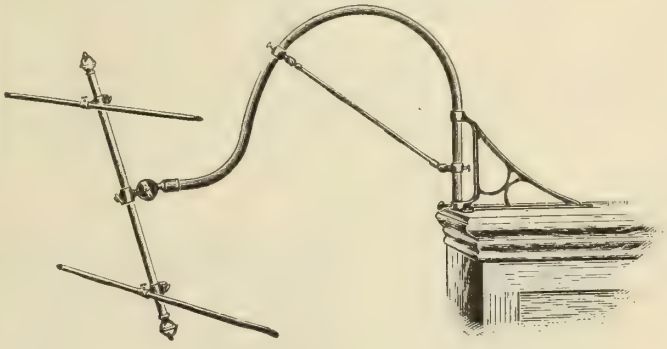
We don't pretend to manufacture all good curtains---but we do manufacture the best. Write NOW.

Dominion Hammock Manufacturing Company :: :: Dunnville, Ont.



ECLIPSE STOCK-TAKING MACHINES

are in great demand just now. **Stock-taking** is a tedious labor without a set of our machines. **With** our **machines** it is **easily, quickly** and **accurately** done. Write at once for **prices.** Can fill orders on **sight.**



OVERHEAD FIXTURE

ECLIPSE STOCK-TAKING MACHINES

We carry everything in **display fixture** line, or can make **special designs** to order. Our facilities for turning out first-class work at moderate prices are unequalled by any other **house** in the business. **New designs added constantly.** Our business has been increasing by **leaps** and **bounds** for which we thank our numerous customers. For the year upon which we have just entered we shall be in a better position than ever before to take care of all business entrusted to us.

SILENT SALESMEN, WALL CASES AND SHOW CASES A SPECIALTY

WRITE FOR CATALOGUE

CLATWORTHY & SON

38-40 ADELAIDE WEST, TORONTO, ONT.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates :

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

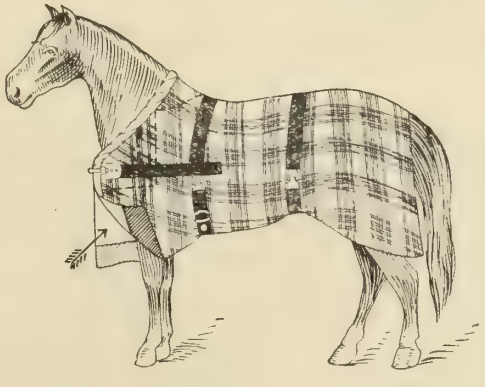
Address :

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

New Patent Woollen Mills

BOLTON, ONT., CANADA



BUY OUR

"WOOL-TEX" BRAND

HORSE COVERS AND LAP ROBES
SOMETHING DISTINCTLY NEW

J. WALSHAW & SON, Props.

PHILLIPS & WRINCH

LIMITED

ESTABLISHED 1894

SMALLWARES AND NOTIONS

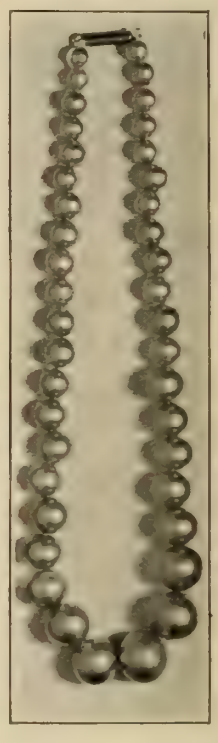
Our line of Smallwares, Hair Ornaments and Novelties for Spring, 1907, will be, as usual, right up to the minute, and contain exclusive lines not procurable elsewhere. We have goods that will bring trade to your notion counter—profitable goods for you. Our eight travellers are now out and will call on you in due course.





ELASTIC BELTING—Steel-Studded.

We have a good range of Cut Steel-Studded Belts and Belting to retail up to $6.00.



NECKLACE

Assorted Pastel Shades

Retails for 35c.

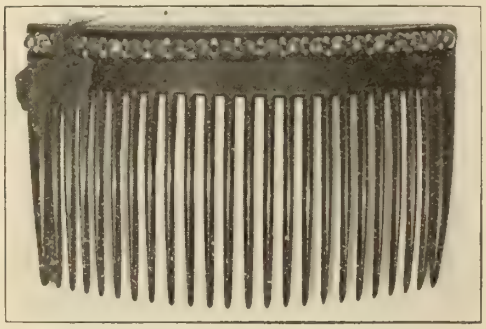
We have other lines in black and all the popular shades, to sell from 10c. to $7.00 each, including an extra large range of fine filled pearl.

We carry in stock Necklace Clasps.

BEAUTY PINS

No. 101 S. Gold-Plated Beauty Pin set with a nice Brilliant imitation stone. These can be retailed for 5c.

We have a full range of exclusive patterns to sell at all prices.



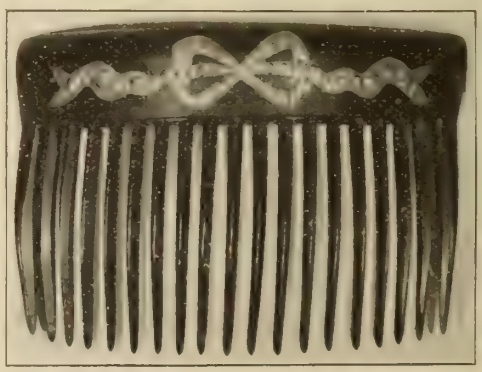
No. 6596. Fine, Genuine Steel Mounted Back Comb. Retails for $3.00 each.

We believe our range of

Hair Ornaments

is the Largest and Best Assorted in Canada.

We have Side and Back Combs and Ornaments to retail from 10c. to $10.00.



No. 6746. Hand-Finished Back Comb. Inlaid with Silver and extra fine quality Brilliants. Retails $4.00 each.

We are sole agents for the "CAPSHEAF" Coilless Safety Pin, positively the only safety pin that will not catch in the fabric.

Send to-day for an approbation parcel of quick sellers. You can return anything you do not wish to keep, at our expense.

PHILLIPS & WRINCH, Limited - 76 Bay Street, Toronto

Woodfield's Meteor Sharps are the BEST Needles. We are sole selling agents.

John B. Caverhill & Co.

Late CAVERHILL & KISSOCK

Millinery and Fancy Dry Goods

19 Elgin St. OTTAWA

91 St. Peter St. MONTREAL

72 St. Joseph St. QUEBEC

SILKS SILK HANDKERCHIEFS DRAPES CHINAWARE

LACQUERED WARE FANCY BASKETS

ANTIMONY SOUVENIR GOODS TOYS

The New Year is Full of Promise

In keeping with the country's growth, the past year has been the most successful in our history. This is a guarantee of even greater efforts during 1907.

We need a larger warehouse in Montreal and at an early date will take possession of more commodious premises. Full particulars later.

We think we have helped many of our customers to do a more profitable business in our lines. Anyway, we have done our best.

Our salesmen are now showing a good range of samples, with many lines of Easter goods.

A postal card to us will insure a call.

The China and Japan Silk Company LIMITED

MONTREAL

JAPAN
Yokohama
Kobe

CANADA
Montreal
Toronto

CHINA
Shanghai
Hong Kong

RUGS MATTINGS SCREENS BRONZES

Spring Dress Goods

This department of our business was never in better shape to supply your needs than it is this season. Anticipating a big demand, we bought largely in an early market and thus were enabled to secure the pick of the best foreign and domestic manufacturers at prices which cannot be equalled.

In Shape to Make Prompt Deliveries

Assortment now complete

STRONG SELLERS

Black and White Checks
Taffeta Checks
Taffeta Vigoreux—Plains, Checks and Stripes
Cream Suitings
Shepherd Checks
Wool Checks

POPULAR LINES

Henriettas
Albatross Cloth
Crepe de Chene
Box Cloths
Homespuns, Plain and Checks
Venetians
Nun's Veiling
Wool Batiste
San Toys
Covert Suitings, etc.

Leading Colors in Light Cloths

Black, Navy, Grey, Brown and Fawn. Black and White Effects, Gun Metal Checks, all good property.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg, Man.

Greenshields & Co. Limited
Vancouver, B.C.

Priestleys' Dress Goods

1907

LATEST SPRING FABRICS

GOODS NOW IN STOCK

COLORS—WOOL HUGENOT CLOTHS

Silk Warp Estrella
" Elanne
" Starita
Wool Galotte
" Corella
Satins
Amerlins
Marattas
Wool Maravo
" Panamas
" Averilla
" Taffetas
" Sylva
" Chiffon Worsteds
" Chiffon Twills
Chiffon Venetians

BLACKS

Blk. Sateens
" Estrellas
" Elannes
" Venetians
" Broadcloths
Silk Warp Eudoras
Rosettas
Wool Chiffon Tricot
Taffeta
Savoy Cloth
Ombra
Blk. Mohairs
Silk Warp Mohairs
Empress Cloths
Silk Warp Repps
Cerulian Cloth
Panamas

FULL RANGE OF CRAVENETTES

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED, Winnipeg, Man.
GREENSHIELDS & CO. LIMITED, Vancouver, B.C.

GREENSHIELDS LIMITED

MONTREAL

CARPET AND HOUSEFURNISHING DEPARTMENT

Oil Cloths and Linoleums (all widths)	Tapestry Carpets
Hemp Carpets	Brussels Carpets
Prettiest Designs in Cretonnes	Wilton and Axminster Carpets
Nottingham and Swiss Curtains	Squares in all qualities
Large Assortment of Mats	China and Japanese Matting
Tapestry Curtains	Curtain Nets
Chenille Curtains and Covers	Extensive Range of Art Muslins
Furniture Coverings and Art Draperies	Silkolines

Examine our extensive ranges of the above lines and compare our prices before buying

Greenshields Limited, Montreal

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

W. R. Brock Co., Toronto.

The dress department is now very busy receiving spring goods, and expects to be able to complete all placing orders by the 15th of the month. Judging from the splendid orders received so far, prospects for the spring season were never brighter and this firm is showing a tremendous range of suitable materials. An especially extensive line is of worsted suitings in light and dark grey, in white and blacks, and in cream and white grounds, with a black over-check or stripe and also in grey or cream grounds with colored silk stripes. A special novelty is a line of fancy cheviots in cream grounds, with pin stripes and over-checks in pastel colors. This is just the right effect and fabric for the coming season.

Plain chiffon box-cloths and venetians are still in the run, the leading colors being golden browns and tans, and the lines shown are specially good value to retail at $1.25 and $1.50.

Another popular material is Rippline in plain weave. This fabric is made from the finest botany yarn and is a similar fabric to the Rekartah, which was such a success last season. It is shown in a good range of colors, and can be retailed at 75c.

Colored voiles are selling, the wanted colors being cream, tan, brown, navy and black, and this firm is showing two special lines to retail at 50 cents and 75c., that are specially good property for every merchant.

In plain lustres the wanted colors are cream, brown, navy, and black. This cloth is a necessity now for the spring business.

Two of Brock's special values are a 42-inch Panama to retail at 50c., and a 54-inch shepherds check to retail at 75c. Merchants should not forget to ask to see these lines when travellers call.

For immediate delivery this firm has just received a shipment of clan tartans.

Some of Brock's Specials in Hosiery :—Kantuch, Hermsdorf, black cotton hose, to retail at 25c.; H.H. 6 stainless black cotton hose, to retail at 12½ to 15c.; Invader, stainless black cotton hose, to retail at 10c. Cashmere Hose—Their well known III, Brockbest, New Cairo and Fern, all of which can still be retailed at 25c., in women's sizes, and 98 black ribbed double knee and with the word "Llama" embroidered on every pair can still be retailed at 50c. Stock of cashmere hose will be extremely large and attractive this season.

Umbrellas :—Brock's selection of handles and cloths, both for ladies and gents, has been most carefully made and good value can be had to retail at 50c., 75c., $1.00, up to $6.00 and $7.00 each. In men's "Shoofly" to retail at $1.00, Skidoo at $1.25 and Gohome at $1.50, and Ladies called "Shoot" to retail at $1.00, are values that cannot be surpassed by any.

Special purchases to interest keen buyers :—100 gross book pins, each containing 200 pins, that can be retailed at 3c. per book. The Enterprise pin, cheapest pin on the market ; latest New York novelties in back and side combs.

For January Whitewear Sale :—Their stock of plain and fancy muslins is complete, large shipments arriving daily. Keen buyers will inspect the following specials :—India Lawns—62 to retail at 10c.; 63 to retail at 15c.; 65 to retail at 25c.; Persian Lawns, right finish and weight, nice and sheer—G 20 to retail at 15c.; G 11 to retail at 25c. Victoria Lawn—L 34 to retail at 10c.; L 36 to retail at 12½ to 15c. Swiss spot muslins, tucked lawns, lace stripes, figures, etc.

A large range of embroideries is being shown, which, if bought to-day, would cost 25 per cent. more. Edging and insertions, matched sets, all-overs, etc., in cambric, nainsook, Swiss muslin and silk.

See Brock's Nuhilda kid glove to retail at $1.00.

Brock's lace department is full of the latest novelties and creations in vals, oriental, Chantilly, torchons, etc., together with black, white, cream, Paris all-overs, veilings, etc., in immense variety. See their carton lots of embroideries in the hands of their travellers—A.B., B.B., C.B., D.B., E.B., G.B., that can be retailed from 5 to 15c. per yard.

Brock's underwear department is well stocked in all lines of ladies' and children's that could not be repeated except by an advance from 10 to 15 per cent. Buyers will be looking after their own interests by placing orders early. Here are a few specials at popular prices to retail at 10c.:—41, half sleeves, 440, no sleeves, to retail at 15c.; 61 and 392, half sleeves, 340 and 460, no sleeves, to retail at 20c.; 441 and 111, half sleeves, 410 and 550, no sleeves, to retail at 25c.; 141 and 481, half sleeves, 570 and 590, no sleeves, to retail at 50c.

In spite of the famine in the glove market Brock's Toronto stock is large and attractive, and, in addition, good value. Some of their leaders that might interest you are :—B122, 2 dome lisle in black, white and colors, to retail at 25c.; B125, 2 dome lisle, black, white and colors, to retail at 50c.; B13, 2 dome taffeta in black, white and colors, to retail at 25c.; B9, 2 dome pure silk, in black, white and colors, to retail at 50c.; B135, 19in. lace jersey, to retail at 25c.; B105, 18in. lisle jersey, to retail at 25c.; B128, 20in. pure silk jersey, to retail at $1.00. These last four numbers can be had in black and white.

For stock-taking the perfection cloth measure, for sale by the W. R. Brock Co. (Toronto) is the invention of the age and time and money can be saved by any merchant procuring one of these from Brock's (Toronto) The price is $2.00. One of Brock's customers in the West writes that this measure has been found a great labor-saver. He sent in a second order.

Long kid gloves can be had at Brock's in black, white, greys and pastel shades. Nazareth waists can be had at Brock's (Toronto) in all the leading styles and prices. Brock's inform us that they have received notification of a 20 per cent. advance in ribbons. Quotations on tapes, webbings, etc., have been withdrawn.

The W. R. Brock Co.'s men's furnishing department is calling special attention to their line of Grizzly brand negligee shirts for spring, which is the largest and best they have ever shown. These are now being passed into stock, and a large number of orders already have been booked. Many of the lines shown are of exceptional value and could not now be repeated except at a considerable advance. They are also showing two lines of English natural wool underwear to retail at 75c. and $1.00 which are much below present market prices. French and satin balbriggan underwear are the best lines in the market to retail at 50c. Two specials in their men's glove department are "Bemson," an unlined kid glove to retail at $1.00 and "Royal" a silk-lined kid glove to retail at $1.25. Brocknit black cashmere half

hose, all sizes, are now in stock again. "Success" linen collars, the best value to retail at 2 for 25c., all sizes and styles, are in stock.

Deliveries will be the big item in this season's trade in whitewear, cotton waists, wrappers, etc. The firm with the goods will be the one which will get the business. Laces, embroideries, etc., are already away behind and it looks as if it will get worse as the season advances. The W. R. Brock Co. anticipated this early last year and placed their orders accordingly. They expect to make deliveries of early goods in good time and will be in an excellent position to look after the sorting trade later on, but merchants should anticipate their wants and get their orders in at once, as the supply will not equal the demand. When May and June arrive the usual scarcity will develop, only to a greater extent than ever before. Brock's lines of white waists are better and fuller in range than ever, the numbers from $9.00 to $36.00 are the lines on which they pride themselves. These, taken in conjunction with the free illustrated circulars, are snaps which simply sell themselves. See the cuts in this number, all popular priced goods. The W. R. Brock Co. are showing three special lines in silk skirts, black, accordeon plaited flounce, dust ruffle, $3.75 each ; shot silk, all colors, $3.50 ; Colored (plain colors) $3.75 each. These are all specials from job silks.

The Claman Waterproof Co.

"The house that merit built" is the timely catch phrase adapted by this raincoat house, who have won an established place in the trade owing to the excellence of their goods and right treatment of customers. They have progressed steadily and turn out a full line of raincoats and tweed garments for ladies and children, to which every attention is given. Even those small parts in the make-up of a garment which are considered by many as unimportant, are given most diligent attention. Style and the highest possible standard in point of finish and material used are the lines upon which the Claman garments are made, and which enables the company to present them to the trade as the best that ability can produce. It is the years of experience that has brought about the excellence which characterizes all that the firm turns out. To have every thread genuine, every part of the work durable so that each seam will stand the closest scrutiny is their aim.

In an up-to-date catalogue the firm supplies all information regarding their products. There are cuts of the leading garments made by the firm, the variety of styles is large, showing the loose fitting coats, semi-fitting coats and the fitted coat. Children's coats are shown in a pleasing variety. Garments both of tweeds and in rainproof goods for ladies, children and men in all styles are shown. Not only is the outside shown, but at the back of the book there is a cut showing the firm's method of half-lining their rainproof coats for ladies and gentlemen. The last page of the catalogue gives full information as to measurements and general information as to sizes. The firm will be pleased to forward to any address one of their valuable catalogues upon receipt of application. It is one way of seeing a stock that cannot fail to please the most fastidious.

New Jacket Form.

The accompanying illustration shows a new jacket form manufactur-



ed by Delfosse & Co., Montreal. It can be adjusted to any height or angle.

Robes—Semi-Ready.

There is a big demand for semi-ready robes, both for present selling, and for the Spring and Summer trade. The Canadian agent for Wm. Liddell & Co. has just received a special set of samples of the latest effects in embroidered linen robes. The skirts are amply wide, and are cut with seven gores, and are handsomely embroidered in heavy padded and eyelet Irish peasant embroidery. These robes are not only high style, but are of specially attractive value, as they can be retailed at from $10 up to $25.

The same agent has also on view a line of late novelties in lace robes. These come in specially handsome patterns and combinations in spray effects in Honiton, and Honiton and Cluny, and they are just the right thing for handsome evening and reception gowns, and also for wear at the many fashion events, such as the Horse Shows, race meetings, etc., in the early Spring.

Hewson Woollen Mills.

The new knitting division of the Hewson Woolen Mills, Amherst, N. S., is now in operation and samples are on the road for the Fall of 1907. A particularly strong selling organization has been secured, among whom are Messrs. Haywood, Finlayson and Redmond, who have for years represented Campbells, of Glasgow. W. A. Ingalls, of New York, has taken a financial interest in the Hewson concern, and as he is an expert, and inventor along the knit goods line, the knitting mill under his superintendency should prove to be as great a success as has the cloth section of this thriving Amherst industry.

Another interesting New Year announcement is the fact that the well-known woolen manufacturer, T. Costello, of Lanark, Ont., has intimately associated himself with the Hewsons. Mr. Costello's wide acquaintance with the trade of the entire Dominion, as well as his practical knowledge of woolen manufacturing, will add much to the already strong forces in control of the Hewson Mills. Increased facilities are being added for a larger output of pure wool tweeds and ladies' costume cloths, as well as of the new line of fine worsted suitings recently placed on the market.

I. Mishkin & Co.

This progressive firm has felt the necessity of adding to their already large premises, and are adding, at the present time, another floor to their factory. The steady growth of their trade and the growing favor for their celebrated "Reliable" brand of waists has encouraged the firm to carry their trade into every part of the Dominion. The "Reliable" waists have won for themselves a leading place in the esteem of the trade, they stand for all that makes for the best in quality and value in waists. They are specializing for the spring a large range of lingerie waists of sheer whites, linens, lawns and Jap silk of the very latest styles. Their shirt waist suits of chiffon and taffetas are superior garments in point of finish and durability.

There are many unique points in

the "Reliable" brand of waists which distinguish them from all other makes. They rank in a class by themselves which, when seen, are at once pronounced the best the market affords. The name stands for the best, based on merited success. The popular jumper waist has been made attractive to buyers this year, having points about them which place them in a high position, they immediately appeal to those with an eye to all that is good and reliable. Sales are facilitated when this brand is carried. Salesmen are now on the road and will thoroughly cover the ground. Mr. Mishkin, the head of the firm, will also go on the road, covering the principal places of Ontario. A postal card sent to the office will bring a representative to all those interested.

London Travelers' Club

The officers of the Travelers' Club, London, for 1907, are as follows: Honorary President, Hon. C. S. Hyman; Hon. Vice-Presidents, H. E. Buttrey and Donald Ferguson; President, C. W. McGuire; Vice-President, J. S. Townsend; Second Vice-President, Geo. H. Detlor; Hon. Sec., J. J. Dyer; Hon. Counsel, E. W. M. Flock; Auditors, J. K. Spry and J. T, Green; Executive, A. H. Brener, Fred S. Fisher, H. W. Luid, J. J. Harkness, T. W. Edwards, L. iC. Johnston, J. M. Ferguson and A. H. Moran.

Store Awnings.

Wm. Bartlett & Son make a specialty of awnings, and they point with justifiable pride to samples of their work at "The Savoy" and Ryrie's new store, Toronto. The former is fifty feet in length and the latter seventy. The firm claims special merit on lines from fifty to seventy-five feet, and also on any size for a prism glass front. The sprocket and chain attachment make it possible to raise or lower a very heavy awning by using a small amount of power. The firm's headquarters are on Adelaide St. West, Toronto. They cater only to a good class of trade.

The W. R. Brock Co., Limited, Montreal.

Indications are that there will be a good sale for ladies' embroidered hose this season, and the Brock Company have prepared for it by purchasing some very nice lines.

In plain black cashmere, the range shown is very interesting to the close buyer, very good values to retail at 25, 35, 40, 50, 60 and 75 cents being offered. Chief among these are the "Canadian Boy" to retail at 25 cents in sizes 6 to 10, and "Buster Brown" to retail at 25 cents also. "Llama" to retail at 50 cents is still going very well.

In balbriggan underwear the stock is practically complete, lines to retail at 25 to 75 cents being shown. The 50 cent line is particularly worthy of mention.

Then there are eighteen different lines of negligee shirts, prominent among them being S83 to retail at 40 cents and S85 to retail at 50 cents—both crackerjacks. Price is not the only thing that has been considered in making these shirts—there's no skimping of material.

In umbrellas, the self-opener to retail at 75 cents should go well with the retailer. The manager of this department states that the line offered to the merchant at this figure is something extra special and ought to make a hit this season. There is also a large range of the better class of goods, too, an umbrella to retail as high as $5.00 being shown.

Broadcloths and Venetians are selling very freely, TB1 still being a favorite in Venetians. Cream lustres are also in demand for the Spring season and intending purchasers had better get their orders in now as wholesalers' stocks are selling out very rapidly, and it takes some time to get repeats from the manufacturers.

Black and white check goods are greatly in demand and can be had from the Brock Co., to retail at from 15c. to $1.50, while the white and black overcheck material can be had to retail at from 35 to 75 cents.

The range of whitewear this year, to quote one of the customers, "is the best in the trade." The department was put under new management some time ago and things have been humming ever since, old goods being jobbed out and new, up-to-date material brought in. Orders taken so far for whitewear very largely exceed last year's business and things look very bright indeed. One of the innovations is the opening of a children's whitewear section, everything in the way of whitewear for children from birth to the age of 7. Special mention might be made of an infant's dress to retail at 75 cents. A visit to this department is well worth any merchant's time.

Greenshields, Limited.

Active ordering is the prevailing feature of the wash dress goods department. Good lines of prints, muslins, linens and shirtings are daily arriving from the mills. There are many novelties to choose from which cannot fail to give entire satisfaction to all the requirements of the day. Waistings are a specialty with this firm. In anticipation of an enormous season they have banked heavily on certain lines. The sheer white waistings are quick sellers, and orders should be placed early, as it is quite certain that owing to the mills being overbooked with orders there is bound to be a shortage. Swiss, Persian, India and Victoria lawns can be had at all prices. Jap stripes are being carried in a large assortment and are sure sellers.

Their lines of ginghams, flannelettes and shirtings are now complete for spring. Some bargain lines can be had which are of genuine value. The stock of staples is now complete and the company is prepared to quote prices on many lots which will please the closest buyer. Their line of overalls this year is an extensive one, and with it a big bid for the trade will be made. In this department many excellent bargains are to be had, and there is the best of stock to choose from. In the dress goods department a large stock is being carried, and it is being added to every day. The leader is the taffeta vigoreaux, in plains, checks and stripes. Greys, which are a strong feature of the market for the coming spring, are being carried in a choice variety. The gunmetal checks in black and white, are very strong, and this firm booked heavily in them, and the growing demand proves that no mistake has been made. Black and colored taffetas continue to be leaders and in these Greenshields can supply the best that these lines can afford. Tweeds and homespuns in light shades, greys and black and white for suitings are strong for spring. Plaids, clan tartans and Panamas are exceptionally good, and the stock in hand of these lines is calculated to meet the demand of the trade in general. A full range of the best furs ever carried, will be in the hands of the travellers this month, which should be seen by all intending purchasers. The Shield Brand of ladies' waists in a large range is being shown by the travellers. Lawns and Jap silk waists are winners. They embrace every quality which makes for the best in waists, and are of the latest styles. A large stock of ladies' wrappers in all sizes and of all prices to suit the trade.

The hosiery department has some special values to offer from a very large stock of domestic and imported cotton, lisle, plain, fancy, wool and cashmere hose. Their No. 8 at $2.25 and No. 14 at $4.50 are two of their special lines which are a genuine bargain. Among their lace ankle cashmeres is the Duchess at $6.25 and the Victoria embroidered special at the same price. The Princess Ena embroidered ankle at $4.25 is a line of merit, and the price very little for the class of goods. A full range of all colors is kept in stock to choose from. This firm has bought their large stock of gloves at a time which enables them to sell at a low figure, they are now in a position to supply all lines of gloves. The range of lisles is large and a big season is expected in the line. All staple lines of handkerchiefs they are enabled to sell at prices which prevailed in the early spring of 1906, having bought a full line at prices which prevailed previous to the increase of the market prices. The white linen handkerchiefs with four to six cords on the border are bound to be fashionable here soon as they are now held in great favor in the States. This firm has a complete range of them in prices from 60c. to $1.00, the 85c. line being the most popular. In view of a great season for laces the firm placed orders prior to the increase of prices and before the scarcity was felt in lace markets of Europe, this enables them to dispose of the well assorted stock at prices which would be difficult to beat. Vals. and net tops are in big demand. Guipure lace collars have again taken a hold of the fashion centres, and in these this firm can supply the demand to the satisfaction of the most fastidious.

In the silk department the bookings for stripes and fancy tartan checks are very big. The price of all silks are rising fast and it is advisable in the face of this to order as soon as possible, for those not covering themselves immediately will have a scarcity and higher prices to contend with. Plain and fancy poplins are kept in large stock and they are in a position to fill all orders at an early date. Grey silks are also good sellers and in this line the firm are prepared to meet a greater demand than ever before.

Thomas May & Co., Limited.

Notwithstanding the disastrous fire of the 9th of December their business has been very little interfered with, as they fortunately had not yet received their Spring importations.

They have moved into temporary premises, No. 16 Lemoine St., Montreal, and are glad to notify the trade that they have a complete stock of ribbons on hand, and are able to fill any order at once.

They have added to their range of plain ribbons a large assortment of fancy ribbons for this Spring, which are going to be a very great fashion, and should recommend themselves especially to the millinery trade.

They cordially invite all their customers to give them a call.

Standard Umbrella Co., Montreal.

It is important that the public should understand that in the past few years there have been rapid strides made in Canadian manufacturing of umbrellas. It is no longer a necessity to go to foreign countries to buy umbrellas; there is as good manufactured at home. The Standard Umbrella Company has been keeping up with the rapidly growing demand for goods of a better quality, and they have improved their wares to such an extent that they invite comparison with the best made. Their representatives are showing a better range of samples than ever before. The workmanship shows a most careful finish, and every attention is given to detail that makes for durability and beauty. A large line of fancy handles both in congos, boxwood, in pearls and metals, is being carried and the firm is sustaining its reputation as a concern which treats all orders to the best of their attention and ability. Owing to the scarcity of materials used in the making of umbrellas, there should be no delay in placing orders for Spring.

Samuel Wener & Co.

A raincoat house, new in name only, is that of Samuel Wener & Co. S. Wener, who for many years has had charge of the factory and purchasing department of the Montreal Waterproof Clothing Co., will look after the factory end. Mr. J. L. Gittleson, so long and favorably known as a raincoat traveler, has charge of the selling organization. The combination has all the appearances of success, as both principals will bring to bear upon their work a ripe experience. The firm is also supplied with ample capital. They have fitted up a model factory and are now in a position to fill orders satisfactorily. Mr. Wener has lately returned from an extensive European trip, and many of his ideas secured there will be found in the new line. They show an especially strong range of men's raincoats and assured sellers in ladies' styles.

John Macdonald & Co.

John Macdonald & Co., Limited, state that every department is busy receiving new Spring goods.

In their staple department Crums prints are coming forward very well. Linens are also a very important section of this department, and their showings of these goods surpass any former season.

In their woolen department are many of the newest textures and patterns in trouserings and suitings. Belwarps goods are still leading with the best of the tailoring business and John Macdonald & Co., Limited, are selling agents.

In their silk, dress goods, muslins, hosiery and glove departments, big shipments are arriving daily. Their dress goods sales for Spring have increased greatly over former years, and now that the goods can be seen in the piece are still more popular. In muslins their values are better than ever, and the same can be said of their silks, hosiery and gloves.

As usual their men's furnishings and haberdashery departments are very attractive and new goods are arriving daily for Spring season. Their carpet department is receiving large shipments and they hope in a short time to have their stock complete in every department.

In their letter order department they are leaving no stone unturned to make this department efficient in every particular.

A strong Combination.

J. L. Woods, manufacturers agent, Coristine Building, Montreal, has taken into partnership, Chas. E. Howard, formerly with Gault Bros., Ltd., Montreal. Mr. Woods has been in this country for about four years, and has succeeded in building up a good trade among the leading houses. He has had wide experience in England and spent some years with the well known London house, Hine, Parker & Co. He has, through his good connection secured the Canadian agencies for several leading English houses and has been very successful with them.

Mr. Howard was for twenty-seven years with Gault Bros., Ltd., and during that period was in all departments. For the past eight years he has been buyer and manager for the men's furnisher department, a position which necessitated his crossing the Atlantic twice every year. Mr. Howard is well known and bears an enviable reputation among a valuable clientele. With the joining of such worthy forces the firm of Woods & Howard should prove to be a strong

Condensed Advertisements

AGENTS WANTED.

WANTED:—An agent to represent firm of manufacturers of Nottingham lace curtains; apply, John Aird & Co., Darvel, Ayrshire, Scotland.

GOOD Agent Wanted by St. Gall manufacturer of embroidery, edgings and insertions, allovers and flouncings, blouses and robes. Please address offers to O. F. 2316 Orell Fussili, Annoncen, Zurich, Switzerland. [12]

AGENCIES WANTED

WANTED, a firm of good standing to sell on commission or otherwise our varied production of ladies' and children s costumes, jackets, paletots, etc. Apply Ellis, Hallen & Ellis, Sun Court, Golden Lane, London, England. [12]

FACTORY FOR SALE.

IN Rock Island, the manufacturing centre of the Eastern Townships, three storey wooden factory, 80 x 30, with annex 20 x 20 (two storey)-Good water power, ideal for light manufacturing purposes. Address inquiries to A. E. Cooper, Rock Island, Que.

WANTED

AN agent to represent firm of manufacturers of Nottingham lace curtains. Apply John Aird & Co., Darvel, Ayrshire, Scotland.

BUYER of Montreal dry goods store, residing in Paris, speaking French, English, German and Spanish, is open to represent a good Canadian firm. Apply Box P, DRY GOODS REVIEW, Montreal.

BUSINESS FOR SALE.

MILLINERY and Fancy Dry Goods Business for sale; cause of sale, owner retiring from business; full particulars on application to Walker & Co., New Glasgow, Nova Scotia.

WHOLESALE HOUSES

BROCK & PATERSON ST. JOHN, N.B. LIMITED.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY.

GILMOUR, NEPHEW & CO.

Wholesale Dry Goods and Smallwares.

Are clearing
TABLE COVERS, CHENILLE and TAPESTRY CURTAINS
and all winter goods at bargain prices.

366 St. Paul St., MONTREAL.

TELEPHONE MAIN 2202.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal

MERCANTILE REPORTS AND COLLECTIONS

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.

Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 23 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor

RENFREW, - - ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate an Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

PERCY P. DAVENPORT,
Chartered Accountant and Assignee,
622 McIntyre Block - WINNIPEG, MAN.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cott ns, Dress Goods, Shoulder Pads, etc
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favora' le terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

ALFERD WEYERSTALL
Head Office, 77 York St.
TORONTO

IMPORTER of all kinds of Buttons, Laces, Neckwear, Belts, Dress Trimmings, etc. Complete stock of Buttons and Tailors' Trimmings always on hand.

MOULTON & CO.

Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

BROWN & ASHCROFT
595 St. Paul Street, Montreal.
Manufacturers of th
"B. & A." BRAND SHIRTS
Special values in Flannelette Night Shirts
Guaranteed full size Write for sample lot.

J. SPROUL SMITH
Empire Building - - - TORONTO

Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH
207 St. James Street, - Montreal

SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

WM A. McLEAN.
Barrister, Solicitor, Etc.
Head Office Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation, Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson, John R. Green, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St Thomas, Ont.

combination in the business circles of Montreal.

Among the many lines they will handle are the following: Mercerized cotton and silk threads; cashmere, lisle, cotton and silk hose, including a line of hose with Viyella feet; fancy cardigan and knitted vests; silk ties, mufflers and handkerchiefs; serges, vicunas and covert coatings; natural wool underwear of all descriptions; yarns for manufacturing purposes; children's hats and hoods; boys' and men's jerseys and franklins; American fleece lined goods and worsted hosiery of all descriptions.

Greenshields Western, Limited, Winnipeg.

In the hosiery department, with the large assortment to choose from and the impossibility of getting repeats in time, we would urge merchants to place their season's orders early, so as to insure quick delivery. This also applies to ribbons, prices of which are steadily advancing. This firm placed large orders last Summer, before advances, and are selling goods absolutely at old prices. They also have a very complete range in ladies' and children's vests and drawers for Summer, comprising all prices required by western merchants as well as all lines of lawn, linen, silk, red and indigo blue handkerchiefs, best values to be obtained in the market.

This enterprising firm also has a very complete stock of smallwares and notions, including the latest designs and styles in ladies' belts, in silk, elastic, silver, leather and velvet, at popular prices.

They have as a leader a line of tapestry cushion tops which they sell at $2.00 per dozen, in all the latest pictures. Their range of Swiss embroideries is splendid and prices are right. They inform us that they have a larger and more stylish range of laces, in all makes, than they have ever had, and that orders are coming in fast from all their travelers for these lines. They have in stock, all colors in the celebrated "Orkney" Shetland floss, which they are still selling at old prices, notwithstanding advance in price of wool, as they had a large contract placed before recent heavy advances. They feel that prospects are exceedingly bright for a brisk Spring trade.

Progress in Overalls.

In the overall business no firm can show a more marked and steady progress than that of the Rock Island Overall Co., of Rock Island, Que., the hustling manufacturing centre of the Eastern Townships. The proprietor, S. F. Fregeau, established the firm some seventeen years ago, and from a very small beginning to a modern factory of three flats, with their own electric plant is in brief the history of the firm. Their overalls, working shirts and men's pants have an all-Canadian reputation for quality in its broadest sense. They emphasize the fact that all overalls are cut very full. Nothing is skimped in the cut or the veriest details of manufacture. Consumers are assured of roomy garments with big seats and wide legs. A size 36 is as large as a 38 of other manufacturers. All goods are double stitched, avoiding all raw edges. Goods are cut as carefully as men's high grade pants. The line embraces everything in overalls and smocks, one special line of overalls, the railroad brand, has seven pockets, a watch pocket, a pencil, a rule, two front and two back pockets. Another line has double front, double seat and double knee. The engineer brand is another of their specials. Extra attention is paid to fasteners, snap fasteners are usually applied. Prices range from $4.50 upwards.

Special lines of grocers' coats are made. They make a full line of special working shirts under the Victoria brand, using the best materials and they emphasize the fact that all their goods are roomy. Prices range from $5.50 to $9.00 per dozen. Men's pants are up-to-date in every respect, and range from $12 to $24 per dozen.

CONTENTS

A

After the Shutters are up 50
A Nice Interior 58
Art of Display 85

B

Bank of Montreal Report 70
Business Management 66
Business Notes 215

C

Cash Basis of Doing Business 52
Carpets 187
Clerks Who Have Ideas 178
Clive Works, Redditch 96
Competition of Catalogue Houses 60
Cost of a Modern Store Front 51
Cost of Doing Business 62

D

Dress Goods 167
Dress Accessories 133
Duty on Packing Cases 157

E

Editorial 162

F

Fancy Goods and Notions 157
Footwear in Dry Goods Store 79
Furs 119

G

General Merchant to Railway Magnate 158
Good Advertising 16

H

Hints to Buyers 225
Housefurnishings 187

I

Items From all Canada 211

K

Knitted Goods 109

M

Mainly About Ourselves 196
Manitoba Dry Goods Trade 130
Men's Furnisher 201
Millinery 173
Men and Methods 41
Montreal D. G. Ass'n. 175
Most Successful Ideas 57

N

New Cotton Mills 128
New York Modes 176

O

One of the Best Stores 61

P

Paris Fashions 180
Practical Salesmanship 78
Price Conditions in 1906 73
Preventing Frost on Windows 217
Proposed Postal Express 184

R

Ready-to-Wear Garments 115

S

Show Card Writing 81
Staples 127
Systems of Handling Parcels 56
Successful Millinery Depts. 65

T

Timely Topics 80
Trade Inquiries 95
Two Montreal Fires 116

V

Value of Interior Decoration 88

W

Wall Paper 192
Why Retailers Organize 68
Window Shades 190

CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants, Auditors.
Davenport, P. P., Winnipeg.
Jenkins & Hardy, Toronto.

Awnings, Tents, Etc
Bartlett, Wm., & Son, Toronto.
Tobin Tent & Awning Co., Ottawa.

Blankets, Quilts, Traveling Rugs, etc.
Alaska Feather & Down Co., Montreal and Winnipeg.
Dr. Jaeger's Sanitary Woollen System Co., Limited, Montreal.
Toronto Feather & Down Co., Toronto.

Boots and Shoes.
Campbell, The, Shoe Co., Quebec, P.Q.

Button Machines and Buttons.
Defiance Button Machine Co., New York.
Imperial Button Works, Montreal.
Merchants Button Co., Waterloo.
Shantz, I. Y., & Son Co., Berlin, Ont.

Carpets, Curtains, Rugs, Window Shades, etc.
Brock, W. R. Co., Toronto and Montreal.
Daly & Morin, Montreal.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec
Hees, Geo. H., Son & Co., Montreal and Toronto.
Imperial Carpet Co., Toronto.
Ishikawa, K., & Co., Toronto.
Knox, John & Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
McRae & Walker, Winnipeg.
McDowell, A. H., & Co., Montreal.
Moore Carpet Co , Sherbrooke, Que.

Cloaks, Costumes, Skirts, Shirt Waists, Raincoats, etc.
American Silk Waist Co., Montreal.
Belmont Mfg. Co., Limited, Montreal.
Brock, W. R., Co., Toronto and Montreal.
Canada Cloak Co., Toronto.
China & Japan Silk Co., Montreal.
Empire Mfg. Co , Montreal
Fairbairn, Rhys. D., Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hart Mfg. Co., Montreal.
Knox, John, Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Mishkin, I., & Co., Montreal.
Rylands & Sons, Manchester, Eng.

Corsets.
E. T. Mfg. Co., Montreal.
Konig & Stuffman, Montreal.
Parisian Corset Mfg. Co., Quebec.

Cottons, Prints, Muslins, Shirtings, etc.
Dominion Textile Co., Montreal.
Garneau, P. Fils & Cie, Quebec, P.Q.
Horrockses, Crewdson & Co., Manchester and London, Eng.
"Kingcot" Cottons.
Knox, John, & Co., Hamilton.
Montreal Cotton Co., Montreal.
Rylands & Sons, Manchester, Eng.
Victor Mfg. Co., Quebec.

Cotton Batting.
Dominion Wadding Co., Montreal.

Dress Goods, Silks, etc.
Bradford Dyers Association, Bradford, Eng.
Brock, W. R., Co., Toronto and Montreal.
Brophy-Cains, Limited, Montreal.
China & Japan Silk Co., Ltd., Montreal.
Debenhams (Canada) Limited, Montreal and Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie., Quebec.
Gilmour, Nephew & Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Harris & Co., Rockwood, Ont.
Hirshson, L., & Co., Montreal.
Ishikawa, K., & Co., Toronto.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
McDowell, A. H., & Co., Montreal.
Montreal Cotton Co., Montreal.
Priestleys'—Greenshields Limited, Montreal.
Priestlys'—Greenshields Western Limited, Winnipeg.
Rylands & Sons, Manchester, Eng.

Dress Shields, etc.
Kleinert, I. B., Rubber Co., Toronto.

Dryers, Cleaners, etc.
Bradford Dyers Ass'n., London, Eng.
British American Dyeing Co., Montreal, Toronto, Ottawa and Quebec.
Hermsdorf, Louis, New York.
Parker, R., & Co., Toronto.

Leather Fancy Goods.
Walsh, W. E., Montreal.

Flannels, Flannelettes, etc.
Brock, W. R., Co., Toronto.
Brophy-Cains, Limited, Montreal.
Debenhams (Canada) Limited, Toronto.
Dominion Textile Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Knox, John, & Co., Hamilton.

Frillings.
Fairbairn, Rhys D., Toronto.
Plantagenet Frillings (C. H. Hill & Co.), Nottingham, Eng.

Furs.
Alexandor, A. J., Montreal.
Edgar, John, & Co., Montreal.
Greenleese, S. T., & Sons, Montreal.
Hart Mfg. Co., Montreal.
Hirshson, L., & Co., Montreal
Livingstone Mfg. Co., Montreal.
McComber & Cummings, Montreal.
North Western Fur Mfg. Co., Montreal.
Orr, Wm. E., & Co., Toronto.
Paquet, J. Arthur, Quebec.
Schwersenski, A., & Co., Montreal.
Silver, M., & Co., Montreal.

General Dry Goods.
Brock, W. R., Co., Montreal and Toronto.
Brophy-Cains, Limited, Montreal.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hirshson, L., & Co., Montreal.
Knox, John, Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
Revillon Bros., Montreal.
Rylands & Sons, Manchester, Eng.

Gloves, Mittens, etc.
Fownes Bros. & Co., Montreal.
Galibert, Fred Montreal.
Paquet, J. Arthur, Quebec.
Perrin-Freres & Cie, Montreal.
Pewny's Kid Gloves—Greenshields Limited, Montreal.
Storey, W. H. & Sons, Acton.
Wreyford & Co., Toronto.

Hats, Caps, Etc.
Clement, A. E., Montreal.
Garland, John M., Son & Co., Ottawa.
Paquet, J. Arthur, Quebec.
Wreyford & Co., Toronto.
Vyse, Sons & Co., Ltd., London, Eng.

Horse Blankets.
Walshaw, J., & Son., Bolton, Ont.

Hose Supporters.
Eisman Novelty Mfg. Co., Toronto.
Kleinert, I. B., Rubber Co., Toronto.

Knit Underwaists.
Nazareth Waist Co., New York.

Laces and Veils.
Brophy-Cains Limited, Montreal.
Debenhams (Canada) Limited, Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, & Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
May, Thomas, & Co., Ltd., Montreal.
Sandersons, Limited, Toronto.

Ladies' Neckwear.
Fairbairn, Rhys D. Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hirshson, L., & Co., Montreal.
Knox, John, & Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Ladies' Wear, Ltd., Toronto.
Sandersons, Limited, Toronto.

Mending Wools, Silk, Cotton and Linen Thread, etc.
Baldwin & Partners, J. & J., Leicester, Eng.
De Gruchy, Philip, Montreal.
Frank & Bryce, Montreal.
Ross, G. D., & Co., Montreal.

Men's and Boys' Ready-Made Clothing (Overalls, Leather and Rain-coats, Sweaters, etc.).
Belmont Mfg. Co., Montreal.
Brock, W. R., Co., Toronto and Montreal.
Garland, John M., Son, & Co., Ottawa.
Garnett, J. F., & Son, Idle, Bradford.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hirshson, L., & Co., Montreal.
Imperial Mills Co., Dunnville, Ont.
Knox, John, & Co., Hamilton, Ont.
Mishkin, I & Co., Montreal.
National Rubber Co., Montreal.
Rylands & Son, Manchester, Eng.
Rock Island Overall Co., Rock Island.
Southgate, W. E., & Co., Berlin, Ont.
Wilkins, Robert C., Montreal.

Millinery, Ribbons, etc.
Barry, W. H., & Co., Montreal.
Brophy-Cains Limited, Montreal.
Caverhill, John B., & Co., Montreal.
Debenhams (Canada) Limited, Montreal. and Toronto.
Francois & Co., London, Eng.
Garland, John M., Son & Co., Ottawa.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hirshson, L., & Co., Montreal.
Hitchcock, Williams & Co., London, Eng.
Kyle, Cheesbrough & Co., Montreal.
May, Thomas. & Co , Ltd., Montreal.
Vyse, Sons & Co., Ltd., London, Eng.

Neckwear.
Niagara Neckwear Co., Niagara Falls, Ont.

Needles and Pins.
Morrall, Abel, Redditch, Eng.
Nicklin, J., & Co., Birmingham, Eng.

Novelties and Notions.
Ladies' Wear, Ltd., Toronto.
Nicklin, J., & Co., Birmingham, Eng.
Sandersons Limited, Toronto.
Weyerstall, Alfred, Toronto.
Wrinch, McLaren & Co., Toronto.

Office Supplies.
Business Systems Ltd., Toronto.
Copeland-Chatterson Co., Toronto.
Dancyger Safety Pin Ticket Co., Dayton, Ohio
Universal Systems Ltd., Toronto.

Oil Cloths, Linoleums and Mattings.
China & Japan Silk Co., Montreal.
Dominion Oilcloth Co., Montreal.
Imperial Carpet Co., Toronto.

Papier Mache Forms, Wax Figures, etc.
Palmenberg's, J. R., Sons, New York.

Picture Post Cards and Albums.
Walsh, W. E., Montreal.

Raw Materials.
Sloan, N. P., & Co., Montreal.
Davidson & Gatehouse, Montreal.

Shipping, Railway Insurance and Commission Agents.
Whittingham, W. M., & Co., Liverpool, Eng.

Shirts, Collars, Ties, etc.
Brock, W. R., Toronto.
Brown & Aschroft, Montreal.
Cellular Clothing Co., London, Eng.
Colossus Brand Shirts.
Empire Mfg. Co., Montreal.
E. T. Mfg. Co., Montreal.
Forsyth, John, & Co., Berlin.
Garland, John M., Son & Co., Ottawa.
Greenshields Western Limited, Winnipeg.
Ishikawa, K., & Co., Toronto.
Knox, John & Co., Hamilton.
Niagara Neckwear Co., Niagara Falls, Ont.
"Success" Brand Collars and Cuffs, Montreal.
Wilkins, Robert C , Montreal.
Wreyford & Co., Toronto.

Silks and Satins.
British American, The, Import Co., Montreal

Smallwares.
Brock, W. R., Co., Montreal.
Evans, Geo. H., Montreal.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co., Montreal.
Knox, John & Co., Hamilton.
Morrall, Abel, Redditch, Eng.
Newey Bros., Ltd., Birmingham, Eng.
Nicklin, J., & Co., Birmingham, Eng.
Wrinch, McLaren & Co., Toronto.

Staples and Linens.
Brock, W. R., Co., Toronto and Montreal.
Brophy-Cains, Limited, Montreal.
Dominion Linen Mills, Bracebridge, Ont.
Garland, John M., Son & Co., Ottawa.
Garneau, P. Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Liddell, Wm., & Co., Belfast, Ireland.
McDowell, A. H., & Co., Montreal.
Rylands & Sons, Manchester, Eng.
Wallace, Blake & Shouldice, Toronto.

Store Fixtures and Show Cards.
Clatworthy & Son, Toronto.
Delfosse & Co. Montreal.
Martel-Stewart Co., Montreal.
Richardson, A. S., Toronto.

Russell, A. N., & Son Co,, Ilion, N.Y.
Thayer and Chandler Co., Chicago.
Toronto Brass Mfg. Co., Toronto.

Store Lighting.
Lamson Consolidated Store Service Co., Toronto.
Luxfer Prism Co., Montreal and Toronto.

Suspenders.
Brock, W. R., Co., Montreal.
Globe Suspender Co., Rock Island.
Dominion Suspender Co.,Niagara Falls, Ont.

Towellings, etc.
Brock, W. R. Co. Toronto.
Brophy-Cains, Limited, Montreal.
Cosbie, R. H., Toronto.
Garland, J. M., Son & Co., Ottawa.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hirshson, L., & Co., Montreal.

Umbrellas, Parasols, etc.
Irving Umbrella Co., Toronto.
Standard Umbrella Co., Montreal.

Underwear, Hosiery and Knitted Goods.
Anderson, Son & Co., Leicester, Eng.
Burritt, A., & Co., Mitchell, Ont.
Cartwright & Warners, Loughborough, Eng.
"Ceetee" brand—Turnbull, C., Co., Galt.
Cellular Clothing Co., London, Eng.
Chipman-Holton Knitting Co., Hamilton.
Clinton Knitting Co., Clinton, Ont.
"Crescent" brand—Lennard, S., & Sons, Dundas.
Eagle Knitting Co., Hamilton.
Ellis Mfg. Co., Hamilton.
Galt Knitting Co., Galt, Ont.
Garland, John M., Son, & Co., Ottawa.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Henderson, A., & Co., Montreal.
Hirshson, L., & Co., Montreal.
Imperial Mills Co., Dunnville, Ont.
Jaeger, Dr., Co., Montreal.
Knox, John & Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Lennard, S , & Sons, Dundas, Ont.
Macdonald, John, & Co., Toronto.
McDowell, A. H., & Co., Montreal.
Peerless Underwear Co., Hamilton.
Penman Co., Paris, Ont.
Raven, W., & Co., Ltd., Leicester, Eng.
Simpson, J., Sons, Toronto
Stanfields Limited, Truro, N S.
Watson, Mfg., Co., Paris.
Williams, Walter, & Co., Montreal.
Wreyford & Co., Toronto.

Upholsterers' Supplies
Hees, Geo. H., Son & Co., Toronto.

Wall Paper.
Menzie Wall Paper Co., Toronto.
Stauntons Limited, Toronto.
Watson-Foster Co., Montreal.

Wardrobes
Weir Wardrobe Co , Winnipeg, Man.

Waterproof and Rubber Goods.
Belmont Mfg. Co., Montreal.
Brock, W. R. Co., Montreal.
Claman M., Waterproof Garment Co. Montreal.
Cravenette Co., Bradford, Eng.
McRae & Walker, Winnipeg.
Montreal Waterproof Clothing Co., Montreal
National Rubber Co., Montreal.
Rosenthal, E. L., Montreal.
Wener, Samuel, & Co., Montreal.

Whitewear.
Laurentian Whitewear Co., Levis, Que.
Victor Mfg. Co., Quebec.

Window Shades, Curtain Poles, etc.
Daly & Morin, Montreal
Hees, Geo. H., Son & Co., Montreal and Toronto.

Woolens and Tailors' Trimmings.
British American, The, Import Co.,Montreal
Claman, C., Waterproof Garment Co. Montreal.
Garneau, P., Fils & Cie, Quebec.
Harris & Co., Rockwood, Ont.
Hewson Woolen Mills, Amherst, N.S.

INDEX TO ADVERTISERS.

A

	PAGE
Accountants' Directory	229
Alaska Feather and Down Co	194
Alexandor, A. J.	118, 155
American Silk Waist Co	143
Anderson, Son & Co	34
Australasian Draper	22

B

Bank of Montreal	70, 71, 72
Barry, W. H., & Co	139
Bartlett, Wm., & Son	197
Bell Telephone Co	22
Belmont Mfg. Co	143
Bradford Dyers' Ass'n	25
British-America Assurance Co	22
British American Dyeing Co	94
British American Import Co	206
Brock, W. R., Co	37, 38, 39, 40, 103, 125, 137, 191
Brock & Paterson	229
Brophy-Cains, Limited	67
Brown & Ashcroft	229
Burritt, A., & Co	221
Business Systems Ltd.	84
Busy Man's Magazine	22

C

Campbell Shoe Co	140
Canada Cloak Co	141, 142
Canada Haircloth Co	229
Canada Paper Co	23
Cartwright & Warners	107
Caverhill, John B	221
Cellular Clothing Co	205
China & Japan Silk Co	221
Chipman Holton Knitting Co	107
Claman, M., Waterproof Garment Co.	144
Clatworthy & Son	219
Clement, A. E	204
Confederation Life Association	23
Copeland-Chatterson Co	96
Cosbie, R. H	156

D

Daly & Morin	186
Davidson & Gatehouse	211
Debenhams (Canada) Limited	21, 132
Defiance Button Machine Co	23
DeGruchy, Philip	107
Delfosse & Co	95
Dencyger Safety Pin Ticket Co	33
Dominion Linen Mills	13
Dominion Oilcloth Co	195
Dominion Suspender Co	213
Dominion Textile Co	123, 124
Dominion Wadding Co	19

E

Eagle Knitting Co	105, 106
Edgar, John, & Co	121
Eisman Novelty Co.	36
Ellis Mfg. Co	113
Empire Mfg. Co.	144
E. T. Mfg. Co.	150
Evans, Geo. H.	156

F

Fairbairn, Rhys D	131
Flaws, R., & Son	229
Forsyth, John, & Co	inside front cover
Fownes Bros. & Co.	24
Francois & Co	175
Frank & Bryce	19

G

	PAGE
Galibert, Fred	11
Galt Knitting Co	104
Garland, John M., Son & Co.	35
Garnett, Joshua F., & Son	206
Gilmour, Nephew & Co	229
Globe Suspender Co	204
Greenleese, S. T., & Sons	121
Greenshields Western Ltd	26, 27, 28, 29
Greenshields	1, 2, 3, 4, 5, 6, 7, 8, 193, 199, 222, 223, 224, outside back cover

H

Harris & Co	171
Hart Mfg. Co	inside back cover
Hees, Geo. H., Son & Co	189
Henderson, R., & Co.	104
Hermsdorf, Louis	167
Hewson Woolen Mills	210
Hirshson, L., & Co.	140
Hitchcock, Williams & Co.	14
Horrockses, Crewsdon & Co	12
Hotel Directory	229

I

Imperial Button Works	131
Imperial Carpet Co	194
Imperial Mills Co	206
Irving Umbrella Co	inside front cover
Ishikawa, K., & Co	11

J

Jaeger, Dr., Co	113
Jay Finish Underwear	117

K

King, John, & Son	194
Kingcot	126
Kleinert, I. B., Rubber Co	21
Knox, John, Co	69
Konig & Stuffman	30, 31
Kyle, Cheesbrough & Co.	15, 16, 17, 18

L

Laces & Braids Ltd	171
Lamson Consolidated Store Service Co	94
Ladies' Wear Ltd	151
Laurentian Whitewear Co.	143
Law Russell & Co.	166
Legal Directory	229
Lennard, S., & Sons.	117
Liddell, William, & Co.	156
Luxfer Prism Co.	92

M

Macdonald, John & Co	32
Martel-Stewart Co	94
May, Thomas, & Co	172
McComber & Cummings	122
McDowell, A. H., & Co.	229
McRae & Walker	34
Merchants Button Co	11
Merchants Mercantile Co	229
Metropolitan Bank	22
Mishkin, I., & Co	150
Monarch Shirt Co	211
Montreal Waterproof Clothing Co	153
Montreal Cotton Co.	9
Moore Carpet Co	196
Morrall, Abel	97, 98, 99, 100, 101, 102
Moulton & Co	229
Munderloh & Co	34

N

National Rubber Co	154
Nazareth Waist Co	149
Newey Bros. Ltd	197
Niagara Neckwear Co	213
Nicklin, J., & Co	23
Nisbet & Auld	159, 160
North Western Fur Co.	122

O

Orr, W. E., & Co.,	122
Oxford Mfg. Co	211

P

Palmenberg's Sons, J. R	84
Paquet, J. Arthur	202
Parisian Corset Co	139
Parker, R., & Co	34
Paton, John, Son & Co	107
Peerless Underwear Co	114
Penman Mfg. Co	200
Perrin, Freres & Cie	204
Pewny's Kid Gloves	5
Plantagenet Frillings	10

R

Raven, W., & Co., Ltd.	104
Richardson, A. S	84
Ross, G. D., & Co	131, 156
Rosenthal, E. H	155
Rock Island Overall Co	205
Russell, A. N., & Son Co	91
Rylands & Sons	20

S

Sanderson's Limited	132
Schwersenski, A., & Co	118
Shantz, Jacob Y., & Son Co	34
Silver, M , & Co	122
Simpson, J., Sons	115
Smith, J. Sproule	229
Standard Shirt Co	208, 209
Standard Umbrella Co	140
Stanfields Limited	104
Stauntons Limited	193
Storey, W. H., & Son	139

T

Thayer & Chandler Co	91
Tobin Tent & Awning Co	203
Toronto Brass Mfg. Co.	93
Toronto Feather & Down Co	193
Turnbull, C., Co., of Galt	112

U

Universal Systems, Limited	91

V

Victor Mfg. Co.	154
Vyse Sons & Co., Ltd.	172

W

Wallace Blake & Shouldice	13
Walsh, E. H	107
Walsh, W. E.	229
Walshaw, J., & Son	219
Watson Mfg. Co.	108
Weir Wardrobe Co	92
Wener, Samuel, & Co	152
Western Assurance Co	22
Weyerstall, Alfred	229
Whittingham, W. M., & Co.	23
Wilkins, Robert C	inside front cover
Williams, Walter, & Co	117
Wreyford & Co	204
Wrinch, McLaren & Co	23

SPRING GARMENTS

A very Extensive and Varied range of **MILADI** *Coats, Suits and Skirts is now ready for your inspection.*

The Hart Manufacturing Co.

13 Notre Dame St. East, :: :: MONTREAL

PRIESTLEYS' HUGUENOT CLOTH

THEIR LATEST CREATION



PRIESTLEYS' ALL WOOL

"HUGUENOT" CLOTH is a combination of beauty, suppleness, and durability, which will add to the reputation of these celebrated makers.

"HUGUENOT" CLOTH

PRIESTLEYS' unrivalled, dyeing and finishing has produced a cloth sure of immediate appeal to present day demands. "HUGUENOT" cloth possesses all the durability and close texture of the old time serge, with the soft rich draping qualities of a French Cashmere.

FASHIONS' FAVORITE

Colours include the latest shades in various profusion, rich tints of red, green, blue and brown and new evening shades. Rich dye and permanent finish characterize every yard.

FOR HARD AND DRESSY WEAR

It will be the Spring leader and liven up the interest in your Dress Goods Department.

You need it—Your customers want it

SAMPLES AND PARTICULARS UPON REQUEST

SOLE AGENTS FOR CANADA

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited
Vancouver, B.C.

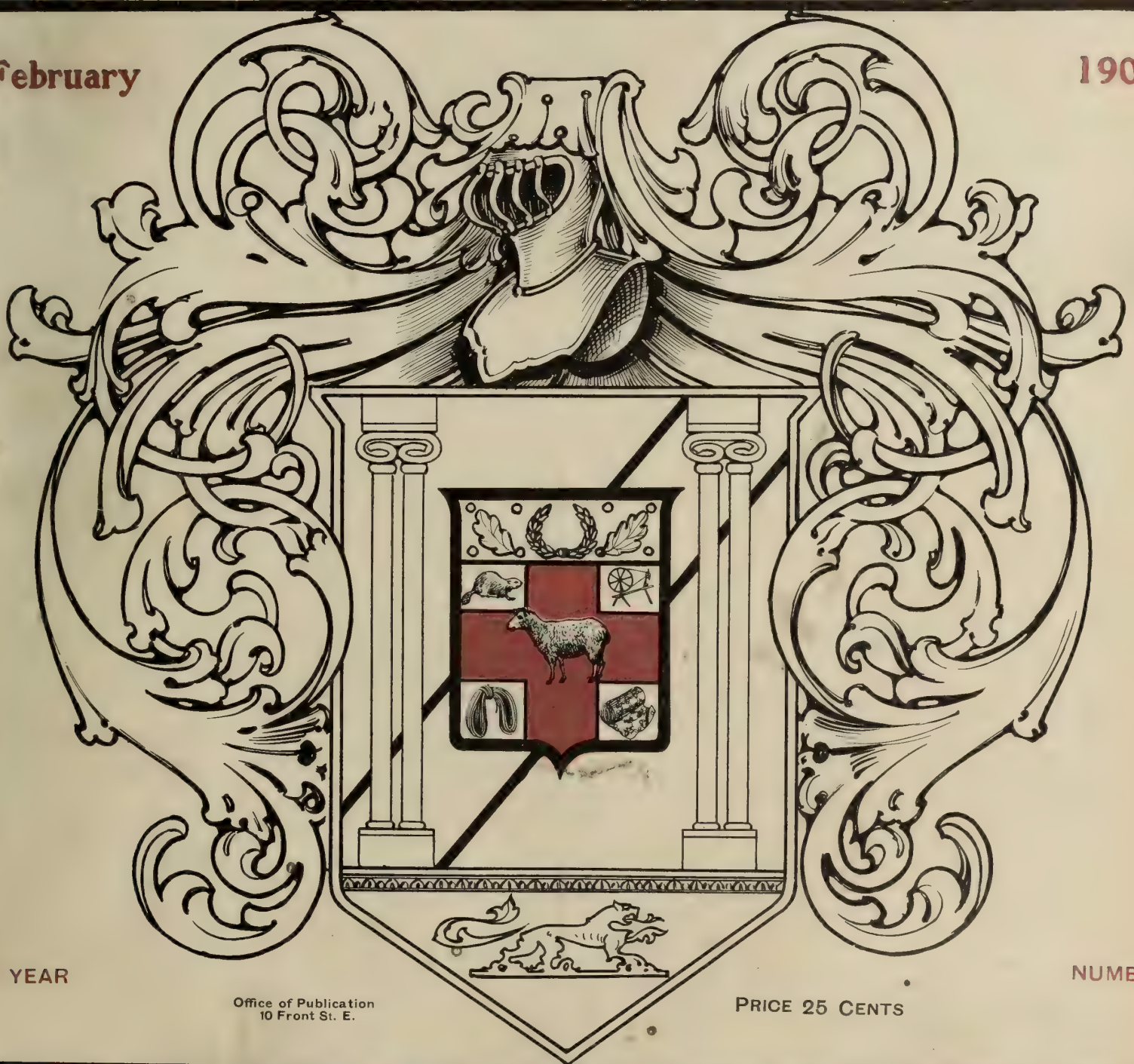
SPECIAL FEATURES

Millinery and Knitted Goods.

THE DRY GOODS REVIEW AND MEN'S FURNISHER

February

1907



TH YEAR

NUMBER 2

Office of Publication
10 Front St. E.

PRICE 25 CENTS

THE MACLEAN PUBLISHING CO. LIMITED

MONTREAL, TORONTO, WINNIPEG.

Over 30 Years Established.

Largest Equipment in Canada.

Dyers for the Trade

Leading Merchants all over Canada our customers.

Transform dead stock into new. Banish losses.

R. Parker & Co.

Dyers and Finishers. TORONTO, CAN.

FANCY PARASOLS

We look for a large increase in the sale of Fancy Parasols and have anticipated your requirements with the most complete line we have yet shown.

We solicit your orders—

Samples now in the hands of our travellers.

The

Irving Umbrella Company

LIMITED

MANUFACTURERS

79-83 Wellington St. W., Toronto

"ROOSTER BRAND"



I CROW OVER ALL
OVERALL
IS THE BEST
OVERALL
OVER ALL
CANADA

ROBT. C. WILKINS

Manufacturer, . MONTREAL.

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads. on pages 6, 7, 8 and inside back cover

Sorting Orders

We can supply your immediate requirements promptly and satisfactorily.

THE opening of the month of February finds us exceptionally well prepared to attend to all your orders, whether they are given to our travellers or sent to us direct by mail.

Not only can we fill all sorting orders for immediate requirements, but we can give you attractive values in all lines of Spring Goods and we can ship without delay.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
WINNIPEG

GREENSHIELDS & CO. LIMITED
VANCOUVER

PRIESTLEYS' HUGUENOT CLOTH

THEIR LATEST CREATION



PRIESTLEYS' ALL WOOL

"HUGUENOT" CLOTH is a combination of beauty, suppleness, and durability, which will add to the reputation of these celebrated makers.

"HUGUENOT" CLOTH

PRIESTLEYS' unrivalled dyeing and finishing has produced a cloth sure of immediate appeal to present day demands. "HUGUENOT" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a French Cashmere.

FASHION'S FAVORITE

Colours include the latest shades in various profusion, rich tints of red, green, blue and brown, and new evening shades. Rich dye and permanent finish characterize every yard.

FOR HARD AND DRESSY WEAR

It will be the Spring leader and liven up the interest in your Dress Goods Department.
You need it—Your customers want it.

SAMPLES AND PARTICULARS UPON REQUEST

SOLE AGENTS FOR CANADA

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited,
Vancouver, B.C.

February Clean-Up



This month will bring out all the broken lines throughout the House; each department will quote special clearing prices for all odd lines.

Fancy Wash Muslins

This season's offerings in English and American printed muslins are particularly good, distinctive patterns on good medium cloths that can be retailed at 10c., 12½c. 15c. and 20c.

Special Attention is Directed

to our very attractive range of Ready-to-Wear Blouses. Notwithstanding the season's crop of prophets to kill the old stand-by, they are still with us and each garment represents its usefulness in style, fit and finish. Prices to retail, 75c., $1.00, $1.25 and $1.50.

Mail Order Department

We wish to impress on each one of our patrons the many advantages of our Mail Order Service, the time and loss of sales that occur throughout the year when a postal card will do the work, satisfy your customers, and hold them as well. As for samples, we shall endeavor to submit you the most liberal cuts possible and give all the information regarding them we possibly can.

John M. Garland, Son & Co.

Wholesale Dry Goods. **OTTAWA, CANADA**

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

As Ye Sow



Ye Reap

JUDGMENT

Months ago we sowed the seed of preparation for the season's rush. Now **you** can reap the benefit of our preparedness.

Even with the exceptional amount of business booked, our facilities are so extensive we are able, in nearly all lines, to take care of all buyers.

We are completing Spring orders as fast as possible.

When visiting the Millinery Openings inspect our stock for all lines of Millinery Requisites.

KYLE, CHEESBROUGH & CO.

93 ST. PETER ST., MONTREAL

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



THREE SELLING QUALITIE IN

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides every pair is guaranteed.

ALL THE LATEST SHADES AND STYLES IN SPRING 1907 ASSORTMENT.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

Greenshields Western

Wholesale
General Dry Goods

Limited

It
is not yet
too late to place
your order with us for

Crums Prints

Our range is still complete
although many of the patterns
are now nearly sold up.
Buying early insures
good delivery

54, 56, 58, 60 ARTHUR STREET

Winnipeg
Entrance on Both Streets

53, 55, 57, 59 KING STREET

Greenshields Western

Wholesale **Limited**
General Dry Goods

Very Special Offer

1,000 Pieces Wrapperettes that will retail as special at 8c. We want to make room for new goods, and offer these goods at a very low price for quick sale. We consider this a splendid bargain.

Cotton

is in greater demand than ever. Delivery from the mills has been very bad, and for the coming season prospects are poorer than ever before. We have on hand a large stock of Grey and White Cottons, Sheetings and Denims for present delivery.

Overall Special

Our special heavy stripe card pattern drill Overall with bib, to retail at 85c., is a dandy.

The Shield Brand ***Union Made***

54, 56, 58, 60 ARTHUR STREET | **Winnipeg** | 53, 55, 57, 59 KING STREET

Greenshields Western

Wholesale **Limited**
General Dry Goods

CARPET DEPARTMENT

Spring lines are now complete, and we are ready for your rush orders, both in Piece Goods and in Art Squares, in all sizes. An unequalled range of **Art Squares** in Tapestry, Brussels, Wilton, Velvet and Ingrain.

Our range of **Linoleums** is the largest we have ever carried, and we are prepared to suit all tastes at **right prices.**

LACE CURTAINS

are also complete. We have a splendid showing of Nottingham Curtains at all prices.

Frilled Curtains and **Frilled Curtain Nets, Lace Door Panels, Lace Bed Spreads, etc.,** in a large variety.

We carry everything in stock necessary for Hotel Furnishings, and make a specialty of these orders.

54, 56, 58, 60 ARTHUR STREET | **Winnipeg** | **53, 55, 57, 59 KING STREET**

RYLANDS & SONS LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS:

Heapey,

Longford Works,

Gorton.



WORKS:

Swinton,

Wigan,

Chorley.

Capital, $14,500,000; Employees, 12,000

Mr. Busy Man

You may not have much time for reading but it is essential that you read

The BUSY MAN'S MAGAZINE

It will acquaint you with what the successful business men have accomplished. It will keep you in touch with existing conditions in other countries as well as your own. Every article will suggest ideas, which, combined with your own, cannot fail to bring you success.

This many-in-one magazine will interest you deeply, as it embodies the best features of the world's publications. The cream of hundreds. Have your subscription commence with our March issue.

THE BUSY MAN'S MAGAZINE

Toronto, Canada

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

THE METROPOLITAN BANK

Capital Paid Up, - - $1,000,000
Reserve Fund, - - - $1,000,000
Undivided Profits, - - $ 133,133

We Solicit Your Account

GENERAL BANKING BUSINESS

Dratts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc,	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc'	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St.
New York, 1 Broadway

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life. Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office	**Capital** -	**$ 1,500,000.00**
Toronto,	**Assets, over - -**	**3,460,000.00**
Ont.	**Income for 1905, over**	**3,680,000.00**

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

W. M. Whittingham & Co.

GENERAL

Shipping, Forwarding, Railway, Insurance, and Commission Agents and Warehousemen.

ESTABLISHED 1890

Head Office: Liverpool, 20 Chapel St.

and at

London, Manchester, Birmingham, Hanley, Swansea, Cardiff, Newport, and Hamburg

AGENTS IN CANADA:

H. V. COWIE, 476 Temple Bldg., Montreal

W. R. BECC, 88 Bay Street, Toronto



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S. A.

Wrinch, McLaren & Co. SMALLWARES

52 Bay St., TORONTO

TRADE MARK

This design a guarantee of quality

Do You Publish a Catalogue?

If you do you should use "Canadian-Made" Paper

YOUR PRINTER CAN SUPPLY IT.

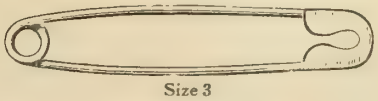
All grades, from the highest "Glossy Finish" to the rough "Antique" and bulky "Featherweight."

CANADA PAPER CO.

TORONTO LIMITED MONTREAL

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



Size 3

NICKELED STEEL DUPLEX IN 7 SIZES.

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Because "The Twentieth Century belongs to Canada" the birth of

...THE...

Financial Post

Was as inevitable as it was necessary

FIRST ISSUE
25,000 COPIES

Saturday, JAN. 12th, 1907

This Weekly will contain all the financial news available on investments. Accuracy is aimed at, but technicality is avoided.

The Post will print reliable news in a readable manner. Finance has its romances as well as its dry bones.

Every Investor, large or small, can find something that will interest him. Canadian securities will be fully and completely dealt with each week.

A page will be devoted to banks and banking interests. There will be special articles for depositors.

Every Young Man determined to make a success of life will be interested in the self-help articles.

SPECIAL FEATURES OF THE FIRST ISSUE

THEN AND NOW—An entertaining and instructive story in parallel columns, showing what a well-known London paper thought of C.P.R. in 1881, and what it thinks 25 years later.

THE GRAND TRUNK PACIFIC—AN INVESTOR'S ANALYSIS—THE QUESTION OF FIXED CHARGES—A COMPLETE MAP OF THE SYSTEM.

THE HUDSON'S BAY COMPANY—The graphic story of the market advances of our oldest joint stock company.

Other special articles by expert writers on Municipal Bonds, the Grain Situation in the West, Branch Banks in the North-West, Cobalt Considerations, the Saving Habit.

THE FINANCIAL POST OF CANADA is a twentieth century newspaper which no investor in Canada—especially at this time—can afford to be without.

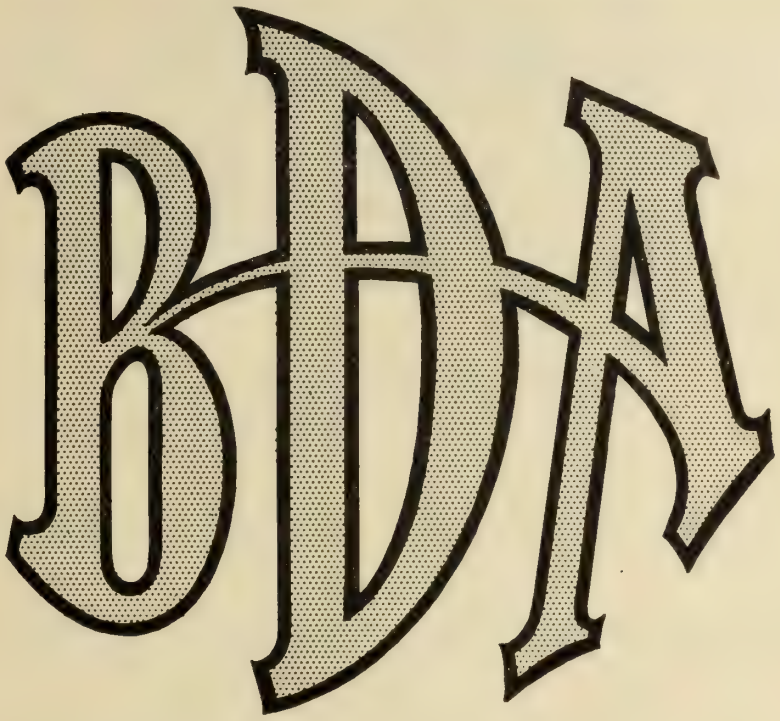
Mailed to any address in the Dominion, United States, Great Britain, and Europe for **$3.00 annually.**

PUBLISHED BY

The MacLean Publishing Company, Limited

Address all communications to our nearest office

TORONTO	MONTREAL	WINNIPEG	LONDON, ENG.
10 Front St. E.	232 McGill St.	511 Union Bank Bldg.	88 Fleet St.



¶ **Quick Selling** qualities stand right out in the new Spring Mohairs. The patterns and colors say "Buy Me" too plainly to be overlooked.

¶ **The Bradford Dyers' Association** have touched perfection in their Spring colors. Every desirable shade, and every effective and fashionable combination are ready for you. The soft, silky finish and the everlasting wear of B.D.A. MOHAIRS are well known.

¶ Order now, and be sure of the goods for your earliest Spring shopper.

Bradford Dyers' Association

Bradford, England

THE BEST WARRANTED KLEINERT TRADE MARK

KLEINERT'S STANDARD

THE BEST WARRANTED KLEINERT TRADE MARK

LINES OF

DRESS SHIELDS

SUCH AS

FEATHER WEIGHT AND ONANDOFF

ARE SOLD BY ALL

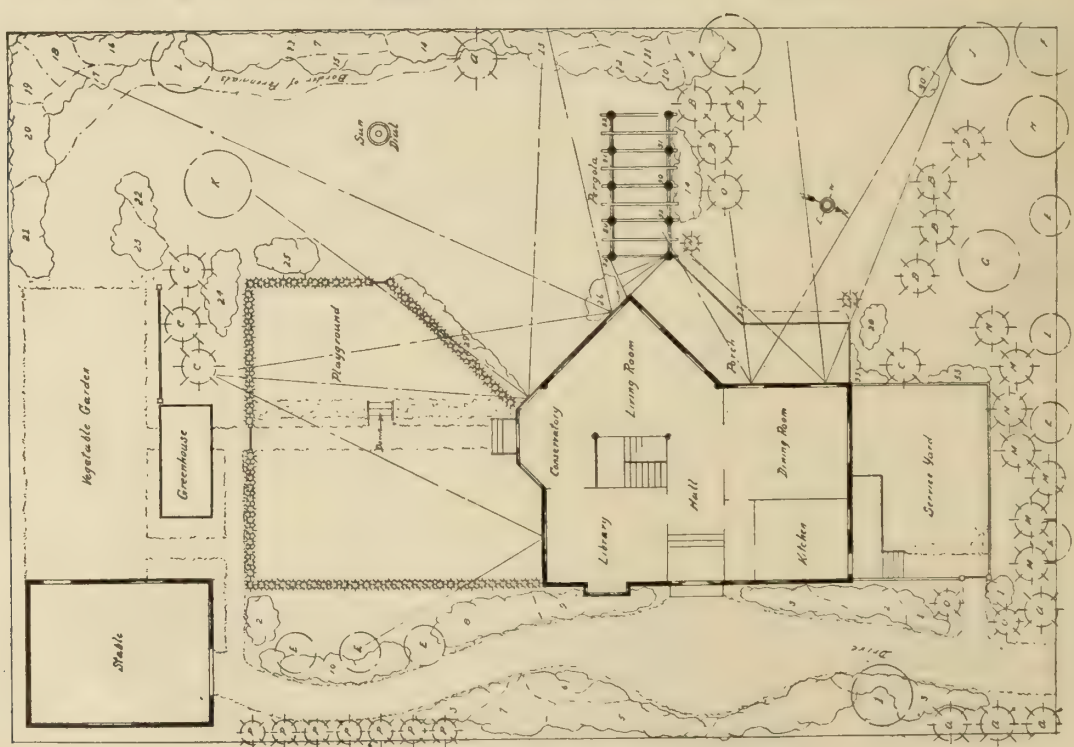
JOBBING HOUSES FROM THE ATLANTIC TO THE PACIFIC

I. B. KLEINERT RUBBER CO.

TORONTO, CANADA

Landscape Engineers

We are the Largest Canadian Nursery Company in this line of work.
We supply working drawings and also supervise plantings.



SET YOUR HOME IN A FRAME OF FOLIAGE

Ornamental Trees, Shrubs, Roses and Vines.

write for Terms and Prices.

BROWN BROTHERS CO., Limited, Nurserymen

BROWN'S NURSERIES P. O., ONT.

ABEL MORRALL LTD

REDDITCH

England

Our Needles
are all selected and
guaranteed, every needle
as perfect as human hands
can make them. Take our ad-
vice, don't buy cheap Needles,
the best will pay you
in the end.



Stocked by all Canadian Wholesale Houses

Our "MULBERRY" and "BERRY" Toilet Pins

are as good as our Needles.

The Dominion Linen Mfg. Co., Limited

BRACEBRIDGE, ONTARIO

MANUFACTURERS

Cream and Bleached Damask Tablings.
Bleached Damask Cloths.
Napkins, Towels and Towellings.
Dress Linens, Dowlas, Tea Cloths.

The best value in the trade. Write us for samples.

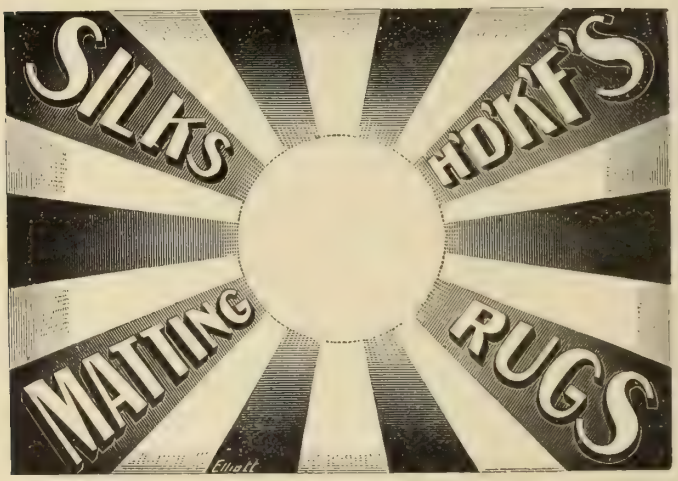
COMPLETE STOCK CARRIED IN TORONTO

Sole Selling Agents for the Dominion

WALLACE, BLAKE & SHOULDICE

Successors to E. B. WALLACE & CO.

79 Wellington Street W., - TORONTO, ONT.



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO

Dominion Hammock Manufacturing Co.

There's something about our Hammocks which hold the reputation for Quality their excellence gained as soon as marketed.

You'll have the Hammock the people insist on having---if you place our name on your order list NOW.

WRITE FOR OUR CATALOGUE

Feature Tapestry Curtains
if you want more business.

Ignore your curtain department and you woo commercial disaster.

We don't pretend to manufacture all good curtains---but we do manufacture the best. Write NOW.

Dominion Hammock Manufacturing Company :: :: Dunnville, Ont.

"Debenhams for Novelties"

Millinery and Laces

Spring Opening 1907

March 4th

and Following Days

In addition to our stock of

Silks, Ribbons, Velvets, Dress Goods, etc.

we shall carry a choice selection of

Novelties in Laces

Also during Millinery Opening we shall show an exclusive range of

Millinery Novelties

to include a choice collection of

Pattern Hats

direct from the leading Paris Salons.

Debenhams (Canada) Limited

Debenham & Co.
London

Bay and Wellington
Toronto

"Spero"

Made from highest grade cotton.

"SPERO" Bleached Calicoes

unrivalled in wear.

Practically fireproof

"SPERO" Flannelette

very durable and of unrivalled make.

"SPERO" MAKE

Reg.d

Printed in new designs, real indigo

"SPERO" Apron Cloths

Suitable for ladies' overalls, children's dresses, &c.

Wash White

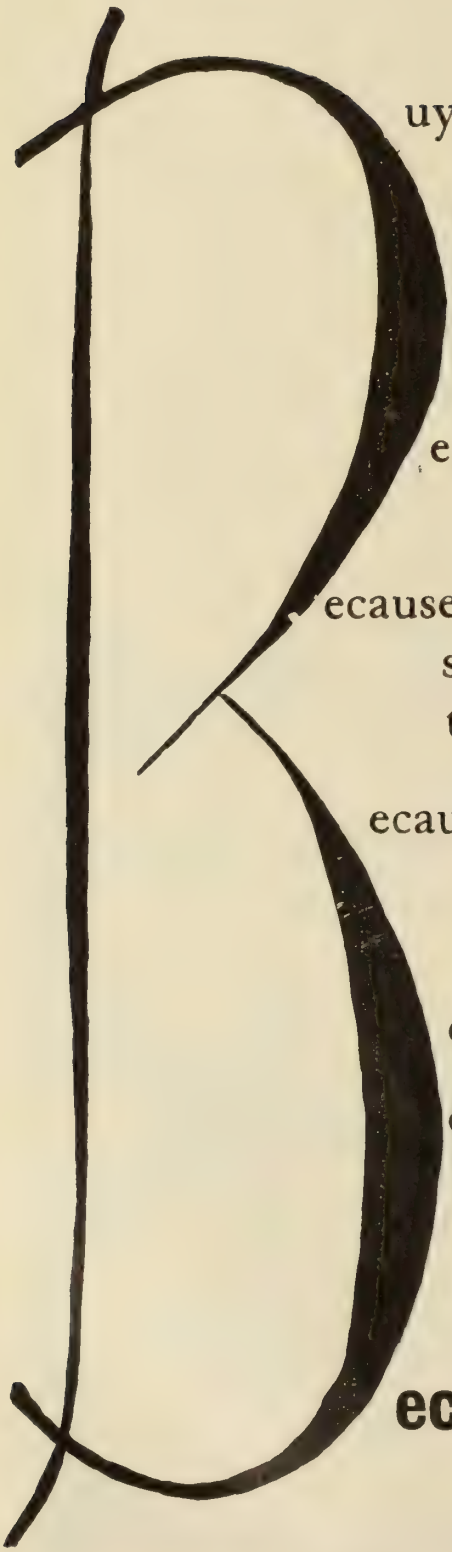
"SPERO" Unbleached Calicoes

and sew easily.

Manchester

The W. R. Brock Co. (Limited)

TORONTO



uy Linens now.

uy Linens from us.

uy Linens sufficient to meet your requirements.

ecause prices have advanced enormously and continue to do so.

ecause our buyers are not confined to any source of supply, but are free to search the markets.

ecause having our three houses to cater for we have placed very large contracts.

ecause we pay cash for our goods.

ecause we show the most complete assortment in the country.

And finally

ecause we can offer every line at old prices

MEN AND METHODS

A Town Store that is right up to the Minute — Why One Merchant is Dropping the Formal Millinery Opening — Dry Goods Store Carrying Boots and Shoes — Keeping Frost Off Show Windows.

SOME WANT TO GROW TOO QUICKLY.

Fulford Bros., of Port Hope, conduct a strictly cash store, and have done so since they started in business. "When we came here," said one member of the firm, "it was predicted that we would not last long. I believe what a former employer of mine said, that it is possible to do a cash business almost anywhere. If a merchant changes from cash and credit to cash entirely he may lose trade the first year, but he must stick by the principle that he has laid down. I'll tell you it hurts to see some people, who have been among your best customers in the past, withdraw and go over to the other fellow. However, it's better to let them go than to make any exception in their case.

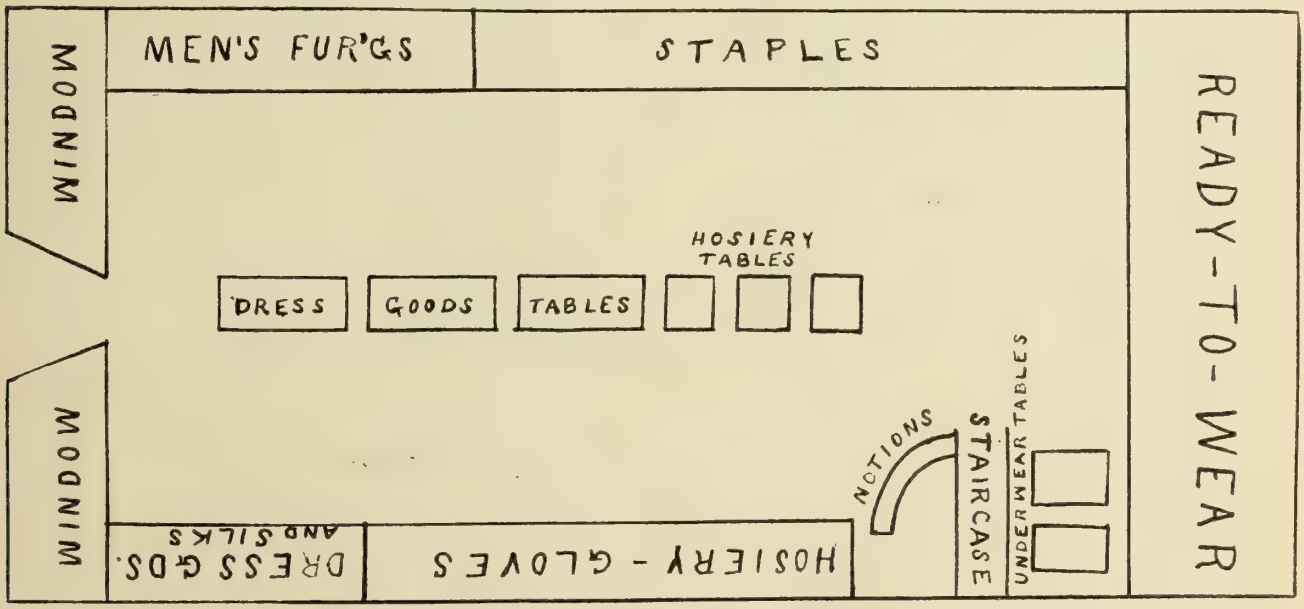
"Many men try to do too large a business," said Mr. Fulford, further. "They are not content to grow naturally."

The considerable number of wealthy Summer residents helps business in Cobourg to a very appreciable extent. After the American civil war it was pointed out by some Southerners that they and others, who had been in the habit of spending their Summers in Maine, would prefer going to Cobourg. Several business men of the town took up the suggestion, built a fine hotel and turned it over to a syndicate. The first season the Southerners who introduced the matter filled the hotel with their friends, and after that it was clear sailing.

"It was the best investment we ever made," said Mr. Hewson to The Review. "In many respects the Summer colony is better for us than a few industries would be."

DRY GOODS STORE CARRYING FOOTWEAR.

Wickett & Son, Port Hope, carry men's furnishings and boots and shoes in an exclusive store, and the large



Rough Diagram Showing Department Arrangement—Baldwin & Carrothers, Tillsonburg.

This firm carry millinery, and the department always pays its way.

A BIG MILLINERY BUSINESS.

Millinery is one of the very best lines with Hewson & Co., Cobourg; in fact, it was the foundation of their business. Some idea of the excellence of this department may be gained from the fact that hats are sent to Boston, Toronto, Montreal, and the west. A formal opening is held each season. The milliner in charge has been with the firm for some time, and has met with marked success.

The monthly account system is in use. An attempt was made to sell for cash only, but it was considered advisable to revert to the old policy of extending short credit to reliable people.

dry goods section is devoted entirely to ladies' wear. The mantle and carpet departments are located on the second floor. Millinery has never been handled.

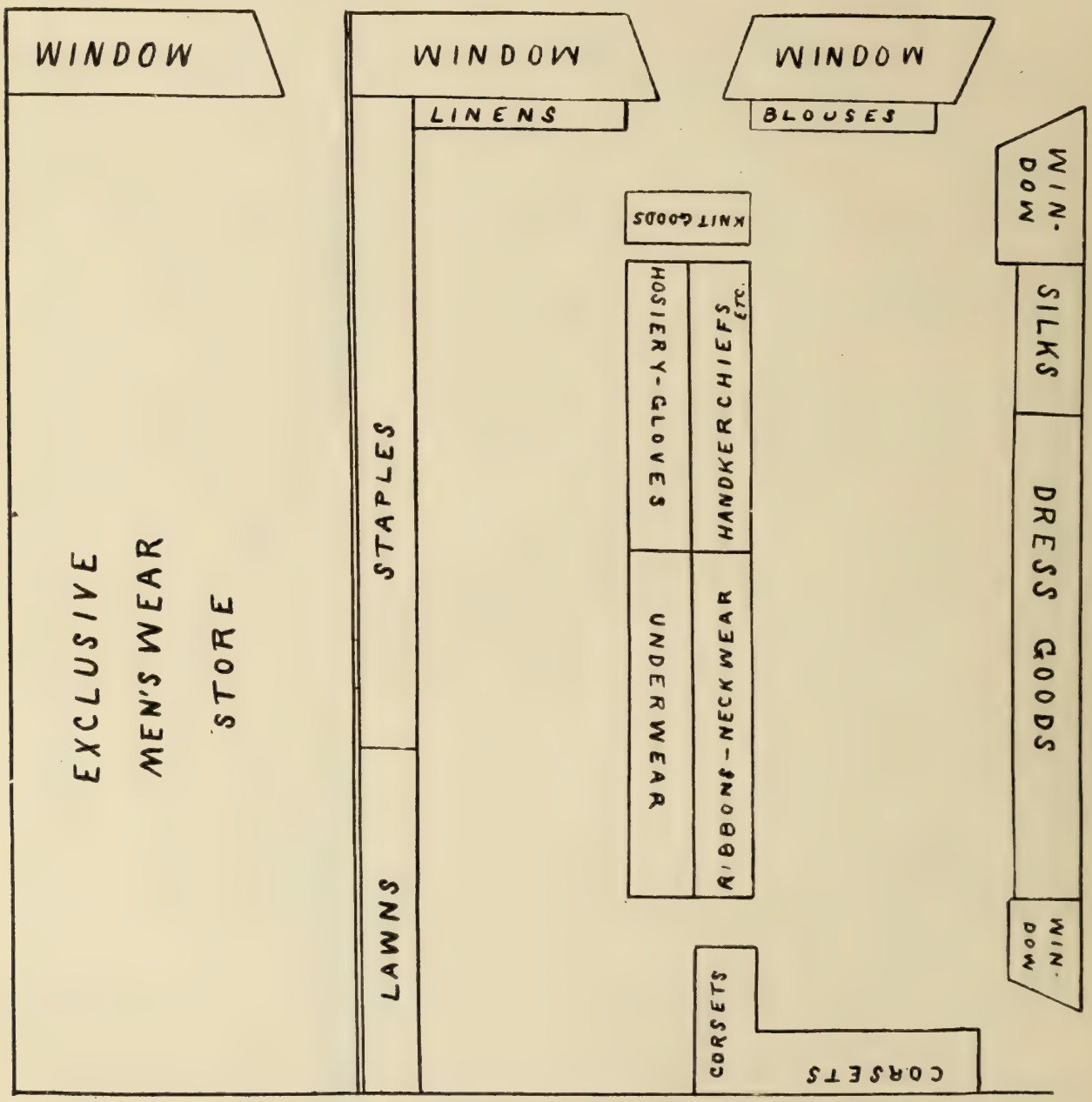
Port Hope, though its population is only 5,000, has a daily paper. This helps the merchants materially. Wickett & Son change their ad. three or four times a week. This store loses very little trade through outside competition. What does go to Toronto is confined to such articles as gowns at $50 or $60.

Special sales are never attempted when there is any chance of them interfering with regular business. In a place of Port Hope's size it is felt that bargains, except at clearing-out seasons, load up customers with goods for which full rates might just as well be secured.

All dress goods bear the name of material, cost mark and selling price on a strip of card attached to the end

of the board in each bolt. The paper in which some of the goods are wrapped is marked to correspond, so that after serving a customer the salesman has no trouble in quickly picking out the right wrappers and returning the bolts to their places on the shelves.

Boots and shoes, both for ladies and men. are carried in the men's wear store. A good volume of business is done, but we believe it could be materially increased if the ladies' section were conducted by itself somewhere in the dry goods store. A great many ladies might reasonably be expected to object to going into the men's department to purchase footwear. As a matter of fact they do, and the firm is obliged to send a good deal out on approval.



Rough Diagram Showing Department Arrangement—Bigelow Bros., Trenton.

WILL DROP FORMAL OPENING.

Barry & Co., Trenton, have a strong millinery department, which they expect to strengthen the coming season, by getting away from the practice of holding formal openings. "Our milliners," said Mr. Barry, "will go to Toronto early and return about two weeks before the wholesale openings. They will get to work at once and trim up fifteen to twenty-five hats in the leading styles. With as many more ready-to-wears we will be in shape for business. This plan will enable us to reduce accumulation of supplies, and also sell dress goods earlier."

This firm has a dressmaking department. It hardly pays its way, but is considered worth maintaining on account of the assistance which it gives the dress goods and trimmings department.

CASH STORE AT OSHAWA.

Sutcliffe Bros., Oshawa, sell only for cash, and they find little difficulty in operating upon this basis. They carry all kinds of general dry goods, but no millinery, except some ready-to-wear lines. For Christmas trade quite a large stock of toys is put in. Splendid show-cases are used for the display of fancy goods. The store windows are large and considerable attention is given to the trimming of them.

MODEL OF NEATNESS AND CONVENIENCE.

In many respects the store of Bigelow Bros., Trenton, is a model of neatness and convenience. Its proprietors have every reason to feel proud of it. In comparison with other dry goods establishments in towns of 4,500 population, it stands high above the average. Splendidly located on one of the main corners, it has five show windows and four entrances. The frontage is seventy feet.

Men's wear is confined to an exclusive store; which is well equipped and made as attractive as possible. A section of the shelving on each side is lined throughout with zinc, and subdivided into bins by partitions of this same material. In these shirts, underwear, socks and gloves are kept, instead of in manufacturers' boxes. Sliding glass doors complete the fittings. So many bins are

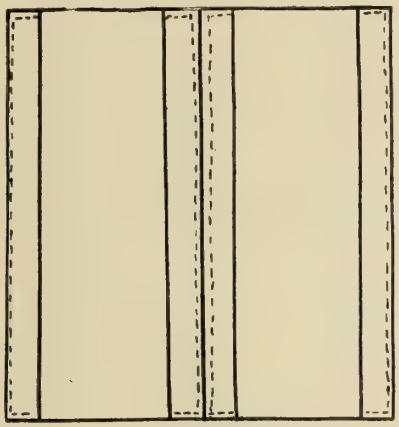


FIG. 1.

set aside for each size in the various articles, and whatever is wanted may be picked out very quickly. Ladies' underwear is kept in the same way.

Wardrobes, tables and shelves are used for the display of clothing. All fixtures are of birch with mahogany stain. Two large show cases for furnishings will shortly be installed. A cash register is used in this section.

Plate glass from a broken window was sent to Toronto and mirrored at a cost of twenty cents per square foot. It was made into panes for the rear of the men's wear window.

The fixtures in the dry goods section are of modern design, and the shelves show every evidence of careful stock-keeping. The accompanying diagram gives a good idea as to the way in which the departments are arranged. There is, of course, an entrance from the dry goods to the men's wear section.

Notions are distributed pretty well around the store. We would strongly advise that they be collected in one department and kept to the front. Ribbons and neckwear might be brought up where the knit goods are now located. The twelve-foot show cases, in which the neckwear is displayed, would appear to great advantage across the front. Notions, in counter bins, should have the position now occupied by handkerchiefs. There might still be plenty of space along this side to accommodate handkerchiefs and knit goods.

A strip of card on the board in each bolt of dress goods gives the name of material, cost and selling price.

Bigelow Bros. have a very good system in connection with dress trimmings and laces. These are all sold from sample, which prevents damage to stock through handling. Most of the samples are shown in books, one of which is roughly illustrated herewith, (Fig. 1). The books are secured, in the first place, from houses where the firm buys its trimmings. The latter make it up themselves. Linen strips, forming shallow pockets, run down each side of every page. Into these are slipped cardboard strips, on which the samples are pasted. Boxes are also used for the same purpose. As each box of trimmings is placed in stock it is numbered. The corresponding numbers appear beside the samples, so that any class of material picked out by a customer may be located in a moment. The stock includes 1,100 patterns of lace.

Ladies' hosiery is kept in stock boxes, into the front of which cards are inserted, showing colors and textures, sizes and prices.

The carpet, curtain, fur and ready-to-wear departments are located on the second floor.

Everything in this store is priced in plain figures.

"We try to stick as close to cash business as possible," said T. D. Bigelow to The Review. "We carry a great deal less on our books now than we ever did before."

The firm advertise in papers at Trenton, Brighton and Colborne.

KEEPING FROST OFF WINDOWS.

In the Men's Wear section of Bigelow Bros.' store, Trenton, the window used to frost over regularly. This was overcome in a very simple way. A hole about a foot square was cut, through a pillar, at the upper left-hand corner, and a grate, such as used in a hot air register, placed on the outside (Fig. 2). The back of the window was made as near air-tight as possible, so as to keep out the warm air. So long as the temperature inside a window is the same as that of the outside air there is no chance of it frosting over.

In other windows this firm tried boring holes around the sash, but could not get sufficient ventilation. It happened that these windows had transom bars about

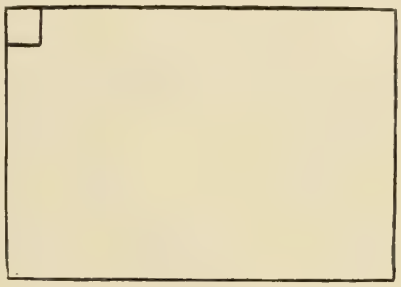


FIG. 2.

eighteen inches from the top. The glass above them was put in frames and made to open up. In this way a great amount of cold air can be admitted in a few moments. Of course it is necessary in this case also to have the back of the window air-tight or almost so.

ALWAYS READY TO SEND FOR GOODS.

Field & Son, Cobourg, do not think it would be possible for them to do business on a cash basis. Credits are watched very closely, and nearly all accounts are rendered once a month.

Quite a number of wealthy people from the Southern States have Summer homes at Cobourg. It is impressed upon them, as well as the townspeople, that goods not carried in stock will cheerfully and promptly be sent for.

CAN'T GET DRESSMAKER.

About two-thirds of the business transacted by J. F. Clark, of Port Hope, is on a cash basis. He finds credits are becoming better right along. Mr. Clark has, like many other merchants, been forced to drop his dressmaking department through inability to secure a good dressmaker.

Brief Talks on Effective Advertising

To Manufacturers and Wholesalers

Given Occasionally by T. Johnson Stewart

THE MACLEAN PUBLISHING CO.

THEME: Beware of The Brotherhood.

There has been more unadulterated nonsense written about "Advertising" during the last decade than on any other subject of interest to mankind— always excepting, of course, "Race Suicide" and "The Annexation of Canada by the United States."

Mr. Business Man! When the representative of any agency on earth talks mysteriously to you about "Advertising" take out a cigar, smoke and enjoy it and let the circus proceed by all means—if you have time. Because you've met a fellow with wheels in his head. Had they been whizzing the other way he would have coyly requested a few thousand dollars for the purpose of patenting his perpetual motion concern and incidentally assuring himself the possession of meal tickets for the ensuing twelve months.

There's a prosperous brotherhood of just such altruistic gentlemen doing business in this Canada of ours to-day.

All agencies are not dyed-in-the-wool enough to be admitted into the inner circle of the Hot Air Trust. There are a few good, square, level-headed men conducting legitimate advertising agencies—clear-seeing fellows with consciences in good working order. These men despise the Easy-Money Hunters and Dollar-Snatchers just as much as we do.

Beware of the Brotherhood! When a member of that mysterious gang betrays anxiety over the way You spend Your money put a forty-horse power padlock on the cash drawer and keep it there while His Excellency hangs around your town. Because it is just about as clear as spring water that some of the gentry are nervy enough to steal the wheels of a trolley car.

This "Advertising Campaign" they've mapped out for you is the result of serious consideration—very serious. And it certainly does look strong and beautiful. But—the needs of your business have positively nothing to do with the matter That good-looking campaign—strong and dandy enough to pull the stars out of the milky way, you think—is built upon the strength of your bank account. Just as soon as The Brotherhood discovered that you had a surplus at the bank they started to figure out how much of that surplus belonged to them. And they decided that 95 per cent. of it was not your money at all.

These campaigns sometimes have their origin in your borrowing capacity or the generosity of your mother--in--law. The needs of your business constitute a side issue. They are only considered inasmuch as they strengthen the absurd claims of the Sons or Rest.

Mr. Business Man! Ignore The Brotherhood entirely. That's the first step towards effective advertising. If you are an ordinarily successful man you know the needs of your business better than any other man on earth. There are times when the advice of a specialist is essential. When such a time arrives we'll be glad to give you all the information at our disposal.

N.B. Our next talk will be An Eye-Opener



? ?



The price question and the question of deliveries are critical and disturbing factors in the business situation at present, that must be reckoned with by all merchants who desire to take the utmost advantage of the prosperous times ahead of us. Keen competition makes this imperative.

We have strenuously endeavored to solve both the problems referred o in the right way, and respectfully solicit inspection of our samples in evidence of the extent and success of our efforts.

Underwear, Hosiery and Gloves

play an important part in creating store-success, and the lines we are now showing will be found hall-marked by all the qualities that tend to build up trade, and insure profit.

In Knit Goods

we would direct special attention to our extensive and attractive range of **Shawls, Fascinators, Tams, Toques and Infants' Requisites.**

Laces, Embroideries, Handkerchiefs, Ribbons

All foreign advices speak positively of decided advances, and continued scarcity of desirable lines in the above goods.

Our buyer was fortunate enough to make purchases in a low market, with the result that to day we offer **complete lines at old prices.** Goods are in stock, ready to ship, so that sorting orders can be delivered immediately.

Smallwares and Notions

By reason of specialization, this department is growing by leaps and bounds, and is stocked for the season with innumerable lines that will vitalize business.

☞VISIT OUR WAREHOUSE WHEN IN TOWN FOR THE MILLINERY OPENINGS.

BROPHY-CAINS, LIMITED

MONTREAL

WHOLESALE DRY GOODS. QUICK SHIPPERS

Good Advertising: How to Produce It

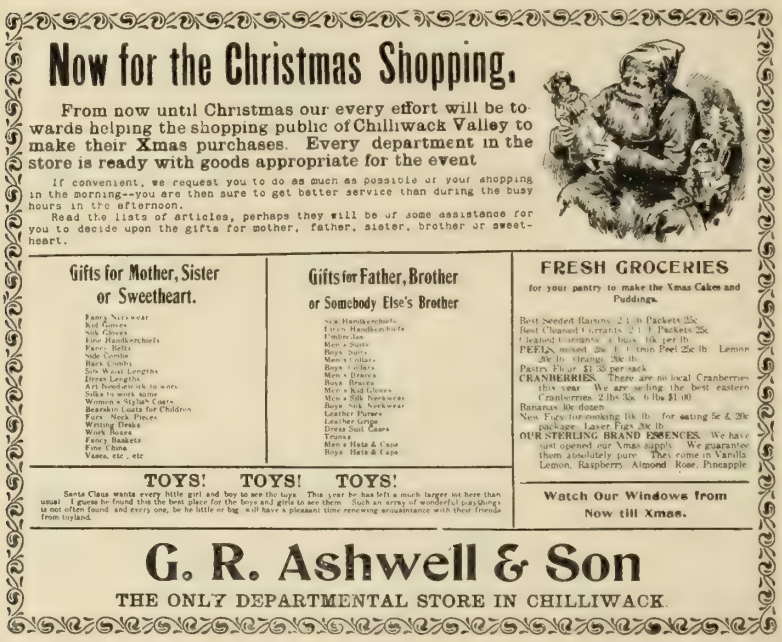
Brief Talks Given Monthly by T. Johnson Stewart,
The MacLean Publishing Co.

Since all advertising is good—more or less—talks under this head may seem superfluous. Therefore it is necessary to clarify the atmosphere by a few general remarks regarding advertising from the retailer's standpoint.

The retailer who is a good judge of human nature is a good ad-writer. He can produce pretty strong copy—and copy is the essential thing about an ad. But—the retailer, who is a good judge of women—the man who considers it worth his while to study the wants of women, can produce far stronger and better copy. Had Solomon lived in our day he would have had us all sitting away back in the rear of the hall. John Wanamaker would have been paying him $100,000 a year and perquisites. Solomon certainly could have handed out a line of talk to the ladies which would have made any bargain-counter rush you ever read about look like a prayer meeting of Quakeresses.

The dry goods merchant who desires to produce effective advertising must possess a knowledge of womankind and a sympathetic knowledge at that.

N.B.—This knowledge can be gained without emulating Solomon in every particular.

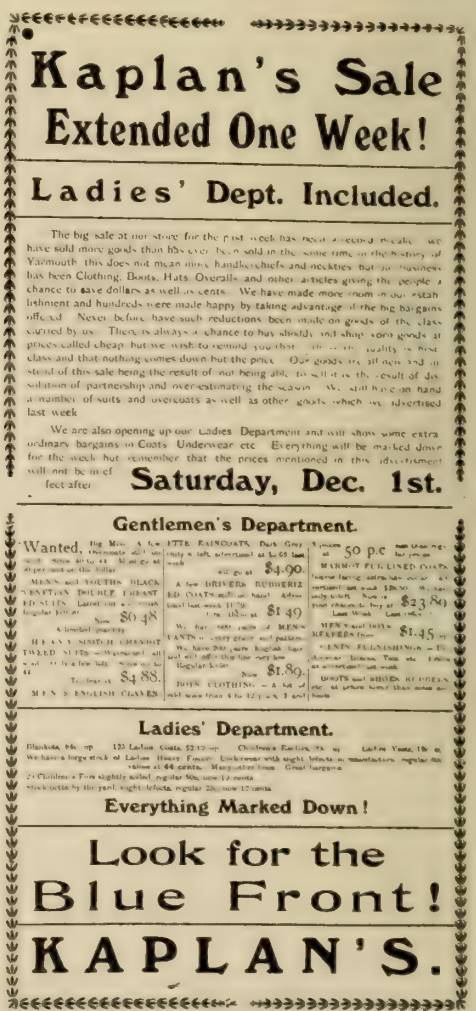


We reproduce two ads this month which most retailers can study a few moments with profit.

G. R. Ashwell & Son's ad is just about as pretty and eye-catching as any we've seen lately. The arrangement is pleasing and, although the copy is not very convincing, yet we would not be surprised to know that "the only departmental store in Chilliwack" did a rushing Christmas trade—largely because of its "onlyness." When I buy presents for "mother, sister or sweetheart" I buy at the store which states the prices. Money talks and talks strong and convincingly in an ad. You catch on, Mr. Ashwell! Buyers want to know the price—especially when they go after gifts. Apart from this I rather like your ad. Put more ginger into your copy, state prices and you're safe to hold your own against any departmental store which makes its appearance in your section.

* * *

We have reproduced the second ad, not to praise it, but to point out its defects. Mr. Kaplan starts out with a lengthy editorial on the big things he accomplished the previous week. All that is just so much space wasted. People do not want to know what you accomplished last week or last year. But they do want to know what you can do for them now. The public is sublimely callous to any reason you may have for holding a sale. That's not the public's business. The next ad you write cut the introduction short and sail right into the facts. That "Gentlemen's Department" is good strong stuff and you might have spread it profitably. Man is a curious animal when he contemplates buying an overcoat. And you must admit, Mr. Kaplan, that it isn't very illuminating to inform probable buyers that you "hold overcoats



JOHN KNOX COMPANY, LIMITED

The Knowing Ones Say "This Will Be a White Goods Season"

They must have taken their cue from our buyers, who anticipated this fact. We have an immense range of

Dotted Muslins
Persian Lawns
India Linens and Nainsooks
Victoria Lawns
Mercerized Brocades, etc.
Swiss Book Muslins

Our prices are right. Buy now. You can do better now than when the "scarce goods" ad. comes out.

Your request for samples or sample pieces will be appreciated

WHOLESALE DRY GOODS - - HAMILTON, ONTARIO

which must go at fifty cents on the dollar." You may have cleared out all the overcoats you refer to in that particular item, but there's nothing about it which would make a man hustle around to your store.

* * *

Bastedo & Co., of Milton, have sent in a pretty good folder. The folder contains some terse, clear-cut copy, and we would not be surprised to know that it landed Milton's paying trade right in their store. But—if there is a reliable newspaper published in Milton, I believe firmly that it would have paid them better to publish that strong copy in that newspaper. Folders are seldom read unless they are of striking appearance.

* * *

The editor of this journal has been insistent on one point: "Descriptive Advertising." The lack of just such matter in country and small city store advertising at once constitutes your weakness and the surprising strength of the big mail order houses. This subject is momentous enough to call for special consideration, and in our next issue I will endeavor to point out the trade-pulling attributes of "Descriptive Advertising."

The Criticism of Ads.

The Advice of Our Expert is at the Disposal of Review Readers at Any Time.

The Review is going to make the "Good Advertising" department one of substantial value to the retailer. Each month we will take up some aspect of the subject and endeavor to give instruction that will be immediately useful. Criticism of ads. sent in to us will form an important, regular feature, and will be accompanied by illustrations. In this connection we trust that no offence will be taken where defects—faulty apportionment of space, verbosity of introductory paragraphs, lack of descriptive matter and prices, etc.—are strongly commented on. We believe it is with the object of receiving real help that merchants send us samples of their advertising for review. Very often ads. which they consider worthy of praise may come in for criticism, but in all caes we will endeavor to state exactly where the fault lies and how it may be remedied. Our advertising expert is competent to give advice on all matters coming under this heading, and we hope our readers will not be slow to take advantage of his assistance.

NOTES.

Samuel Torrens, Oshawa, has both dry goods and groceries, the former being, of course, much the more prominent stock. His store is neat and bright.

F. E. Ellis & Co. are the only dry goods firm in Oshawa maintaining a millinery trimming department. They have as competitors two exclusive stores.

Sam Clarke's "Busy Stores," Cobourg, have a good appearance and do an active business. Tailoring is conducted in a separate store. Boots and shoes are a good department.

"The Arcade," Oshawa, is conducted by T. Miller & Sons, and is an excellent store throughout. No millinery is carried. Ready-to-wear is a very good department. The art, notion and fancy goods departments are prominent and bring splendid returns.

"Craftana"

THE HALL-MARK OF Registered No. 262,500

Maximum Comfort and Durabilty at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.** MONTREAL and TORONTO

Manufactured by **W. RAVEN & CO., Ltd.** Leicester, Eng.

Stanfield's Unshrinkable and "Truro Knit" Underwear

are lines merchants can depend on for quick sales and steady profit.

The fine, all-wool quality—the healthy warmth—the secret process of shrinking which adds, if anything, to the soft durability—are some of the reasons why Stanfield's is preferred to other makes.

Keep an eye on your stock—don't let Stanfield's run low—for business' sake.

Samples of new goods now ready. Write.

Stansfield's, Limited
Truro, N.S.

125a



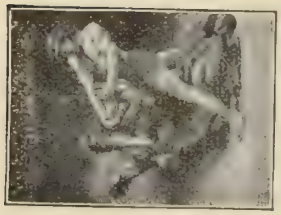
PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.



ROCK RIB
Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.



HERCULES RIB
The Limit of Strength

Made of Three-ply Specially Strong Yarn.

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.
E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED.

Loughborough, England.

WOOL IS A NON-CONDUCTOR, keeping the heat in and the cold out; it is the most porous of all materials, permitting free circulation of air next the body. Made for **Men's, Women's** and **Children's Wear.**

Guaranteed Absolutely Unshrinkable.

CARTWRIGHT & WARNER'S name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best knit Underwear in the world, and stamps it with a character of superiority that places it above and beyond all others in a class by itself.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

There is
A Reason For Our Success

And It Is This :—

For forty years we have been making honest-value, popular-price ***Underwear.***

You have sold this ***Underwear,*** perhaps not knowing who made it, but certainly knowing it was ***good*** Underwear.

We have enlarged premises, modern facilities, ample capital, experienced staff.

Continue to sell our ***Underwear*** aud safeguard your profits.

JOSEPH SIMPSON SONS

Corner Berkeley and Esplanade

TORONTO

Baldwin's Beehive Fingering

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for Warmth, Comfort and Durability



LATEST SPECIALTIES:

BEEHIVE DOUBLE KNITTING WOOL

A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling yarn, but is much stronger and more durable in wear.

BEEHIVE RUG WOOL

A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3 dozen art shades.

BEEHIVE EIDER WOOL

A really choice article for making dainty Shawls and Wraps. It washes beautifully and is particularly suitable for Undervests.

BEEHIVE FEATHER WOOL

A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

WHITE HEATHER

"Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool, and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, Ltd.

Halifax, England

Established 1785 *Wholesale only*

AGENT:

DUNCAN BELL, Montreal and Toronto

PLEASE SEND FOR SAMPLES

Knitted Goods

Hosiery
Underwear
Golfers

Hosiery

The Demand is Improving—Foreign Sources Uncertain.

Within the next few weeks there will undoubtedly be a great improvement in the demand for Fall lines of hosiery. Many buyers have already placed their Fall orders, and others have deferred the task until stock-taking is completed. To these dilatory firms the significance of the prophetic adage, "Delays are dangerous," should be heeded, for on every hand is heard the discomforting forecast of inevitable shortage and higher prices. The constant warning from the manufacturers to the jobber to cover their requirements as speedily as possible is the best that can be given, and should be accepted as the most advantageous guidance.

It would be well to bear in mind the shortage of all yarns existing at present, and also the abnormal demand which is taxing the sources of supply even beyond their capacity. The market has been so very active that even for Spring deliveries are bound to be late, especially from foreign sources. Spring delivery orders have been so heavy that the mills have been obliged to run well into the season when their attention should be turned to the production of Fall lines.

Shortage in Retail Circles.

It is noticeable that during the January sales there was little to offer in the knitted goods department at the usual discounts. The wave of prosperity throughout the country has been evidenced in the hosiery department; stocks have shown a constant improvement until they have reached a higher standard than was ever before attained. With the demand for better goods it was only right to discourage the sale of the cheaper lines which were comparatively unprofitable. While many lines were quickly disposed of, repeats were impossible to obtain and many sales were lost. This state of affairs often led to searches in jobbers' stocks, but from that source came the story of shortage and advanced prices which had been too often disregarded by the disappointed retailers. A similar state of affairs is bound to occur this year. It is to be hoped that retailers have benefitted by their experience of last year, and that when the cry of shortage is sounded in time it will not be considered an alarmist's trick to curry an order speedily. Both jobbers and manufacturers are desirous of serving the interests of the retail trade, and when they advise prompt ordering it is done with the hope of helping the jobber in a very material way. They work to hold a customer just in the same way that the retailer does, and to do this they must give him the goods to satisfy. While they can give they want to supply. There is no coercion in the jobber's methods, but his persuasion is sincere and founded upon a thorough knowledge of the conditions governing the market. The advice should be heeded as coming from a source that is shrewdly in touch with the vital question of supply. Throughout the year the advice to order early has been given, and subsequent developments have repeatedly proven that this stand has been correct. After keen questioning and observations in the best informed circles it must be again taken.

Features of Ordering.

Without a single exception jobbers have ordered more heavily than last year. Many have given greater attention to the selection of stock, while others, who procrastinated, have caught up lines in the hope of getting deliveries more promptly than on the lines on which there were too many orders ahead to assure attention. It is felt that the continued brisk demand for hosiery throughout the country must inevitably disappoint some sources, and it is realized in many centres that it is a clear case of the early bird catching the worm. A few fortunate merchants, endowed with a goodly share of foresight, realized the situation and ordered for Fall much earlier than usual. The consequence is that they have escaped the advances, and are thus enabled to give better prices and values to the retailers.

It is freely admitted that values will not be so good this year as last. The marvel of it is that the advanced quotations are so small when the price of yarn is so greatly advanced. The wool and worsted lines, which have been bought in great quantities, show a steady upward tendency and there is no decline anticipated. The decreased demand for the very heavy lines last year is again noticed this year. Medium and light-weight, plain ribs, with double knees, heels and toes, are among the most active sellers. Heavy colored hosiery, used for over-stockings by children and ladies, are moving satisfactorily. This means the sale of their accessories, such as toques, mitts and sashes. There was a tendency on the part of many ladies who wore white furs this Winter, to match them with white over-stockings, and it is quite likely that this pretty style will be much in evidence next Winter.

Sources of Supply Busy.

Worsted and fine yarns show an advance of about 5 per cent. during recent months, and with the constant growing demand there will very likely be further advances made. Mills are constantly clamoring for more than their usual share of yarns, in order that they may accept as many orders as their supply of yarns will allow. This strengthens the demand for yarns, and tends to increase the prices which are strictly governed by the demand and at this time there is a shortage.

From Chemnitz there comes not the most pleasing

news. Foreign markets have suffered because of home consumption demanding more than its ordinary share of hosiery. The Canadian discriminative duty has had the effect of Canadian orders being pigeon-holed to some extent. The Germans claim that their transportation facilities are at present inadequate, but they also admit—which is of far greater significance—that they are not anxious to accept foreign orders under the strained conditions of the market. Canadian orders for German cotton hosiery are very large, and what with strikes, insufficient capacity to fill all orders, and poor shipping facilities, there are bound to be many disappointments.

English sources of supply are being taxed heavily at present. It is admitted by other countries that England holds the advantage of having secured a better share of yarns and raw materials that other countries. While she is leading in the sales of heavy woolen hosiety, and maintaining a very healthy standard, the fancy lines have not been so successful for export orders.

Domestic Lines Improved.

Canadian manufacturers have no fears as to the eventual outcome of the business for the Fall of 1907. Already orders are pouring in so rapidly that they are looking to their supply of yarns and are actively securing as big a supply as possible. There is not the slightest doubt that the mills will be taxed to their utmost. Not only do top-notch prices stimulate their efforts, but the features of foreign markets make their possibilities greater, and they are ready to establish a higher standard. There have been many additions made to plants during the past few years, and those that have been extended show marked improvement in output. Those manufacturers who have been slow to realize their opportinities are making arrangements to extend.

The trade and consumers are well pleased with the lines produced, though the advance in yarns since the last quoting of Fall prices, will have the effect of diminishing their profits considerably. They realize that they must maintain their standard of quality despite the circumstances. The mills refraining from too much "doctoring" will benefit by a good reputation in the end. The prejudice against Canadian products is gradually melting away before the constantly improving lines, and during the coming Fall season the heavy cashmeres, heavy gauged lines and heavy wool and worsted lines will be found equal to the best on the market.

Hosiery Fashions

Embroidered Hose the Feature—Shaded Two-Tone and Subdued Plaid Lines the Novelties.

In addition to the trouble of getting goods, matching colors promises to be an extra worry that the hosiery buyer in the exclusive stores will be called upon to face, for the fashion of wearing colored lines, that came into prominence last Summer, is decidedly on the increase.

The style idea is that hose, shoes, gloves and other accessories shall match the gown, or where the gown worn is white, all the accessories shall match in color, pink and blue being first in favar.

This will mean that the high-class store will have to carry a big line of colored hosiery, and that pink and blue will have to be added to the popular range in most stores. White will be a good seller, but its vogue will suffer from the popularity of colors. There will also be some demand for tan and grey. Black, of course, is always called for and has its staple place in the trade.

Embroidery is now the favorite embellishment of high-grade hosiery. Sheer gauze hosiery, either of silk or lisle, is embroidered in colors, and colors in self or contrast, and not only silk, but ribbon embroidery is used.

The latest smart thing in hosiery is the two-toned and the shaded stockings—the two-toned showing only the one color until stretched, when both colors show. Plaid ribbons for hat trimmings, plaid belts, etc., are to be worn with Summer gowns, and hose in subdued plaids are promised, to match. This is one of the very latest of Dame Fashion's freaks, and is being taken up by many of the visitors at Palm Beach and other Atlantic resorts.

Sheerness is still high style, and the fashion of wearing light-weight, and gauze hosiery, shows no sign of any diminishment.

Underwear

The Outlook in This Branch is Good—Some Lines Are Disappointing.

Again the soft, wool lines, of elasticity, are being ordered for Fall delivery. The present Winter, so far, has been most propitious for the sale of garments of warmth. The indications are that there will be a continuance of the demand for lightweights, in preference to the heavy wool garments. In order that these should have the quality of warmth, they must be of close texture, and of what ladies call clinging elasticity. This means better quality, and it would be well for retailers to base their buying for Fall upon this principle of preference. Buyers are showing a tendency to bank heavily on the well tried staple lines. Wool and merino lines are advancing in price and it is expected that they will advance still further, before the season for the disposing of stock rightly begins. Jobbers have not, as expected, ordered heavily on the fleece-lined goods, but it is confidently expected that before the season is far advanced big orders will be placed. While the nap of the fleece-lined goods was greatly improved last year, there was not a great demand for them. These goods are really much improved and are good value as the market prices stand to-day.

Already complaints are heard of slow delivery on Spring lines, but it is, perhaps, early to take this as a serious indication of there being any material shortage. This complaint regards foreign deliveries only. Spring underwear business is not considered of great importance, and as there is more profit in the heavy lines it is only fair to believe that manufacturers will turn their attention to these at the earliest possible date. To pursue this policy would mean that repeats on Spring underwear would be hard to obtain.

Manufacturers have discarded cheap lines of knitted underwear because the prevailing high prices of raw materials, yarns, mill supplies and labor warrants the production of lines on which there is a good margin of profit.

Better Lines Improved and Low Grades Unchanged.

It is admitted that during the past few years cheap lines have been "doctored" to such an extent that it can be carried on no further. The limit has been reached. Especially is this true of balbriggan lines. The Egyptian yarns which are used in the manufacturing of these goods have advanced to such a prohibitive extent that the manufacturing of them cannot be carried on with a satisfactory profit. There is bound to be an improved demand for balbriggans during the next few weeks, but it is well understood that since prices have not materially advanced the lines will not be of such good value as last year.

Of the ribbed waist-fitting vests, which have gained

in popularity during the past few seasons, ordering thus far has been free. Last year there was a tendency on the part of retailers to order in a hand-to-mouth fashion, owing, undoubtedly, to the uncertainty of the season, but as stocks are well cleaned out there should be no diffidence in stocking well, for the demand is better understood. Retailers have no chances to take this year. There is bound to be early active ordering, and as the supply cannot possibly keep up with the demand arising from this rapidly growing country, there will be, in all likelihood, a recurrence of last year's shortage. High grades of knitted underwear have been much improved during the past two years; the demand for the best has been steady and will continue to be so. The high standard is well maintained this season, and is giving every satisfaction.

Canadian Mills Busy.

Canadian mills are busy at present finishing up their Spring business, and must soon begin to make their Fall lines. Fewer cancellations are expected than during previous years, and it is expected that repeats for late delivery will be frequent. This cannot be carried on too long, for in some cases mills are booked to their full capacity already, while others are fast completing orders. With a shortage of skilled labor it will be nip and tuck to finish out the season in time. The mills which have sold their Fall goods at figures based on prices of yarns existing at present are not at all likely to gain by the move as the tendency of the yarn market at present is steadily upwards.

Mills having a capacity for about 25,000 dozen garments have fully booked their orders, and it means running night and day if orders are to be shipped in time. There is every reason to think that those jobbers who have shown a stubborn dislike for Canadian manufactured goods are now willing to place bigger orders with Canadian mills. There is, perhaps, a two-fold reason: foreign goods are hard to obtain, and, better still, they have discovered that Canadian goods are improved and are not doctored to the same extent as many imported lines. The mills are scrupulously clean and every attention is given to the various departments. The prejudice is unjustifiable. Canadians make their goods on the same principle as other countries; yarns are derived from the same sources; the machinery is the same: no one can dispute the ability of Canadian mechanics and the business methods of the mills are admired by all. The extension and expansion of late years has been the outcome of faithful endeavors. It is contemplated by more than one mill to instal their own spinning plants. Surely such enterprising progress is a guarantee of the best efforts, and should appeal to the trade.

Golfers and Sweaters

Manufacturers' Lines Well Received—Some Doubt as to Their Final Sales in Retail Circles.

Although jobbers have purchased large stocks of the new style Eton jackets, there is some uncertainty expressed as to the final disposal of them. There is a feeling that if the lines were not copied into cheaper and trashy lines all would go well. Ladies will, undoubtedly, take kindly to the best lines of the natty Eton jackets, but when these begin to be imitated in cheaper lines they at once regard them with great disfavor. More complain that cheap German lines of golfers and sweaters are a drug on

(Continued on Page 52.)

THE LEADING
English Underwear
JAY
Unshrinkable Woollen
UNDERWEAR



SPECIALITIES:—

LADIES' COMBINATIONS fitted with the Patent "S" WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.



Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK



ON EVERY GARMENT

Wholesale only:—
Messrs. I. & R. Morley and Geo. Brettle & Co.
LONDON, ENGLAND.

FALL SEASON, 1907

Watson's Ribbed Knit Underwear **(will not shrink).**

As our representatives are now showing a full assortment of Fall Underwear for Ladies, Men and Children, we wish to call your attention to a **few of our specialties.**

The **"Allen Nursing Vest"** still retains its popularity, and we are the sole makers of same in Canada.

Something new in bifurcated garments is the patent **Isabelle Drawer Skirt.** The only skirt for winter wear.

Overwhelming testimony as to the excellence of our men's and boys' goods comes entirely unsolicited. See our **Ribbed Knit Plush Lines.**

Nothing so conducive to the comfort and well-being of infants as our **"RUBENS"** and other vests and bands specially designed for youngsters.

Stimulate your trade by carrying underwear **that will wear.**

AGENTS:

McCLUNG & BURNS, 117 Wellington St. West, TORONTO

J. A. MURRAY, SUSSEX, N.B.

A. L. GILPIN, 232 McGill St., MONTREAL

BRYCE & CO., Box 238, WINNIPEG

Watson Manufacturing Co., Limited, Paris, Ont.

RESOLVED—MR. DEALER THAT

"Hygeian" REGISTERED UNDERWEAR

will bring the good substantial trade to your Underwear Department—the ladies who appreciate good underwear and back their opinions with purchases.

If you have not seen the Hygeian Range for Spring 1907, ask your jobber for samples at once. The leading styles will be found amongst them.

MANUFACTURED BY

EAGLE KNITTING CO. Ltd., HAMILTON, CAN.

Sales Increasing on "Hygeian Waists"



JAEGER

Pure Wool

Knitted Goods

WE are now showing new samples in Men's Fancy Waistcoats, Cardigans, Golf Coats, Hunting Coats, Sweaters, Spencers, Golf Hose, Fancy Half Hose, etc.

Ladies' Knitted Golfers, Golf Coats, Norfolks, Spencers, Shawls, etc., in a great variety of styles.

Our new Catalogue for 1907 will interest you

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse : 301 ST. JAMES ST., MONTREAL

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.

HOSIERY BUYERS ATTENTION!

¶When you buy Black Stockings be sure they are HERMSDORF-DYED

¶A Black Stocking that doesn't bear my signature trade-mark on the toe is *not* HERMSDORF-DYED.

¶If a pleased customer is the *best* ad. your store can have—a dissatisfied one is, in inverse ratio, the *worst* ad.

¶HERMSDORF-DYED stockings make every customer advertise your store in the best possible way.

¶A handsomely printed 48-page booklet will be sent free to all who request it on their business stationery. The title is "The Story of a Successful Hosiery Week," and it embraces window trimming, ad. writing, sale ideas, etc. Write now.

Louis Hermsdorf
Dyer

Works: Chemnitz, Saxony

American Bureau, 200 Greene St., N.Y.

(N.B.—Newspaper cuts sent free for the asking)

The Ellis Spring Needle Ribbed Underwear

is knit on SPRING NEEDLE RIBBED MACHINES, of which we are SOLE USERS in CANADA. These machines will knit ONLY THE FINEST YARN and produce a finished fabric of the most REMARKABLE ELASTICITY. Garments of this fabric fit EASILY and NATURALLY. They yield readily with every movement of the body, yet ALWAYS retain their original ELASTICITY. Our travellers are now out with Fall samples. Wait for them.

SOLE MAKERS IN CANADA

The Ellis Manufacturing Co., Limited, Hamilton, Ont.

Selling Agents—Monypenny Bros. & Co., Toronto and Montreal

ADAMS LOCKSTITCH HOSE



Wins Lasting Customers Wherever Shown.

Its Special Features:

10 FOLD KNEES
6 FOLD ANKLES

give it a wearing quality equalled by no other hosiery on the market.

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

WALTER WILLIAMS & CO.
301 ST. JAMES STREET
MONTREAL
33 MELINDA STREET
TORONTO

WHOLESALE ONLY

We have been appointed sole agents for
JOHN GUNNING & SON, Limited, - BELFAST, Ire.
LINEN MANUFACTURERS

The Underwear

you ought to sell is The Underwear that gives most comfort and satisfaction to the wearer. Because it pays best to do so.

"CEETEE" is that sort. It fits right, is velvety and comfortable and cannot shrink.

Perfect Fitting Elastic-Ribbed Underwear

is a particular favorite with women and children. Mothers insist on it for their babes. They call it:

"The Underwear That Gives Joy"

The Quality is unsurpassed. The price is always right.

THE C. TURNBULL CO.
OF GALT, LIMITED
GALT, CANADA

We Beg to Announce

that our representatives are now showing our range for Fall 1907.

We can show you the greatest value in your leading lines of Ladies' Vests and Drawers that sell for 25c., 50c., 75c., $1.00.

We only ask that our samples be given due consideration.

REPRESENTATIVES

ONTARIO—Peerless Underwear Co.
Myles Building, Hamilton

QUEBEC—L. A. Prevost
232 McGill St., Montreal

MANITOBA—A. J. Snell
Box 705, Winnipeg, Man.

BRITISH COLUMBIA—Geo. A. Campbell
P. O. Box 1026, Vancouver, B.C.

MARITIME PROVINCES—G. A. Woodill
20 Granville St., Halifax, N.S.

The Peerless REGISTERED
UNDERWEAR CO.
Hamilton, Canada

Nazareth Waist

KNITTED---not woven

Allowing freedom in every part of it that healthy boys or girls could wish for.

But its elasticity never borders on the shapeless.

TAPED

Right—from the shoulders and to stand all the strain they'll get.

BUTTONS

Sewed on to stay.

It wears well—washes well.

THESE

CANADIAN WHOLESALE HOUSES

Carry complete lines of the Nazareth Waist

ST. JOHN, N.B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co., (Ltd.)
Greenshields Western, (Ltd.

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co., (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co
W. R Brock Co (Ltd)
Burton, Spence & Co., (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd.)

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains, (Ltd.)



This mark woven in Red is on every genuine Nazareth Waist, and it means something.

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY

NEW YORK



THE

IMPERIAL MILLS COMPANY

OF DUNNVILLE, ONT.

Manufacturers of—

Lumbermen's Socks
Club Sweaters
Cardigan Jackets
Ladies' Golf Capes
Knit-to-Fit Jackets
Blouses, etc., etc.

Our goods bear the guarantee of responsible makers.

The Yarns and other Materials are specially selected by experts. The goods are all fashioned to fit by hand—Every garment goes under the hands of four **Expert Examiners** before being sent out.

We take back any goods which are not as ordered, By these means we have succeeded in placing our **Knitted Fabrics** in the same category as **Tailor-Made Goods**.

Our travelers are now on the road with our new and complete line for 1907, which we feel confident surpasses, by far, any former season.

SALESROOMS

60 Front Street West, - TORONTO

No Merchant Can Stop

It is no use commencing to build a house unless you continue until finished, and much of the same sort of reasoning applies to Paton's Alloa Scotch Knitting Yarns, as when a merchant has once commenced selling these yarns his customers will not allow him to stop buying them, because

their superiority over others

leads the people who knit to at once see there are yarns and yarns, but

none like Paton's Alloa Yarns

so that if you really do not intend to continue keeping our yarns in your stock, it's best not to commence buying them, as if you once allow your customers to knit Paton's Alloa Yarns you will

not be able to stop buying them

unless you are very different to all our customers, whose interest forces them to keep on.

John Paton, Son & Co.,
Alloa, Scotland

Sole Agent for Canada
PHILIP DE GRUCHY, 207 St. James Street, MONTREAL

A Boy's Bank Account

Any boy—in his spare time after school and on Saturdays—can earn in a few weeks enough money to start

A Bank Account

Write us and we will tell you how we will start you in business by providing you with capital.

Then you will make a good profit on every sale thereafter.

IN ADDITION

we will give you a watch for good work.

Write at once.

The MacLean Publishing Company,

10 Front Street East, Toronto

Our travellers are out with samples of **worsted, cashmere** and **special lines of cotton hosiery.**

The Best in Canada.

THE WEARWELL BRAND

MANUFACTURED BY

THE

CLINTON KNITTING CO.,
CLINTON, ONT. LIMITED

DON'T FORGET THE NEW HEWSON KNIT GOODS

The new styles in Hewson Knitted Garments are now being shown, and the "knowing ones" are delighted. Something out of the ordinary this time.

Hewson Unshrinkable Underwear, made of Nova Scotia wool, is one of the **newest** lines on the market and pronounced one of the **best.** See that you have it at the start.

Ladies' Underwear also—the best of materials—right in fit and finish.

Golf Jackets, Cardigans, Sweaters, for Ladies, Men and Boys. Things you have not seen before. New styles that will sell easily and make you good money.

Hewson Tweeds and Costume Cloths are more in demand than ever.

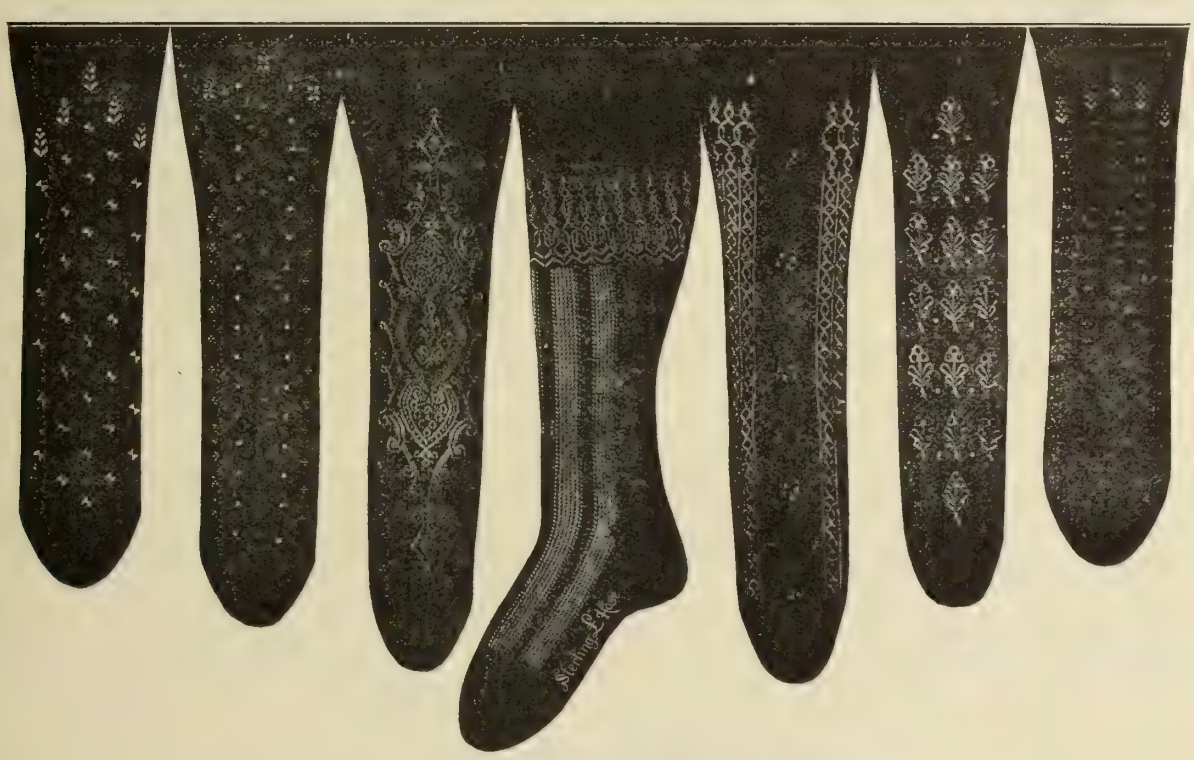
DON'T FORGET THE NEW HEWSON KNIT GOODS



Sterling £ Hosiery

SPRING 1907

The brand of character, merit and reputation. No hosiery stock is complete without it. We've hustled for months; now all is ready to fill orders on the minute.



A GROUP OF ATTRACTIVE STYLES

¶ Advices from leading foreign hosiery markets clearly indicate late deliveries, scarcity of desirable lines and higher prices.

¶ We are showing a full assortment of Ladies' Lisle and Silk Hosiery in Plain, Embroidered and Gauze. All prices from $2.25 to $42.00 per dozen.

BEAUTIFUL EXCLUSIVE DESIGNS

Full range of white and colored lines

¶ Our Men's Hosiery department is complete with every new idea. An exceptionally strong line to retail at 25c. and 50c.

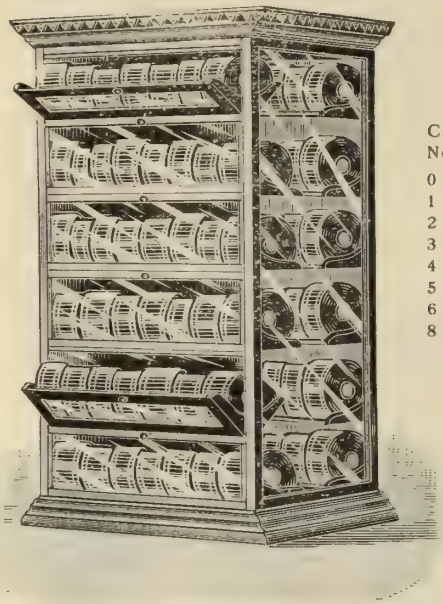
Write for samples, or our travellers will call.

KONIG & STUFFMAN

Victoria Square, MONTREAL

Ribbons - Ribbons - Ribbons.

Display them Properly by Using a Practical Ribbon Cabinet.



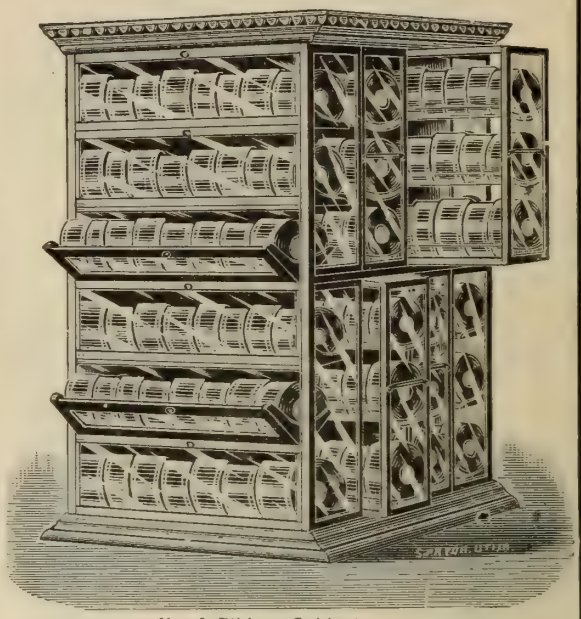
No. 2 Ribbon Cabinet

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27⅛x6½ x26½	50	$ 6 00
1	28¼x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¼x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28½x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x43¼x43½	700	42 00

Capacity based on No. 7 Ribbon.

MADE OF OAK
ANTIQUE FINISH



No. 4 Ribbon Cabinet

No. 0 Ribbon Cabinet opens from one side. Nos. 1 and 2 open from two sides. Nos. 3 to 8 open from four sides.

Sold by the Leading Jobbers of Dry Goods and Notions. Send to the manufacturers for Catalogue, which describes not only the Ribbon Cases, but various other Fixtures for the Dry Goods Trade, and the list of jobbers through whom the fixtures may be ordered.

A. N. RUSSELL & SONS CO., Ilion, N.Y., MANUFACTURERS OF **DRY GOODS STORE FIXTURES**

Shipping Department System

is as necessary as system in any other department. Our Spring Clip Binder does the trick at a reasonable figure. Write to-day for information.

UNIVERSAL SYSTEMS

LIMITED

8-10 Adelaide St. West, Toronto

14 Bank of Ottawa Bldg., Montreal, Que.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

Views of a Trimmer

By H. C. MACDONALD, Peterborough.

It is difficult to give any very definite advice in regard to display work. Every window trimmer must be governed by the conditions which he faces ; there is no recognized standard, and never can be. So much depends on the class of trade which a store caters to, its location and the size and shape of the windows, as well as other considerations, too numerous to mention, but which will readily suggest themselves to any practical trimmer.

What would be excellent for one line of trade would be totally unsuited to another. For fine trade I would suggest as one of the fundamental rules that few goods be displayed, with absolutely no price tickets, or signs of any sort for that matter.

Mechanical displays and sensationalism of any sort is absolutely tabooed ; in fact, as a matter of principle, I am opposed to such methods, although I can easily conceive of cases in which such displays might be used to advantage. But even when employed, the artist must never forget the main issue : that the prime object of the window display is to sell goods. Often and often have I seen windows in which the "man behind the gun" seemed to have lost sight of this fact in his over-anxiety to produce some astonishing effect.

A window that simply excites the passing attention, without inciting people to buy, simply tends to cheapen a store in the estimation of the public.

The successful window trimmer is the one who displays his goods naturally—that is, if showing dress goods or other wearing apparel, he will arrange them so as to show how they will appear when being worn. The effect of lights must be considered in order to get effective backgrounds.

Avoid the use of many colors at a time. One is generally enough, and two are plenty, as a rule, at the most.

Again, the artist must remember to have timely goods in his window.

In a short time we will be in the rush showing new Spring and Easter goods, where all articles of all descriptions are in order, as well as every variety of wedding gifts.

The careful window dresser, who works for the full interest of his employers, will see to it, too, that he so displays the goods that they shall be subjected to the least possible injury. Don't use two pins where you can use one.

When displaying such things as fine silks, worth several dollars a yard, be careful to have all pins stuck in the selvedge, where they do no harm.

Be original if you can. For my own part, I am constantly working on new schemes, whereby to display our wares to better advantage.

(Editor's note.—H. C. MacDonald, writer of the above interesting article, is with Richard Hall & Son, Limited, Peterboro. He has had some experience both in New York and Chicago, where he studied the work and methods



A Spring Garment Window—Dressed by H. C. MacDonald for Richard Hall & Son, Peterborough.

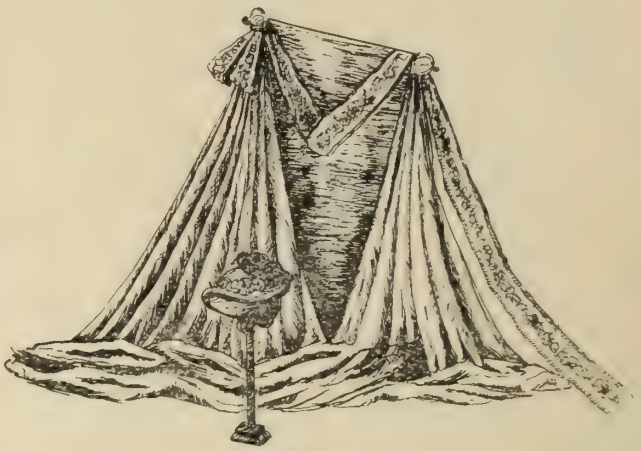
of the foremost artists in the window-trimming business. He has splendid scope for effective display in Hall's forty-seven-and-a-half-foot window. We reproduce in this issue



A Millinery Window—Dressed by H. Robinson for R. McKay & Co., Hamilton.

a February trim executed by Mr. MacDonald. Readers of The Review may look forward to seeing more of his work in future issues.)

The material is draped over a short brass rod with brass ends—a curtain would do about as well. This is supported upon upright stands, the brass ends making an effective contrast with the dull, soft shades so much the vogue now. The arrangement of the ribbon explains itself, and by way of a further finish a handsome hat may be included in the group.



A Drape Suggestion.

Suggestions for Spring

For the benefit of our readers who have their thoughts turned Springward, The Review is giving a few background suggestions, which will not be just suitable for Spring millinery alone, but can also be made do duty for various other displays, thus not only reducing expense, but saving time—not just the time of the display



Section of an Exclusive Garment Store.

A DRAPE SUGGESTION.

This is a simply arranged drape (see illustration) that can be used for showing almost any kind of material. It is best adapted, however, to plain cloths with a bright surface, for, falling in many graceful folds, all the beauties of surface and color are emphasized.

artist, which is certainly valuable, but what is even more important, it will reduce materially the time that the window is rendered unproductive during the changing of displays.

The millinery season promises to show a preponderence of soft, clear, light shades, that will need a some-

what stronger-colored background than usual, to show them out to advantage, and to give the proper contrast. The white and green or white and mauve, so much seen these last few years, will hardly be suitable. The combination of the first two, which forms, perhaps, the best that can possibly be used for a millinery window, will have its usual order reversed this year : green will predominate, with white as the trimming color. If for some reason it is necessary to construct the background mainly of a light color, let it be ivory, biscuit, or even very light tan, in preference to the pure white, as these deeper, richer shades will serve to throw up more effectively the light tints of the Spring hats.

Many of the best window dressers used these stronger colors last Spring, and descriptions and diagrams of some of their windows should be interesting.

Marshall Field's decorator, A. V. Fraser, used a deep green for the background of his opening windows, with a most original treatment of apple blossoms as a relief. Though there was a continuity of idea in all his windows, considerable variety appeared in the manner of carrying it out. The background in some was of shirred green gauze, very full, with a deep beading on the draping that left a full ruche at the top. The apple blossoms were arranged on straight wires, some of which were

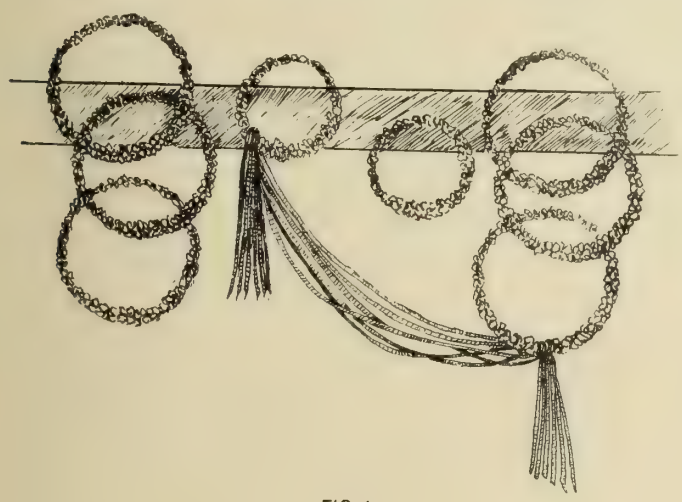


FIG. 1.

fastened to the background, and some suspended in front of it, in vertical lines, while at frequent intervals were placed large clusters of the blossoms. Other windows had a mirror background, with the frames shrouded in the pleated gauze, and a delicate scroll of the same shade of green painted on the mirror. The same arrangement of blossoms was also made use of. It was in this latter that the artist hand of the decorator was most evident, for the blossoms were beautifully grouped, and no two were exactly the same.

Carson, Pirie & Scott's (Chicago) Spring opening windows presented many good ideas easily worked out. From day to day details were varied considerably though the main features of the original displays were retained. Mirrors were used as the basic background, their frames hidden under a covering of rich, dark green leaves. Some of the windows, at one time, had hoops or circles of wild roses, without foliage, in rather a deep pink. These hoops were not placed perpendicularly, but were tilted outward. The diagram (Fig. 1) shows just how the hoops, rainbow bows and streamers of ribbon were arranged. Another variation of the trim had a dome or pagoda affair built in one corner of the window. The roof and its supports were covered solidly with roses, in different shades, and there were drapings of white chiffon and yellow silk cords. Under the dome was a fancy gilded table, supporting a mirror, and from the structure right across the back of the window, ran a fence, with the top and



FIG. 2.

bottom rail of roses, and a lacing between of the yellow cord. In the opposite corner was a large gilded basket, the handle tied with yellow ribbons, and overflowing with Spring flowers.

Another window that came to our notice had a striking and unusual background that was highly suitable for showing millinery, and could also be used for other opening trims. It was a panelled arrangement in light and dark green—something quite out of the general order. The light green could be of fine quality wall paper, and the darker panels of plush, canton flannel, etc. On each of the panels was placed a bracket, draped with some soft white material. These brackets were piled with millinery, flowers, etc, backed by white ferns and leaves, and the same white ferns, etc, were used to emphasize the long dark green panel at the top. The mouldings, show cards and other accessories were also white. (Fig. 2).

Another window was decorated in green, white and gold. Over the mirror that backed the window was placed a light framework, covered with cotton, and painted

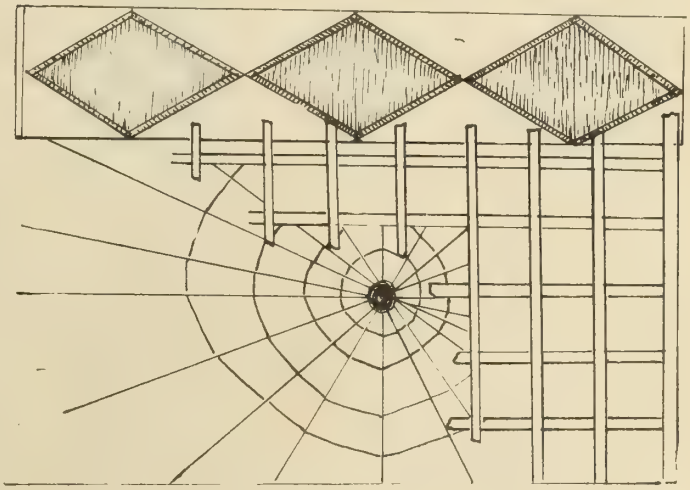
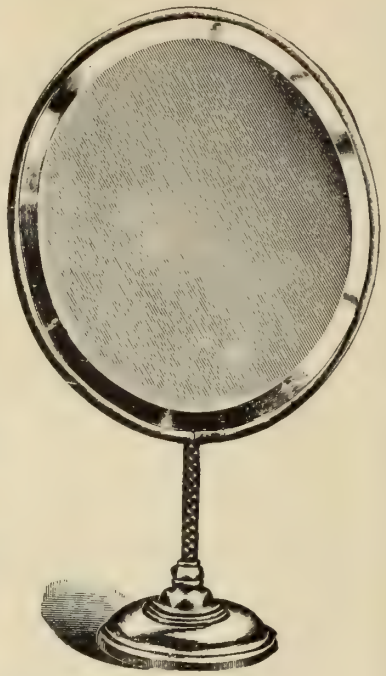


FIG. 3.

white. This left diamond-shaped openings that were filled in with pleatings of soft green silk. About a foot in front of the mirror was an irregular trellis, built of light poles, painted white, and twined with garlands of roses and foliage. This trellis (Fig. 3) occupied a little more

Make Your Store Attractive



No. 265 Counter Mirror

One-half in. beveled French Plate Mirror 12 x 14 inches, felt covered bottom on base. Mirror can be tilted at any angle or swung round without moving base.

PRICES AND CATALOGUE FURNISHED ON APPLICATION

Toronto Brass Mfg. Co.

17-21 Temperance St., Toronto



The most attractive **Show Cards**

ARE MADE WITH THE

FOUNTAIN AIR BRUSH

WRITE FOR CATALOG.

THAYER & CHANDLER, 160-164 W. Jackson Boulevard :: :: CHICAGO

ELECTRIC SIGNS

advertise you night and day. Without question the cheapest and most effective method of advertising to-day

We have an excellent proposition to make in most Canadian cities for merchants to use electric signs.

Let us hear from you, and we will send you circulars.

The Martel-Stewart Co., Limited
Montreal, Canada

than half of the background, the rest being taken up by a large spider-web of gold cord. Ornamental fences were extended diagonally from each corner. They were made from light wood, painted white, with lattice-work of green ribbon. The corner posts were white, with gold caps and bases, and each carried a basket of flowers.

In making a display, particularly of handsome pattern hats, above all things do not crowd them. Give each model ample space, so that it will stand out boldly from the background, and enable the eye to take in all its details. Use as many flowers as possible, and in a window of any size a central figure of wax can be generally used to advantage.

THE CHRISTMAS WINDOW COMPETITION.

The Review's Christmas window display competition closed on February 1, and the prize-winners will be announced in the March number. Some splendid specimens of the window-trimmer's art have been submitted to the judges. They do credit to the display men themselves and also to the stores employing them.

TRAVELERS' DUTIES IN NEW ZEALAND.

J. S. Larke, Canada's commercial agent in Australia writes: "In New Zealand the tax of fifty pounds levied a few years ago was changed to an income tax on the goods sold. It was considered that a profit of five per cent. had been made on all sales, and the Government levied a tax of two and a half per cent. upon this profit. This amounted to one-eighth of one per cent., or twelve and a half cents on the hundred dollars of orders taken. It is impossible for the majority of travelers to know how much their sales have been, as the larger firms commonly send in their orders through their London or New York agents, and this furnished a means of evading the act and of often escaping it. The Government now requires every traveler to make a deposit of five pounds on entering the colony and pay duty on his samples also. On leaving it he is required to make a declaration of his sales, when, if the deposit exceeds the tax due, the excess is refunded to him, with the duty on the samples he may take away with him. He may enter at any port or take his departure from any port of the colony, a certificate of the deposit and duty paid being given him at the port of entry, which is honored at the port of departure."

MENS' WEAR LIMITED.

An Ontario charter has been granted Menswear, Limited, Toronto, with a capital of $40,000, divided into $50 shares. The incorporators were Samuel Collett and Richard E. Bonsall, commercial travelers; James E. Dundas and J. A. C. Mollet, esquires; and Norman Sommerville, barrister-at-law, all of Toronto. The object of the company is "to carry on the business of a manufacturer of and dealer in neckwear, furnishings, smallwares, clothing, and wearing material."

HAMILTON & LEWITT KNITTING CO.

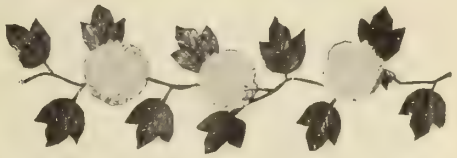
An Ontario charter has been granted the Hamilton & Lewitt Knitting Company, Limited, with a capital of $40,000, divided into $100 shares, and with headquarters at Arnprior. The incorporators were Hiram J. B. Hamilton, Montreal, commission merchant; Thomas Hamilton, gentleman, and Mary Jane Hamilton, married woman, of Saginaw, Mich.; James E. Lewitt, manufacturer, and Charles E. Lewitt, accountant, of Goderich. The object of the company is "to manufacture plain and ribbed woolen and worsted hosiery, and to carry on a general knitting business, including the manufacture of underwear, mitts, sweaters and other knitted goods."

Art Flowers for Store and Window Decorations



No. 71052. Rose Vine 6 roses in white, pink or red color, and 12 leaves to yard. Per dozen yards, $3.60; per gross yards, $36.00.
No. 71055. Rose Vine. 3 roses and 9 leaves to yard. Per dozen yards, $2.40; per gross yards, $24.00





No. 71043. Snowball Vine. 4 Fine large paper snowballs, and 12 leaves to yard. Per dozen yards, $2.40; per gross yards, $24.00.



No. 71024. Ivy Vine. 18 leaves to yard Per doz. yards, 75c; per gross yards, $7.50
No. 71022. Ivy Vine. 12 leaves to yard. Per doz. yards, 50c; per gross yards, $5.00



No. 71834. PALM TREE (Potted)

No.	Ft. high	Lvs.	Each	Pair
71830	7	12	$3.00	$5.50
71832	9	18	4.00	7.00
71834	12	24	5.00	9.50

PALM PLANTS (Unpotted)

No.	In. high	Lvs.	Each	Doz.
71800	24	3	$ .18	$1.75
71805	36	4	.25	2.50
71809	36	5	.40	4.00
71814	42	6	.50	5.00
71818	42	7	.65	6.50
71822	48	10	1.00	10.00
71827	60	12	1.50	15.00



No. 71101. Apple Blossom Spray, 25 in. long, ea. 30c., doz. $3.00.
No. 71100. Apple Blossom Spray, 12 in. long, doz. 60c., gross $6.00.
Loose Apple Blossoms, per gross 75c.
Apple Leaves, gross 35c.

No. 71618. Lily Plant.
No. 71615. 18 in. high, 1 lily and 1 bud to plant, ea. 25c., per doz $2.50.
No. 71616. 24 in. high, 3 lilies 3 buds to plant, ea. 45c., per doz $4.50.
No. 71617. 36 in. high, 4 lilies 4 buds to plant, ea. 75c., per doz. $7.50.
No. 71618. 42 in. high, 5 lilies 5 buds to plant, ea. $1.00, per doz. $10.00.



No, 71863. SAGO TREE (Potted)

No.	Ft. high	Lvs.	Each	Pair
71861	5	15	$3.00	$5.50
71864	8	18	4.00	7.00
71863	12	24	6.00	11.00

SAGO PLANTS (Unpotted)

No.	In. high	Lvs.	Each	Doz.
71851	24	4	$ .40	$4.00
71855	36	5	.70	7.00
71857	36	6	1.00	10.00
71860	42	12	2.00	20.00



No. 71060. Apple Blossom Vine. 12 flowers and 12 leaves to yard. Per dozen yards, $1.50; per gross yards, $15.00.

My immense assortment of Flowers, Vines, Plants and Trees suitable for any and all occasions, illustrated and listed in my main catalogue No. 37, is at your disposal.
My new Spring Circular No. 76 is also from the press. The season's latest novelties are quoted thereon. Kindly write for it.

CARL NETSCHERT, 140 Wabash Ave., Chicago, Ill.

Delfosse: Canada's Greatest Fixture House

If you have not received Supplement A, to our Catalogue, please advise us, so that we may add your name to our mailing list.

Delfosse & Co. manufacture Metal Fixtures, Wax Figures, Bust Forms that are designed by experts, made by experts and are intended for experts who appreciate the effects gained by perfect harmony of style and finish and are seeking it at the lowest price obtainable.



Collar Stand, telescoping or plain

DELFOSSE & CO.

5 Hermine St., Near Craig St., ***MONTREAL***

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can in ert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO — 232 McGill St. MONTREAL

WE ORIGINATE,



Suit Form No. 60 P.

manufacture and promptly supply everything we advertise.

As the oldest, largest and only complete house in the display form and fixture line, we are in a position to do this. **Our Cuts** are made from **Our Goods.** Originality is a rare quality and in this respect we are unique.

Write for particulars of our new form models for 1907

Catalogue Mailed upon Application.

J. R. Palmenberg's Sons

FACTORY 9-97 W. Third St. — 710 BROADWAY, **NEW YORK, U.S.A.** (ESTABLISHED OVER 50 YEARS)



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

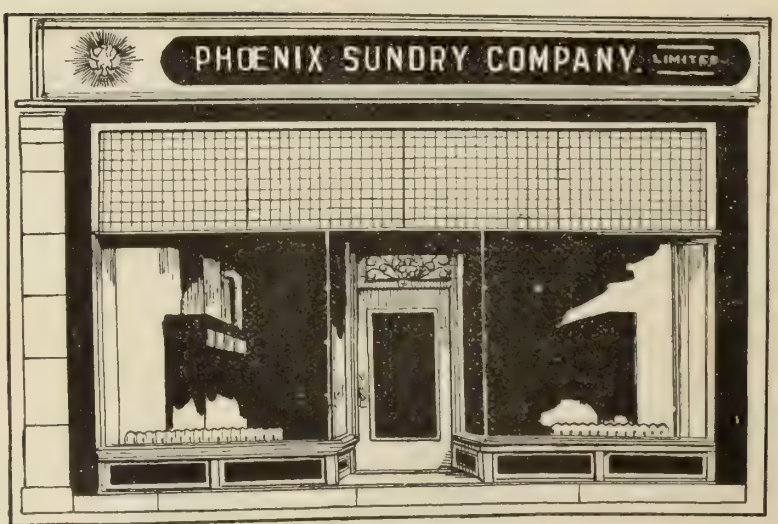
Head Office and Factory: **Mount Forest, Ont.**
U. S. Factory: **Mason City, Iowa**

ONE OF OUR NEW

STORE FRONTS WITH LUXFER PRISM TRANSOMS

and

PATENT TRANSPARENT PLATE GLASS CORNERS



Front of Wholesale Drug House, Montreal

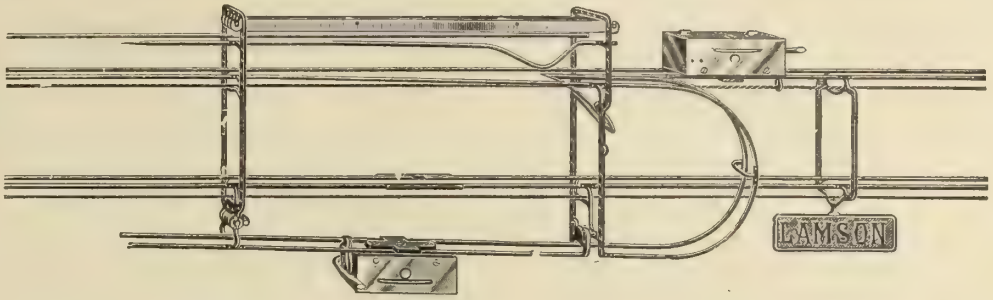
WRITE OR SEE US FOR FULL INFORMATION

LUXFER PRISM CO., Limited - TORONTO

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

Lamson Consolidated Store Service Co., 126 Wellington Street West, **Toronto, Ont.**

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

Time Saved is All Profit.

BUSINESS SYSTEMS LIMITED — SYSTEM THE SECRET OF SUCCESS — TORONTO

Business Systems will cut the book-keeping of any business in half.

Business Systems are proportionately as economical for a corner store as for the largest wholesale house.

. . . . . .

Our Monthly Account System posts your books and makes out your customer's accounts with one and the same movement of your pen.

Our Monthly Account System leaves nothing to change or recopy and prevents the possibility of anything being forgotten.

. . . . . .

Will you let us tell you more about this in detail?

Write us for full particulars.

It does not obligate you to buy.

BUSINESS SYSTEMS LIMITED

83 SPADINA AVE.

TORONTO, CANADA

SHOW CARD WRITING

BY CRAFTSMAN.

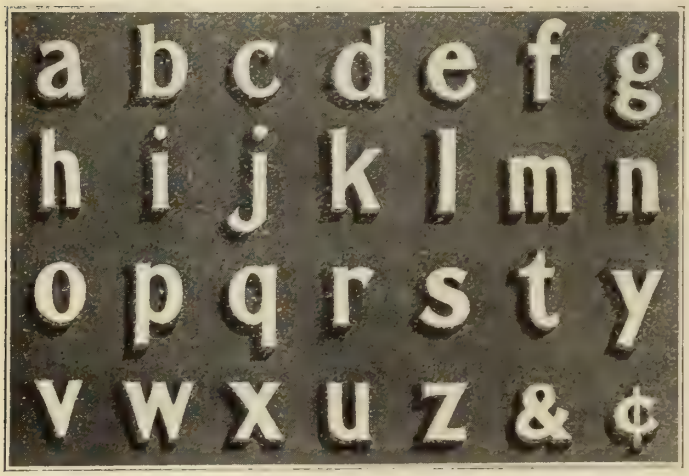
(Continued from January Number.)

Brush Script Capitals.

(See January Number for Illustrations.)

Letter A—1, from A down and around to B. Now stroke 2 to shade stroke 1. Stroke 3 (not numbered) from A to C. Stroke 4 down and around to D. Stroke 5, to complete the letter, should be made in one stroke, with pressure on the brush at the thick part. This stroke should be practiced separately. It resembles the first stroke on letter X.

Letter B—Begin at A. Stroke 1 down and around



Shaded Block Letters.

to B. Stroke 2 from A to C. Stroke 3, beginning at D, with slightly intensified pressure at the start, then lightly down and around to the top, making your loop, swinging down and around. Strokes 4 and 5, to shade the two loops, and stroke 6, from A to the right, and then the inner lower loop (not marked on copy) of stroke 1.

Letter C—From A down and around to B. Stroke 2 from A to the right to C. Stroke 3 to finish off stroke 2. Stroke 4 from E down. Stroke 5, A to D.

Letter D—Stroke 1, from A down to the right, forming the loop to the left, around to the right upward, then forming the curve to the top left to B. Stroke 2 from A to C. Stroke 3 from A to the right. Stroke 4 (not noted) to fill the right hand curve from A down. The central heavy strokes showing in the letters B and D were left as the artist made them, but they were made in error, making the central stroke too thin at first.

Letter E—Begin at A, follow the outside stroke 1 to B, stroke 2, from B to the inner loop, then strokes 3, 4, 5, 6, and 7 where indicated. The upper E loop requires much practice. The small ring loop on the top of the letter G can then be more readily learned.

The first stroke of letters H, I, J, K, V, and W, is practically the same. The loop on the letter K begins at E. Stroke 5 down and around the loop, down again and around to F. Letter P begins at A. Stroke 1 down and around, making the loop to B. Stroke 2 from C down, around, passing A to D. Letter Q begins at A to the left and down around to E.

Letter S—Stroke 1 from A to B in its centre. Stroke 2 (not noted), complete the centre dot by a down stroke.

Letter T begins at A, continuing to the curve to the right, then down and up to B. Stroke 2 shades the curve. Stroke 3, from B to the left in one quick sweep, then curve to C. Stroke 4 from B down to D.

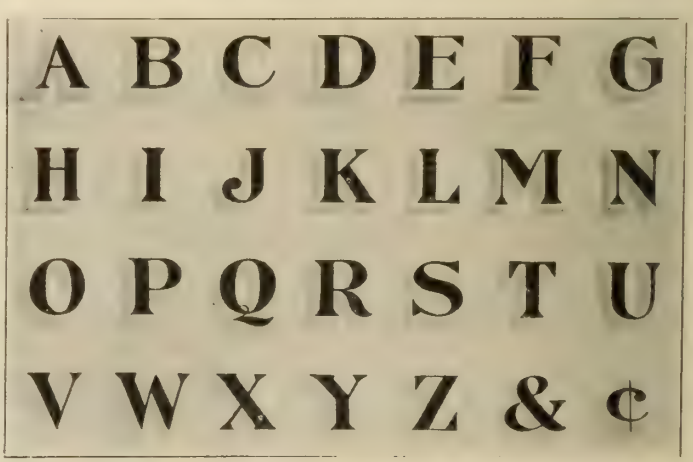
Letter Z—Stroke 1, from A to B. Stroke 2, from B down and forming the little loop at the left, then down and around with a snappy, quick curve to C. The sign & is begun at A. Stroke 1, up, passing C and down to B. Stroke 2, C to D, then shade upper loop, stroke 3. Stroke 4, from E down and up to F. Practice thoroughly.

Shading.

Excellent examples of shaded letters are beautifully illustrated in the cut marked "Shaded Script," in January number, coupled with the two cuts of shaded block and shaded Roman herewith given. This work is all done with flat brush strokes. It should be accomplished quickly. The various letters offer excellent examples for practice, and the student is requested to study them all carefully. When you shade letters have your paint easy-flowing. If you use white paint do not feel uneasy because it looks faint when you shade at first, because it will dry out much whiter and should be used very thin on tinted cards. If you shade in gold be careful to constantly mix it and do not apply too think with your brush. Shading in two colors is sometimes desirable, but the use of several colors is only in practice among those whose taste is sometimes lacking and we would not like to sanction it. Very narrow letters, if shaded with a half-inch brush, often present a highly attractive appearance.

Slant letters can be shaded to good advantage. Letters that are crooked or poorly written do not show their imperfections if the imperfect lines are not shaded exactly parallel.

The shading may appear on the right and upper ends



Shaded Roman.

if desired. Other methods, seldom used, make letters appear as though falling forward or backward.

Lettering Mirrors With Soap.

Cut a strip of fresh, common, brown soap about 2½ inches by 1 inch. Cut it from two opposite sides into a wedged-shaped point, leaving the edge one-eighth inch thick. Your mirror should be perfectly clean. You can

use the soap exactly as you would a flat brush, but of course must use more pressure.

Edge Lines on Tickets.

If you wish to place edge lines one-sixteenth to one-quarter inch thick, on small price tickets, running them to the extreme edge, proceed as follows: Hold your card in the left hand, placing its edge flat on a piece of smooth card, or better still, a piece of glass; put a liberal quantity of color or bronze on your brush. Now glide your brush quickly along the glass, resting it also against the surface of the card. Your lines will be smooth and of uniform width with a little practice.

Our next article will deal with price tickets, show cards, and show card talk, with handsome illustrations.

AFTER THE SHUTTERS ARE UP

The well-dressed stranger stepped into the chemist's shop, and, passing by the boy who usually attended to casual customers, approached the proprietor, who was arranging some goods on a show case.

"Mr. S., I presume," he remarked pleasantly, and the chemist turned and bowed gravely.

"I have heard my friend, Mr. Quorn, speak of you often," said the brisk man. "He told me if ever I needed anything in this line to come to you. He spoke of you as a man on whom one could rely with perfect confidence, who had only the best of everything, and with whom it was always a pleasure to deal."

"Mr. Quorn is very kind," answered the other, beaming with gratification. "He is one of my best customers. What can I do for you this morning?"

"Well—er—this morning, as it happens," said the stranger, with just a little less briskness, "this morning I should like, if you will allow me, to consult your directory."

"Certainly," was the calm reply. "We also have a good selection of penny and halfpenny stamps as well as railway time-tables, if you need anything of that kind."

* * *

A man walked into a grocer's shop and handed to the assistant a paper containing some white powder.

"I say," he asked, "what do you think that is? Just taste it, and tell me your opinion."

The grocer smelled it, then touched it with his tongue.

"Well, I should say that was soda."

"That's just what I say," was the triumphant reply. "But my wife said it was rat poison. You might try it again to make sure."

* * *

A citizen of a flourishing Western American town was boasting of the enterprise and rapid growth of the place to a group of strangers in the smoking compartment of a western express train.

"Only eight years old, and one of the finest towns in the west."

"I don't think much of it," said one of the smokers.

"You don't?" cried the man from the town in question aggressively. "When were you there?"

"Used to live there."

"When did you move away?"

"Three weeks ago."

"Oh! well, you ought to see the place now."

* * *

Little Tommy (at grocer's counter reading from paper): "Five pounds of tea at two-and-six."

Grocer (writing it down beamingly): "All right, my little man. Anything else?"

Tommy: "Eight pounds of sugar at two-pence-ha'-penny."

"Right, anything else?"

"Two pounds of butter at one-and-six."

"Anything more to-day?"

"Two dozen and a half of eggs at one-and-two a dozen, and that's all. How much, please?"

The grocer mentioned the amount, and said: "I'll send them along to your mother to-night."

"Oh! no," replied Tommy; "that's just my home sums for to-morrow, and I wanted to know how much it came to."

* * *

Jinks: "Johnson wants to borrow ten pounds from me. Do you think he is good for that amount?"

Binks: "Yes, with proper securities."

"What securities would you suggest?"

"A chain and padlock, a pair of handcuffs, and a dog. That would be enough to hold him."

* * *

A medical herbalist opened a shop in a very busy thoroughfare, and had filled the window with the usual roots, barks, leaves, etc., while in the centre, very conspicuous, was a large card with the announcement: "Herb Bier Sold Here." Noticing the mistake in the spelling, a man went in, called for a glass of beer, and, after taking a sip, remarked:

"By the way, sir, there's a mistake on that card in your window. Beer is spelt wrong; it should be B E E R beer; not B I E R."

"Yes," he replied. "I know. I had it that way on purpose, and it's all right, believe me. You may hardly credit it, but every few minutes some josher comes in and gets a glass of beer or something in order to tell me about it."

The visitor emptied his glass without further remark, and the herbalist chuckled again.

* * *

"Please sir," piped the tiny customer, whose head scarcely reached the counter, "father wants some oak varnish."

"How much does your father want, my little man?" asked the shopman.

"Father says, will you fill this?" said the little fellow, handing him over a half-gallon can.

It was duly filled and handed over.

"Father will pay you on Saturday," said the recipient casually. And then the face of the shopman grew dark.

"We don't give credit here," he said. "Gimme back the can."

Meekly the little lad handed back the can, which was emptied, and handed back to him with a scowl.

"Thank you sir," he said. "Father said you'd be sure to leave enough in the can, round the sides, for him to finish the job he wants to do, and I think you 'ave, sir."

KNITTED GOODS—Golfs and Sweaters.

(Continued from Page 31.)

the Canadian market. While they have bought confidently of the better grades of these goods they realize that cheap goods will ruin the market. In the past this has been the great undoing of the business in golfers, and should cheap imitations be forced they will have the effect of ousting the better grades. It is in the interest of the retailer that the advice is given to discourage the introduction of cheap lines which undermine the chances of the better lines. Initial orders up to date have been slightly better than those obtained last year. The Eton jackets have been accepted by the trade in general as the decided novelty for next Fall. It means that the retail trade is ready to handle the lines while there is room for the better goods. They realize that there is nothing to be gained by introducing poor stock which is derogatory to the finer lines. The future of the golfer and ladies' sweater depends upon the maintenance of the high standard, which it is a pleasure to sell to the better class of customers.

The Eton jackets for the Fall of 1907 have already been referred to in these columns, and, as already stated, the Norfolk jackets show but little change. The leg of mutton sleeves will again be in vogue, and the trimmings and borders will be along the same lines as last year. Covered buttons to match the trimmings are seen on many of the high-priced golfers, and girdles of wool are spoken of as a favorite idea. The Eton jackets on account of their being made much smaller and of lighter material, will not be expensive. This should be an encouragement to shut out the cheap imitations.

Altogether it is thought that a good season is ahead. London and other fashion centres have set a good pace, English factories being filled with orders.

JAEGER CATALOGUE.

The third Canadian edition of Dr. Jaeger's catalogue and price list is now ready for circulation. As a catalogue setting forth the value of pure wool wear, and illustrating and describing the numerous articles manufactured by the firm, it is well arranged and compiled in a neat, concise and forcible manner. While concise, its aim to accurately set forth the salient features of the catalogued articles and to give a detailed list of sizes and prices, is in no way neglected or meagrely touched.

The combined covers of the book portray a typical pastoral scene. In a verdant valley is an ideal pasture. A flock of sheep, watched over by a shepherd with his dog, forms a pretty picture. With the name "Jaeger Pure Wool" at the foot, it aptly prepares the mind for the perusal of the reading matter within. On the inside front cover are alphabetically indexed 108 articles contained in the 37 pages which follow. Details and prices are given; sizes, styles and color shades, so that a choice is quickly made by the reader. It is noticed that the hosiery and underwear prices which heretofore were quoted at rates according to size are now given at a flat rate regardless of sizes. The firm will be pleased to mail one of their catalogues to any address upon receipt of post card. The range shown and described in the book is a very large one and covers every article made from pure wool.

AN ERROR CORRECTED.

"Mill Damaged by Flood.—During the recent flood at Truro, N.S., the woolen mills of Stanfields, Limited, were damaged by water and ice. The new factories were at one time surrounded by floating ice, and when the flood was at its highest point, the water was fifteen inches high in the boiler room. The extent of the damage has not yet been made known, but it is thought that within a short time the machinery will be running again."—January Dry Goods Review.

Stanfields, Limited, have written as follows in regard to the above item:—

"On looking over your valued paper, we notice that you mention that our mills have been damaged by the flood which occurred here some time ago, and we ask you to kindly contradict this in the next issue of your paper. The flood was greatly exaggerated by the newspapers, and the fact is that not a dollar's worth of damage was done anywhere throughout the town. So far as our mills were concerned, our machinery was not standing for one minute. One of our boiler rooms had a few inches of water, and that was all, and we cannot understand how such a report was ever sent out from here.

"One thing certain, your paper must have quite a circulation, as customers from all over Canada have written us expressing regrets that our plant was damaged, and some even offered to help us with the selling of damaged goods. You can readily understand that these reports have done us harm."

[The Review was, with many other papers, the victim of the reports sent out from Truro, verification of which was not possible before going to press. We regret exceedingly that their publication should have done any harm.]

THE MORTON, BROWNE CO.

An Ontario charter has been granted the Morton, Browne Company, Limited, Toronto, with a capital of $40,000, divided into shares of $5 each. The incorporators were William M. Walcott, manufacturer; Sarah A. M. Nelson, bookkeeper; Margaret Burt, stenographer; Druscilla E. Crow, saleswoman, and Emily Little, designer, all of Toronto. The object of the company is "to manufacture and sell all kinds of wearing apparel, ornaments and personal adornments; to manufacture all kinds of clothes and other fabrics and articles used in the making of garments, wearing apparel, ornaments and personal adornments."

THE McRAE MANUFACTURING CO.

An Ontario charter has been granted the McRae Manufacturing Company, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were William H. Steele and Albert H. Bevis, merchants; John A. McRae, manufacturer; Charles R. Robinson, bookkeeper; and Elizabeth C. Steele, married woman, all of Toronto. The object of the company is "to buy, sell and manufacture ladies' belts, ties, scarfs, blouses, whitewear, waists, skirts and other garments for ladies, and men's caps, neckwear, shirts and other like garments, and to act as manufacturers' agents and jobbers."

BROCK'S CALGARY WAREHOUSE.

The W. R. Brock Co., Toronto, will not occupy their Calgary warehouse till March 1, but temporary quarters have been obtained and the following departmental men have gone west: W. H. Birkinshaw, warehouse manager; F. B. Archer, office manager; C. M. Baker, W. A. Hibbert, A. Littledales, W. R. Malcolm, G. N. Davidson, Arthur Ledger, G. H. Harte, A. K. Nichell, L. S. Murdock and Frank McAuley. Before leaving Toronto each man received a leather valise from the firm and a friendship token from his department.

P.M.G. Would Withdraw C.O.D. Clause

He Can Make Change Without Consulting Parliament—Proposal not Popular in the House — Views of Merchants Thoroughout Canada.

Dr. T. Simpson Sproule inquired if the Govcrnment intended introducing a bill this session fcr carrying post parcels c.o.d.

"No legislation is necessary," was the Hon. Mr. Lemieux's answer. "It is a matter for departmental regulation and is now under consideration."

This is an extract from the report of the House of Commons proceedings on January 31.

In response to the card which The Review sent to every dry goods man in Canada a Hamilton retailer wrote: "On taking the matter up with our local M.P. he advised us that it is not likely a bill will be introduced into Parliament regarding the matter, as the Postmaster General has the power to adopt the new parcel post system without introducing a bill into the House. In view of this we would suggest that some other means be adopted of reaching the Postmaster General, with a view to preventing a change in the present system. We shall be pleased to hear what further action is considered necessary."

* * *

We answered that we did not believe the Postmaster General, even if he had the power, would venture to make such a radical change without first consulting Parliament. A move of that kind would be disastrous to the Govern. ment.

* * *

At the same time we wrote Hon. Mr. Lemieux direct as follows: "We have been informed that you have the power to adopt the new parcel post system, which you referred to in the House a short time ago, without introducing a bill. Will you please inform us if this is so." He has not as yet favored us with a reply, although our communication was dated January 17. An acknowledgement of its receipt, by himself or his department, would have been the merest courtesy. He could not, however, evade the enquiry of Dr. Sproule, on the floor of the House.

* * *

The delegation of such authority to any one man or department, without requiring that the people's representatives be consulted, seems to us to conflict with the first principles of constitutional government.

* * *

We forwarded the Postmaster General a copy of the January number, and received his acknowledgment. He will also be sent a copy of the February number, so that there is no danger of his being unacquainted with the views of the trade.

* * *

We have learned, through members of Parliament that the proposal is not at all popular in the House, and also that the Postmaster General is now willing to drop the c.o.d. clause. Further than this — which is most important, though unofficial—no more information than we have already communicated to our readers has been given out at Ottawa. No other reference has been made in the House, and the daily papers, even those of the highest standing, have made no attempt to inform the public as to what the effect of the proposed legislation would be. Their silence on a question of such national importance is significant, and is to be condemned with all possible severity. Throughout the country we find their attitude interpreted by retail merchants as good evidence that they are under the thumb of the department store interests. What other reason can they advance to explain their inaction? Some might defend themselves by saying that the proposal is still in very indefinite form, and that it would be unwise to turn public opinion one way or the other until an idea can be given of just what it will embrace. That would be a poor excuse. They know the intention is that the post office shall carry much larger parcels than at present, at a cheaper rate than the express companies now give—virtually the establishment of a postal express service; that provision shall be made for the sending of parcels from any point to any other point c.o.d., collection to be made by the postmaster at destination; that with this system in operation the Government would, as a matter of course, absorb the express companies; that the post office would be expected to carry parcels, etc., at just about cost; that the big retail catalogue houses would be enabled to enter more directly into competition with every local merchant in Canada, with the natural result that great numbers of the latter would be forced into liquidation or a position of insignificance, as mere vendors of staples and notions; that the wholesale trade would suffer in accordance with the effect upon retailers; and that, viewed from every standpoint—if they take the trouble to examine the situation—the enactment of such legislation would be one of the very worst things that could happen to the mercantile life of Canada at the present time.

* * *

The adoption of the proposed change in the postal system would mean the concentration of the great volume of trade in the large cities, to the impoverishment of the smaller cities, towns and villages. It would act as a powerful deterrent to the general progress of the country, for in the building up of a nation the small merchant plays an important part. He has constituted one of the most potent factors in the development of great areas in the west, through the extension of long credit to settlers, thereby permitting them to devote their cash capital to the improvement of their farms. He sometimes got his money after the first crop; he sometimes had to wait until the second. In this way he tided thousands of families over the crucial period of their pioneer experience. The catalogue houses cared nothing about this trade, for the reason that payments were not spot cash. The local merchant catered to it without opposition from outside, and now that circumstances for the settler have improved, and he has more money at his disposal, the big city stores value his business. With the assistance of parcel post and special express rates they are able to get a good deal of it at the present time. Now it is proposed to equip them with advantages that would mean the attraction to their hands of all, or nearly all, the cash trade, while the local merchant would be left to take care of the credit

business and shoulder bad debts besides. This would preclude the possibility of the latter being able to buy his goods for cash and sell as cheaply as he otherwise would. In calculating his percentage of profits he would be obliged to make provision for terms exacted by manufacturers and wholesalers on long dating, and also for bad debts. As the country became more prosperous and people were able to buy more and more for cash, and recognized the advantage of so doing—the tendency in this direction is becoming stronger every day—his trade would gradually be depleted and that of the catalogue houses strengthened.

* * *

Throughout the older-settled portions of the Dominion it would be difficult to find a community from which mail orders are not sent. Often it is found in small towns, villages or cross-road settlements, where a good proportion of the buying public is composed of farmers. that many people send all their ready cash to the catalogue houses and look to the local merchants to extend them good long credit at any time, and go even farther at seasons when crops are backward. Then, in the general stores, farmers find a market for their produce, with keen competition to assure them of good prices. Kill off the general stores and you kill off this market, as well as deprive the farmer of the credit accommodation that he often finds necessary.

* * *

It does not require any extraordinary perception to see what effect the decrease of activity in local markets would have on the towns, villages and surrounding communities with respect to real estate values, etc. The effect would extend from one end of Canada to the other.

* * *

Referring to the point which we raised in the first paragraph, we see no reason for the silence of the metropolitan press other than that it is influenced by the advertising patronage of the catalogue houses. The conclusion that this is so is forced upon us, though we would like to believe differently. Not one of them gave any prominence to the matter in its news columns, and only one that we have seen took it up editorially, then making no mention whatever of the injury that would be done to local retail merchants if such a change were adopted. Another, in an obscure paragraph of seven or eight lines, did go so far as to say that great benefit would accrue to mail order houses. Even the question of Dr. Sproule and the answer of the Postmaster General, quoted in the opening paragraphs of this article, were ignored by all Toronto papers but one in their parliamentary reports. Their representatives in the press gallery must have been acting under instructions or else a strict censorship in this regard is exercised over their copy at the offices of publication.

* * *

On most questions of half the importance of this one the big papers would lose no time in gathering full information, and setting out to arouse public opinion to such a pitch that the Government would either find its hands strengthened by the people at large, or would have impressed upon it the advisability of dropping what it proposed. In this case there is no opinion except what has been stirred up by The Dry Goods Review and other trade papers. We venture to say that the general public has entirely forgotten the fact that there was a brief reference in the daily press to the Postmaster General's announcement. As we pointed out before, very few merchants saw it at all, for the reason that it was made when the Christmas rush was opening up. The first intimation that they had was The Review's post card, which we find has been doing its work splendidly. The views of the trade have been, and are being, made known in such a way that they must have a strong effect. If the daily papers had been true to the principles, which, on accasion, they loudly claim to hold above everything else, we would also have public opinion pointing out clearly that the people are unalterably opposed to any measure which will impede the general progress and prosperity of this Canada of ours, appropriately called "the young giant among nations."

THE TRADE AROUSED.

As stated before, The Review informed every dry goods man in Canada of the proposal as soon as it was announced, with the result that the trade, from Halifax to Vancouver, has been stirred up, and members of Parliament in nearly every constituency have had impressed upon them what the general good of the country demands that the interests of the local merchant be protected. We were at first under the impression that a bill would have to be introduced, and that the defeat of the proposal would rest with the Commons.

P.M.-G .WOULD DROP C.O.D. CLAUSE.

John Pratt & Son, of Belwood, Ont., write: "We sent your copy of the communication forwarded to our local member. A letter arrived from him to-day in which he says that he is not in favor of anything that is going to give city department stores an advantage over town and village stores and adds that he thinks the Postmaster General is willing to drop the c.o.d. clause from the proposal, and that this ought to meet the wishes of the country storekeeper. He thinks that a cheap parcel express will be a good thing all round, and asks us to acquaint him with our views."

* * *

We communicated with this firm advising them to stand firmly opposed to any extension of the parcel post system at the present time, and we so advise every merchant. Any change along the lines proposed would give the catalogue houses an advantage that they should not have. These establishments are anxious that the express business should pass entirely under Government control, which would mean that rates would be reduced to the minimum. Merchants are satisfied that the present express companies should remain in business, and if there is any complaint as to rates it may be settled by appeal to the Railway Commission.

THE INDIFFERENT MERCHANT.

The great majority of retailers needed only our post card to set them working, but there are a few who have not yet wakened up to the necessity of doing anything more than folding their hands and trusting the situation to Providence, forgetting, perhaps, that Providence most readily helps those who help themselves. As one man remarked in a letter regarding the proposed legislation, "So many are always indifferent, even in such matters as this, but when too late they are the loudest howlers."

* * *

The editor of The Review was in a small town a short time ago, and found that a great deal of the trade went to Toronto. Perhaps no place in Canada of equal

size feels competition from catalogue houses more. "If it were not for them this would be a fine business town," one of the merchants informed us. We were nearly floored when he said, in answer to a question as to whether or not he had written his local member of Parliament: "What's the use; they'll get the bill through at any rate." When he caught his breath the editor answered him that if every merchant took an equally hopeful view of the situation no doubt remained as to the outcome. Now this man knew perfectly well what the effect of extending the parcel post system would be, and that his own business would suffer greatly, yet he dozed away in the consciousness that lots of other fellows would raise a noise, and was content, for his own part, to hope that nothing serious would happen.

* * *

There were others in this same town who had been too busy watching the nickels come over the counter to spend ten minutes writing a communication to help protect themselves against the loss of thousands of dollars, and, perhaps, in some cases, the destruction of their businesses.

* * *

Each one of these merchants agreed that they should do something and promised to try and have all the business men of the town unite in a communication to the local M.P. and a petition to the Postmaster General.

CONCERTED ACTION IN BRITISH COLUMBIA.

The Victoria, B.C., Colonist gives prominence to a copy of the post card sent by The Review to all dry goods merchants relative to the proposed legislation, and adds: "Local merchants who have been interviewed on the matter express the opinion that the bill mentioned threatens to very materially injure the trade in British Columbia, as the measure practically means that merchants of the large centres in Eastern Canada will be able to do a retail trade in the west, without any of the disabilities which attach to maintaining establishments in this province in the way of high freight rates, high wages to employes, trade licenses, etc. It is not improbable that concerted action will be taken by the merchants of British Columbia to lodge a protest at Ottawa against the passage of the proposed measure."

A BOARD OF TRADE UNDECIDED.

We have received the following communication from the Board of Trade of Sackville, N.B.: "Your post card headed 'Proposed Legislation will Injure You' has been considered by our council of board and we would live more information on the subject. We do not care to interfere with the idea of better and cheaper transportation in any form, yet we see how this measure would work injury to the business men of this and other localities. Please give us information as to the origin of the proposals, and the support which it is receiving in various quarters. Our council, which has considered the matter, favors a strong measure of taxation of some form that would reach departmental houses as, in some cases, the best method of placing them on the same footing with others." We forwarded proofs of articles appearing in the January Dry Goods Review, and expect that this body will be readily convinced of the thorough injustice of the proposed legislation.

PROPOSAL NOT POPULAR IN HOUSE.

George McKenzie & Co., Campbellton, N.B., are in receipt of the following from the local M.P.: "Yours to hand in reference to cheap parcel system. I shall certainly oppose it, and as far as I can learn it is not popular in the House."

M.P.'S APPRECIATE SITUATION.

One merchant has received this reply—characteristic of all the others we have seen — from his M.P.: "I will give this matter my most careful consideration. I may say that I have already had the matter brought before me by several other mercantile houses, and quite appreciate the reasonableness of their views."—Saskatchewan.

WHOLESALERS ACTIVE IN OPPOSITION.

Following are some communications from wholesalers with the letters which they sent to members of Parliament:

"Your card to hand in reference to proposed change in postal laws, and we are writing our representatives. We trust that the bill in question will be stopped, and thank you for writing us." Following is an extract from the communication sent member of Parliament: "This bill if passed will enable mail order houses of Toronto and Montreal to compete with local retailers to a much greater extent that they are now doing, though, as a matter of fact, this compettition is the most severe that the retailers of the Maritime Provinces have to contend with. The injustice of this proposal will, we feel assured, be made clear to you should you investigate conditions as they are at present, especially in the country districts, where mail orders in many cases take the entire ready cash of the consumer, leaving the credit business to the local storekeeper. In this manner the most profitable business is lost to the wholesaler here, and while the Maritime Province merchants have been putting up, in many cases, a good fight through advertising, catalogues, special sales, special buying days, etc., the mail order houses, working under the advantages of larger capital, larger purchasing ability, and last but not least, the fascination the ordinary person feels in buying goods in a large centre and away from home, are not losing ground. Under these conditions you can readily see to whose advantage the passing of this bill would be. We are so impressed with the necessity of working against a measure of this kind that we have instructed our traveling salesmen to interest every retailer they call on and—if he has not already done so—urge him to take the matter up with his representative."

* * *

"We are under the impression that the large mail order houses are behind this movement, and we consider it would be a gross injustice to small retailers in towns and villages, and more especially in country places. Road crossing country stores would simply be put right out of business, and their property ruined. We trust The Review will do everything in its power in the interests of the retailers."

* * *

"We wish to express our appreciation of your prompt action in this matter. We enclose copy of letter which we have, at your suggestion, written to our member to-day. We are also instructing our travelers to call attention to editorial matter in The Review, and have their customers stir up all possible opposition to this measure." Letter to member: "It is with sincere regret and apprehension that we have learned of a bill to be introduced into Parliament at the present session to establish a cheap parcel post system in Canada, whereby the postoffice shall collect on parcels both the value and

postage. This will enable mail order houses to send goods c.o.d. to any part of the country in competition with local retailers. This measure will also place it in the power of large departmental stores, with organized letter order departments, to compete with the smaller dealers in more remote places for their local trade. It will also have the effect of further concentrating the business of the cities and towns into fewer hands. In Toronto the retail trade has, largely, been absorbed by two departmental stores, and these are now reaching out through their catalogue and letter order departments, for business in the rural districts. The proposed legislation would place in their hands a powerful means of acquiring trade now distributed among the small local merchants, and thereby destroy legitimate competition."

* * *

"We have adopted your suggestion. We would certainly be sorry to see such a measure carried."—Vancouver. Letter to member: "We are informed that a bill will be introduced into Parliament at the present session to establish a cheap parcel post system, including a c.o.d. services. This would enable large mail order houses to send their goods c.o.d. to any part of the country in competition with our small merchants. We feel it would be a great injustice to them, and would reflect heavily upon the shipping trade of our coast cities. We ask you to do all in your power to prevent its going through."

* * *

Letter to member, Jan. 2: "The writer having been ill has only now learned that a bill will likely be introduced into Parliament at the present session to establish a cheap parcel post system, whereby the postoffice shall collect on parcels. This, we feel would be a tremendous advantage to the large departmental stores, which do a mail order business. These stores are injuring, to a great extent, the local merchants, and any change in the post office system which would aid them would be a great mistake. They are a very small minority when compared with the merchants all over Canada. If you think this over we feel sure you will see the fairness of our argument, and will oppose the bill as strenuously as possible."

HOW THE NEWS WAS RECEIVED.

We here give some extracts from a few of the letters which we have received from retailers :—

"In response to your card of Dec. 17, we enclose copy of a letter sent by the business men of our town to our local member. With it we have sent a personal letter emphasizing this matter a little more strongly than in the joint communication. Personally, we are in favor of every measure that will be of benefit to the country, and, no doubt, this measure would be a great convenience to many. We are satisfied that the c.o.d. service would have the same effect here that it had in Great Britain. While the great majority of our merchants in country towns can compete with any departmental store in values given, yet we recognize we are seriously handicapped in advertising this fact to the public. If we could reach our customers every day in the week the same as the city merchants, we would fear nothing in the way of competition. The advertising problem is the one that the retail merchant has got to solve in Canada if he is to keep pace with the department stores."—Ontario.

* * *

"Upon receipt of your card we called a meeting of the local Retail Merchants' Association and sent a petition to the M.P. for this constituency."—Ontario.

"We are exceedingly thankful to The Review for the reminder."—British Columbia.

* * *

"I have received your card and will have a meeting of the local merchants called to take action as advised."—Ontario.

* * *

"It seems hardly possible that the House will give ear to such a proposal. Should it put in an appearance the hottest kind of opposition will be given it. The influence which your journal exerts will go far towards defeating it."—Quebec.

* * *

"I have personally interviewed our local M.P., and have received his promise to oppose the bill to extend the parcel post system and establish a c.o.d. service. I thank The Dry Goods Review for its vigilance in the interest of the trade."—Ontario.

* * *

"Enclosed please find copy of letter sent us to the local member of the Dominion House. The Board of Trade and Retail Merchants' Association are calling meetings to draft resolutions and forward them to Ottawa. We wish The Dry Goods Review every success in dealing with this question."—Ontario.

* * *

"I thank you for the interest you have taken in the matter. I always appreciate the suggestions of trade papers."—Prince Edward Island.

* * *

"We wish to thank you for advising us re the proposed parcel scheme. We have acted on your advice, and, as well, have drawn up a petition and secured the signature of every business man in town."—Alberta.

* * *

"We are sending a copy, with full list of signatures, of the petition we have forwarded to our local M.P. He promises to oppose the measure strenuously." The petition was signed by sixty-seven merchants and business men of the town.—Ontario.

* * *

"I have called on all the other merchants and they all agreed to take the action you advised. We hope that you will so arouse all business men that their power will be felt at the seat of government. So many are always indifferent, even in such matters as this, but when too late they are the loudest howlers."—Alberta.

* * *

"We acknowledge with thanks the receipt of your card relative to a bill to extend the parcel post system. We are greatly indebted to you for the prompt steps you have taken in opposing the proposal, and we heartily wish you every success."—Saskatchewan.

* * *

"We received your card, and in reply would say that we have had a petition circulated in this town, and have forwarded same to our member at Ottawa. We believe that several other towns near here are doing the same."—Nova Scotia.

* * *

"We certainly appreciate your interest in this matter, as we are confident the entire trade throughout Canada does."—Manitoba.

* * *

"We thank you very much for post card notifying us of proposed parcel post legislation. We have written today to different and most important retail merchants of our county, and at the same time to our local member of the Dominion House."—Quebec.

"We are enclosing copy of letter sent to our representative at Ottawa. This is simply a preliminary letter to find out just where he stands. If he needs support in the matter we will have a protest sent in from all classes of merchants in order to strengthen his hands."—Ontario.

* * *

"In consequence of receiving your card we have sent a petition to our M.P., signed by every merchant in the town."—Prince Edward Island.

* * *

"Thanks for your card of December 17th. We have circulated a petition, which has been numerously signed by our merchants and forwarded to our representative. We have also had our local papers take up the matter, and instructed each to forward a copy to you."—Ontario.

* * *

"In addition to sending a petition to the Postmaster-General direct the merchants of this town have written the local M.P."—New Brunswick.

* * *

"Enclosed herewith find copy of letter, signed by every merchant in town, which was sent to local M.P. We trust that the bill, if introduced, will be overwhelmingly defeated. We thank you for calling our attention to the matter, and for the active interest you take in the welfare of the retailer."—Nova Scotia.

VIEWS OF RETAILERS THEMSELVES.

A large number of merchants have sent us copies of the communications written to their local member of Parliament. Extracts from a few of these, which follow, should be read with keen attention by everyone interested on the question at issue, for they reflect the opinion of the trade, from the Atlantic to the Pacific :—

* * *

"Now I am decidedly opposed to any such legislation. We have express companies who forward parcels with promptitude and at reasonable rates. Such a bill would build up catalogue houses and tear away many local businesses. If this Dominion is to prosper it must be by making trade conditions of such a nature as to give the greatest good to the greatest number. This bill would handicap such conditions."—Ontario.

* * *

"We believe such legislation would tend to favor a few monopolists, to the injury of a multitude of local merchants, who, as a rule, rank amongst our best citizens and pay heavy taxes for the benefit of the localities in which they do business. Competition is sufficiently keen among local merchants to protect the consumer from over-charge. The parties soliciting this legislation aim at securing a good portion of the mercantile business in sections of the country where they pay no taxes."—Ontario. This was signed by a number of merchants and a gentleman signing himself an ex-M.P.

* * *

"We learn that a bill will be introduced into Parliament at the present session to establish a cheap parcel post system in Canada, and whereby the postoffice will collect on all parcels, that is, provide a c.o.d. service. This means the introduction of the British parcel post system, a system that has ruined the business of the local dealer outside of the large centres in that country. The merchants of Canada will oppose this measure in the most emphatic manner, and we ask you to use your influence to have this bill defeated, as it will seriously injure, if not destroy, in many places, the enterprises that do most towards promoting a vigorous and prosperous growth in local towns and villages."—Ontario. This communication was signed by all the leading merchants of the town.

* * *

"The passage of such a bill would put a great many local retailers out of business, and put a large amount of extra work and expense on the postmasters. I hope you will oppose the measure."—Ontario. This merchant is also a postmaster.

* * *

"I would ask you to earnestly oppose this measure, as, in my opinion, it would be a great detriment to at least three-fourths of the people engaged in mercantile business. As it tends towards the centralization of trade in one or two cities, it would injuriously affect hundreds of other cities, towns and villages. It would also tend to the further burdening of the mails, on account of which the public is already suffering. I cannot see that there would be any general benefit resulting from such a measure, and in the interests of a large proportion of the people of Canada, and especially of this city and district, I would again ask you to oppose it."—Ontario.

* * *

"The growth and prosperity of this Western Canada surely depends upon the energy, prosperity and success of her local citizens."—Manitoba.

* * *

"If this becomes law it will greatly facilitate the progress of Toronto and Montreal catalogue houses, which have already become a menace to the prosperity of our town and county. A consideration of this growing evil shows that it is unfair to local merchants, and in the end will be disastrous to those who encourage it. Local support is necessary to ensure good, healthy business, and progressive merchants are necessary to the growth and success of their towns. Without them there is no market, the largest taxpayers disappear, there is little or no demand for labor, and as a direct result, farmers' lands decrease in value, as an active market is necessary for the profitable sale of their produce. Merchants in small towns, particularly in a farming community, are obliged to give their customers long credits, often tide them over a period of misfortune, and handle at a loss much inferior produce, consequently they are placed at a disadvantage when brought into competition with catalogue concerns, whose business is conducted on a strictly pay-in-advance basis, and who are not called upon to pay anything locally."—Nova Scotia.

* * *

"You are, of course, aware of the immense amount of money sent out of the small towns every day to the catalogue houses for goods that command a good profit, leaving the local dealer to supply the staples at a very small profit, and pay the taxes."—Quebec.

* * *

"We do not fear any competitor if he is placed on an equal footing with ourselves, but it is so manifestly unfair that we should have to pay a business tax, support our schools and our churches and be expected to respond to every local demand, and the catalogue houses come in without paying any of these things, that we shall expect you to oppose the measure when it comes up."—Ontario.

* * *

"By passing such a bill the Government would certainly, whether consciously or not, be playing into the hands of the catalague houses."—Quebec.

* * *

"I feel that we already have enough competition from this class of traders, who pay nothing in the way of

local taxation, and I feel that the general public would not benefit by the proposed change. People can buy as cheaply at home as from the catalogue houses, but they are influenced by the advertising features of the latter." —Quebec.

* * *

"In 99 cases out of 100 the consumer can purchase just as cheaply at home as from the department stores, if he takes into consideration the postage or express. I trust you will do all you can to oppose this measure. If put through its effects would be far reaching and exceedingly injurious."—Ontario.

* * *

"If passed, this bill would place a great many local merchants in such a position that the mail order houses would practically ruin their businesses."—Nova Scotia.

* * *

"This bill has, no doubt, been initiated by the retail catalogue houses. If passed they would inundate the towns and villages of Canada with parcels, to the injury of local merchants, who pay the local taxes and keep the wheels of commerce moving."—Nova Scotia.

* * *

"For some years past the mail order houses have been industriously circulating their catalogues throughout the Island, and thousands of dollars have been sent to them each year for merchandise that might have been purchased just as cheaply at home. This is a serious loss to the merchants, and the province generally, and if the proposed bill is allowed to pass, mail order business will be greatly increased."—Prince Edward Island.

* * *

"Such a bill, should it become law, would be a menace to our interests in proportion as it would benefit a class of merchants who reap where they do not sow, and who do business in communities to whose progress they do not contribute by their presence, their energy or their taxes. We would be sorry to oppose a measure that would contribute to the comforts and conveniences of the people as a whole, but in opposing the measure in question—which we will do most determinedly, and which we ask you to do as representing us—we would point out that a policy which tends to the centralization of business, and the nurture of large concerns, cannot but be detrimental to that progress in country communities which we must all desire to see."—Alberta.

* * *

"It would be a great injustice to the many local merchants doing business to-day and paying business taxes to allow the mail order houses to step in and get the cream of country trade through the medium of this c.o.d. privilege. . . . I think mail order houses should be taxed on the amount of business they get in the country."—Ontario.

* * *

"This legislation would be in the interests of the few. It would be unjust to the local retailer, who would, in effect, have the Government in league against him. It would be another step toward centralization, and another favor given to large corporations. It is of great importance to the farmers that large and up-to-date stores be found at their very doors. The legislation referred to would not help this, but operate against it."—Ontario.

* * *

"I respectfully call your attention to the stand which I take in the matter of the bill about to be introduced re extension of the parcel post system. I believe this is merely a scheme of the departmental stores. If adopted it would be a source of injury to every rising town in the west. Our country needs population, not monopoly—legislation that will fill the west with business centres instead of crushing out the small dealer."—Alberta.

* * *

"Progressive commjnities the country over are almost exclusively those who have the spirit of, and practice, home protection. Progressive towns always increase the land value of the adjacent territory. The large retail catalogue houses, by absorbing the trade of the smaller towns and villages, act as a detriment to their welfare, and also that of the country adjacent."—Saskatchewan.

* * *

"For the Government to step in and assist mail order houses to distribute their goods, at a nominal charge, would be most unfair. . . . We pay taxes to keep up our roads, streets, bridges, etc., but if the mail order houses, without assisting us in our municipal expenditures, are to be enabled to take our business away—the means provided by the Government—what benefit do we get from these taxes ?"—Ontario.

* * *

"Quite a number of our people are thoughtlessly sending a great deal of their money to the city stores, thereby cutting their own throats, ruining their home town, decreasing value of property, etc. They are building up Toronto and other cities at the expense, and to the stagnation, of their own community. If people would spend their money at home it would come back to them in a better town, better schools, better churches, better stores, better social advantages, and increased value of property. The city stores, on an average, don't sell any cheaper than we do. They don't help to pay taxes, etc. They are great and clever advertisers, and, you know, fields are green far away. Mail order competition is harmful enough in the smaller towns without giving them extra legislation."—Ontario.

* * *

"Mail order houses do great injury to our town and country stores, and are no benefit to those who purchase goods from them. I have compared the goods with what we sell, and see no difference."—Nova Scotia.

* * *

"We could fill pages giving our individual reasons for asking you to oppse such a bill, but have confidence in your ability to grasp the full effect that it would have without our groing further into the matter."—Saskatchewan. This was signed by every business man in the town.

* * *

"Not only would such legislation be unfair to the merchants, but every business would be adversely affected. The tendency would be to kill local trade, lessen local competition and enterprise, and depreciate real estate values. In order to make our ideas as plain as possible we will view as an illustration this village, with a population of about 800, six general, five grocery and two hardware stores, two harness shops, three merchant tailors, and a number of smaller businesses besides. Undoubtedly it may be admitted that competition is keen enough here. We conduct one of the general stores, carry a stock of from $12,000 to $15,000, employ ten hands the year round, pay rent, taxes and insurance. We take an interest in the progress of the village and foster the growth of our market. The result is good prices and accommodation for the farmers from the surrounding country. They cannot do without the local market and stores ; it is impossible for them to drive to Toronto with their butter, eggs, fowl, etc. It is clear that prosperous towns and villages tend to create prosperous farmers. One cannot well do without the other and this con-

dition is a natural one that exists all over Canada. We purchase the product of the farm for which we pay prices established by local competition. During the past few weeks we paid out for fowl alone over $5,000. By the combination of retailing goods and handling farm produce we are able to conduct and sustain a fairly profitable business, and at least four other stores here are conducted on similar lines. We have nothing to fear from fair competition, but should be protected from legislation giving the mammoth mail order houses any unfair advantages."—Ontario.

* * *

"Being a merchant yourself you will understand the matter fully. There is no doubt that the large mail order houses are at the bottom of the proposal."—Prince Edward Island.

* * *

"I would ask you to oppose this bill and try to secure the co-operation of other members as well."—New Brunswick.

* * *

"We are advised by The Dry Goods Review, a very influential journal, that a bill will be introduced into Parliament at the present session to establish a cheap parcel post system in Canada, whereby the post office shall collect on parcels. A moment's reflection will, we think, show you the injustice of the proposal. It would mean placing at the disposal of the few mail order houses a great public utility, to the support of which these concerns cannot contribute a dollar in comparison to the hundreds of dollars contributed by those whom such a move would injure. No doubt this ridiculously unjust and unbusinesslike proposal is instigated by the mail order houses. They are not satisfied that the postal service carries their trainloads of catalogues into every corner of the Dominion, thus placing them in a position to unfairly compete with the local merchant, who has to bear his share of local expenses, while the catalogue house goes free; they now want the post office to carry their wares cheaper, and do their collecting to boot—in short, to transact business for them at the expense of the country. We are confident that, should this bill appear, you will lend a hand in passing it to the place where it belongs—the waste basket."—Quebec.

* * *

"We understand, through The Dry Goods Review, that a bill will likely be introduced into Parliament at the present session to establish a cheap parcel post system, including a c.o.d. provision. This bill appears to be framed for the profit and convenience of a few large mail order houses, and should such a measure be passed, it would, we believe, prove disastrous to many a local retail merchant."—Saskatchewan.

* * *

"Our attention has been drawn by The Dry Goods Review, a journal of the widest circulation in Canada, to a bill which will likely be introduced at the present session of Parliament to extend the present parcel post system and establish a c.o.d. service. We would ask you to oppose the measure, in the interests of ourselves and the town."—Ontario.

* * *

"If this bill passed it would be impossible to conduct a really good store in the smaller towns. The turnover would not be sufficient to allow the keeping of a good assortment of the goods in style each season. I trust you will vote against the measure if it comes up, and use your influence besides."—Ontario.

"I hope that you will oppose the measure, as it will mean that the mail order houses will be able to make use of our local post office and postmaster to compete against us. Many of our townspeople whose names appear on our books are sending their cash trade to the big city stores."—Ontario.

* * *

"We might offer many reasons why this bill, if presented, should not be allowed to become law, but, believing you to be thoroughly informed regarding the existing situation, we desire only to call your attention to the principal reasons why in our opinion the proposal should be defeated :—

1. "The existing legislation allows the big departmental stores to enter sharply into competition with local dealers, through the express companies, and the result of such competition has proved disastrous to trade in many localities.

2. "Should a postal express service be established the Government would be acting as collectors for the department stores, and encouraging these establishments to kill off trade throughout the towns and villages, thereby retarding the progress and development of the country.

3. "There is no demand on the part of the public for the change, and it would be class legislation in which the department stores would be the only beneficiaries.

4. "Departmental stores are sellers only. Country produce, such as wheat, corn, oats, beans, butter, eggs, also cattle, sheep, hogs, etc., would still have to be handled by local dealers, and prices for these products would be lower if a fair exchange of commodities were prohibited, by department stores securinging a larger portion of the trade they they now control, compelling local merchants to carry fewer lines and smaller stocks.

5. "The department store contributes nothing to the taxation of the communities where they are seeking to secure an ever stronger foothold than they already have, the local dealer being compelled to contribute, in the shape of taxes, to schools, making and repairing of roads, support of poor and insane, ordinary expenses of the municipality, and, besides, subscribes liberally to church funds.

6. "Department stores sell only for cash, while the local merchant, on account of short crops, etc., is frequently obliged to give extended credit.

"We might go on indefinitely giving reasons why the passage of such a bill would be disastrous to the country generally, but we are assured that you will grasp all the points at once, and we earnestly request that you do your utmost to defeat it should it be introduced into Parliament."—Nova Scotia.

* * *

"The small dealers in the country places have enough to contend with already without adding further to their disadvantages. The great majority are merely making a living. What would the towns and villages be without their local merchants, who, we think, next to the farmers, are more the backbone of the country than the large city stores, who have no interest in the rural districts other than to get all the money they can with no return in taxation or anything else."—Ontario.

* * *

If for any reason the Postmaster-General should desire to read over the originals from which these extracts were made, The Review will be glad to forward them to him, along with a large number of others, containing about the same line of argument.

Established 1832

Cable Address:
"LAW," Bradford

SPRING 1907

"Lawrus" Fabrics.

(Registered)

MOHAIRS

Unique Specialite
Mohair De Soie

Of Wonderful Texture and Exceptional Brilliancy

Rainproof Goods
Latest Productions
Brilliantine Suitings
At Popular Prices

Law, Russell & Co.

LIMITED

Converters of Bradford Goods

BRADFORD AND LONDON



The New Spring Gown.

A Wider Choice Not Only in the Material But in the Making.

Not only is there a wider choice than usual of materials for this Spring gown and suit, but the same latitude is also a feature of the making up department. Tailored suits in some shape or another will always have a strong standing in this hemisphere. They are the first to be purchased for early Spring wear. The new materials for tailored suits are beginning to be shown in the retail stores now and are chiefly of fancy tweeds, worsted mixtures and also of fancy woolens, generally in some plaid design. Stripes are again beginning to be talked of in the better trade, and in some materials will have a certain sale. There is considerably more trimming seen on the new suits, chiefly on the coat. Coats almost invariably show a fancy vest, generally of some harmonious shade in pastel broadcloth, trimmed with banding, fancy trimmings or braid. Though pleated skirts will be used exclusively for the ready-made suit, there will be more variety in custom-made suits and the gored circular cut will be often adopted.

The new wool voiles will be greatly used for the making of costumes and the more elaborate gowns. These are in plain cloths, and in checks and stripes, and the checked and striped goods certainly are in the highest style, though in Canada it would seem as though the plain voiles have had the greatest sale. Fashionable women are giving a fancy effect to a plain voile gown by having it mounted over striped silk. Satin is also beginning to be used as a lining, and when properly combined is most effective. Thus grey satin was used in a Paris model under a gown of narrow black and white striped silk voile, the grey showing through and softening the strong contrast between the black and white in a most effective manner.

Suits and costumes show a big use of silk for trimming, wide bias bands and milliners' folds being very much used both upon skirts and bodices.

For all but the most severe of tailored suits Paris says trained skirts, but this is a decree that the Canadian woman is sure to dispute and the big majority of both Spring and Summer gowns will be made in walking lengths. Paris models show also the high waist line, particularly at the back, and this is also a detail that will be subjected to general modification.

There is a freer use of silk, and one of the latest expressions of this fashion is the use of satin duchesse for coats. Satin duchesse is also used for handsome tailored suits. Taffeta chiffon is well to the fore for this purpose. The coats are semi-fitting and in hip length, though those reaching to the knee are also seen. Some are also of the box order. The trimmings used on these silk suits are quite elaborate, and are of fine lace, embroideries, etc., and the whole style and effect of these suits depends upon the arrangement and colors of the trimmings.

Guimpe and bretelle effects are increasing in favor, both for the costume and the separate waist, and as the season advances will be brought out both in silk and voile models. These will be made up in both one and two-piece suits, the princesse mode being the most effective, but the two-piece suit is the easiest to manage.

The broadening of the shoulder is very perceptible and cap arrangements are used to give this effect at the top of the sleeve. There is an evident attempt to revive the drooping shoulder, and many French models have the shoulder and sleeve cut in one.

The Princesse-Empire, that is, a gown with the waist and skirt joined and with the waist line high in the back, is a leading feature in costumes. This style predominates in the lingerie, lace and net gowns. These gowns all button at the back, and though new in shape, present little novelty in the manner of trimming.

It is quite evident that light, dull colors will predominate the situation for dressy occasions, and that fashion is favoring mainly, novel shades. Twine and ecru shades, chartreuse, yellow, raspberry, Danish blue, deep sulphur and tan shades are the colors of the moment in Paris. These, while beautiful, are by no means universally becoming, but the fact that the waist is cut down and filled in with either lace or embroidery will go far towards making them a success, by removing them from close contact with the face.

There are two things that are going to be distinctly in evidence this summer in the making up of the fluffier gowns. The one is the posing of one thin material over another, and the other is the using of color with white and ivory. Plain colored organdie of one color will be laid over organdie of another color. Mauve will be much used for this lining, and will be seen under such colors as pale blue, green or pink. A pink-over-mauve gown was trimmed with ivory lace, edged with black valenciennes. This mounting of one color over another is seen at its best in black and white, and black organdie made with tucks and ruffles and trimmed with fine black lace will be worn over white organdie or some pale shade of color.

The real washing frocks show a return to the plain lawns, muslins, dimities and also ginghams. Patterns are small and simple, and prices are not prohibitive. The expense, however, lies in the making, as they are freely tucked and inserted. The union of waist and skirt into a princesse gown is a feature.

The jumper or cut-out frock made in all varieties of wash materials, particularly in linens, plaid ginghams, etc., and all dresses, whether simple or elaborate, will be cut down at the neck and a guimpe of lace or embroidery set in. Pique will be used to some extent, and a suit with a tailored skirt and box-pleated blouse, cut low and without sleeves, to show the guimpe, and sleeves of opernwork embroidery worn under it. Hot weather frocks will be made with the low Dutch neck, and this applies even to those made in the simplest tailored styles, but the guimpe and high collar eventually will be the style we shall settle down to. The cross-over blouse is another style that can be reckoned as sure.

Simple bands of insertion or lace will be the most employed trimming.

There has been a still greater improvement during the past month for check and homespun effects for spring suitings. Ladies' tailors have booked largely in these lines and the season as it advances promises to be strong in checks. Stripes, which have been inactive for some time, have taken a sudden and somewhat unexpected prominence. Stripes never have any great run, and in spite of the fact that Paris is taking them up strongly they are not expected to amount to anything on the market. It is thought that the remarkable strength of the checks has somewhat diminished the available stocks, and that those who have been left with a shortage have turned their attention to stripes with the hope of having them take the place of checks and plaid effects. The shortage of plaids which was so evident last Fall, has induced merchants to place heavy orders for the coming season. Panamas still hold their position as leaders for the Spring trade. It is noticed from the orders already booked that the shepherd checks have steadily improved in demand. Broadcloths seem to have reached their limit now, as there are but few orders placed except for staple blacks and navies. The gunmetal checks in black and white are strong features in the present buying for Spring. Black and cream voiles are still continuing in the front of the list for Spring trade. Of these lines, buyers in Europe at present, in writing to their firms, declare that it is with the utmost difficulty that orders even for a very late date of delivery are accepted. There has been a slightly better demand for fancy voiles during the past month, but in no manner have they detracted from the fixed popularity of the plain colors. Manufacturers abroad are reported to be making extensive preparations to bring out a greater variety of checks and plaids than ever before for the Fall season, and from present indications it would look as though the fashion for checks was to continue for at least one more season, although in fashion centres plain and fancy stripes are spoken of as favorable lines for next Fall.

Silks

The raw silk situation has not improved during the last month, and the conditions ruling the raw material are naturally reflected to a more or less degree in the fabric end of the trade. There is an unusually favorable feeling towards silk fabrics, and should this feeling materialize, further advances are certain.

Fancies rather than plain goods are those most considered; and plaids, though they have had a long run, are still the leading style idea, and have been well taken by the waist manufacturers for the early trade. For the counter demand checks come first, in block and pinhead checks. Blue and white and black and white sell freely in these effects. Soft weaves are still favored, and satin surfaces are decidedly in the lead.

Japanese silks are advancing materially, the advance being as high as 25 per cent. on some lines.

Wash Goods

There was much dissatisfaction expressed over the delay of January shipments. The mills were slower in making deliveries than had been anticipated, and jobbers were compelled to delay much of their shipping until the present month. The retail trade is receiving goods satisfactorily, but the waist manufacturers are in a strange plight. They cannot get sufficient white waistings to keep up with orders. One manufacturer recently placed an order for several thousand yards of white linen waisting. In reply to a cabled order he was informed that the goods could not be delivered until May. This was no use, and so the order was cancelled. There are many such cases at present, and there can be no relief so long as the present demand continues. The wash goods market at present would warrant the immediate covering of all requirements while there is still a chance to get orders from jobbing sources. The lower grades of white lines are being eagerly snatched up as substitutes for the better lines, which at this early date are exhausted.

As the season advances manufacturers are turning their attention to the procuring of larger stocks of mercerized fabrics, as the advance orders for waists of this material have exceeded all expectations. This would indicate that the demand for popular priced waists will be enormous during the coming Spring. Everything in white and in spots is being ordered actively, and orders already booked show greater sales than even those of last year, which were considered a record.

There is every indication of a greater season than ever in muslins. While white shows the most active demand, a glance through the whole range reveals the fact that every line with a white ground is showing big orders. White grounds with light blue spots are undoubtedly the most sought for lines, next to the pure white Swiss. Spots and stripes come next in order and those with a very light check rank next. The values are considered very good this year and the heaviest demand is particularly on the high priced spotted goods. The fancy colored organdie muslins are better than ever, and the cheaper lines show a marked improvement over former years. The designs and colorings are particularly pleasing to the trade this year, and orders placed so far prove that the attention given to the lines by the manufacturers have brought satisfactory results. The patterns have been given more attention than usual, and the wisdom of producing neat floral effects has been manifested in the approval they have been accorded by the trade in general. Of the conditions of the market it can only be said that the most popular lines have been greatly reduced, and the slower lines are made active by a shortage of the better lines. Shortage is reported in many places, and when it comes to repeating orders there will be the old cry of taking what is left. The colored muslins are only moderately active, and are moving in order named: Light blue, mauve, reds, greens, black and light grounds with black effects.

1907 A White Season

¶ Every well-informed buyer is aware that White Goods will score a remarkable success during the coming Summer.

¶ We predict that the following brands will aid considerably in the vogue of White Goods.

MUNSTER 28 and 32 in.
(Linen Finish)

ULSTER 28 and 32 in.
Slightly heavier plain cloth. (Linen Finish.)

LIMERICK 28 and 32 in.
(Soft Finish)

BELFAST
Slightly heavier. (Soft Finish)

ALSO COMPLETE LINES—

Victoria Lawns
Nainsooks
Lisle Muslins
Duck Costumes

¶ We recommend a careful immediate inspection.

Any good jobber will show you the goods.

THE
Montreal Cotton Co.

Works at— VALLEYFIELD, Que.
Main Sales Office— MONTREAL

Harris Homespuns

HARRIS & COMPANY LIMITED
ROCKWOOD, ONT.

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers
WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

MENTION
DRY GOODS REVIEW
IN WRITING TO ADVERTISERS

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - - 20 cents.
Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR.

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg.

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:
MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, FEBRUARY, 1907.

NEW ADVERTISEMENTS.

Boas-Felson Co., Montreal.
Brown Bros. Co., Ltd., Brown's Nurseries P.O., Ont.
Canadian Underwear Co., Montreal.
Financial Post, Toronto.
Richard Haworth & Sons, Manchester, Eng.
Jobin, E., & Co., Montreal.
Netschert, Carl, Chicago, Ill.
New York Silk Waist Mfg. Co., Ltd., Montreal.
Tuck Raphael, & Sons Co., Ltd., Montreal.
Vineberg, Albert, Fur Co., Montreal.
Wilson, H. W., & Co., London, W. Eng.

THE PARCEL POST SITUATION.

The promptitude with which the great majority of merchants—wholesalers and retailers, big and small—have co-operated with The Review in opposition to the proposed extension of the parcel post system has had a splendid effect. Through one member of parliament we learn that the proposal is not at all popular in the House, and through another that the Postmaster-General is willing to withdraw the most objectionable features the c.o.d. clause. That being so, the main point has been won, but there are others to be considered.

We have taken good care that Hon. Mr. Lemieux should know the attitude of the trade regarding this matter, and after being convinced that retailers, from one end of the country to the other, are up in arms, he, doubtless, considers it advisable to attempt a compromise. He evidently thinks that with the c.o.d. provision crossed out the terms of his proposal would be acceptable. They would not, however. Local merchants strongly desire that the parcel post system should remain as it is, the reason for which we will explain further on.

In response to a question by Dr. Sproule on the floor of the House, January 31, the Postmaster-General stated that the changes contemplated in the postal system were not subject to legislation; that the department could make them without reference to Parliament. The Review tried to get this information from Hon. Mr. Lemieux, but he has, apparently, ignored our communication. While we do not anticipate for a moment that he would attempt a step of such great importance without the approval of the Commons, we submit that he should not have the power to do so. The vesting in one man or one department of the right to arbitrate where the interests of the great proportion of the people is concerned is surely a violation of the fundamental principles of constitutional government.

Through the subservience of the metropolitan press to the catalogue houses, the public has been deprived of all information bearing on the matter. After giving the mere announcement that the Postmaster-General had in mind some changes, the big dailies shut up tight, and by deliberate evasion of the question have ranged themselves against the retailers. The latter are now bitterly cognizant of the fact that the policy of these institutions, vaunted protectors of the public interests, can be influenced by their advertising patronage. They are in no mood to accept any excuses; in fact they do not believe that a reasonable excuse is possible. The papers could not fail to realize the far-reaching effect that such legislation would have, and that the matter was one of national importance. In view of this, we fail to see how they can justify their inaction. Fortunately the merchants have been able to get along without their assistance.

The Postmaster-General is willing to drop the c.o.d. clause, but we urge the trade to stand firmly opposed to any change whatever. None can be made along the lines proposed without strengthening the position of the catalogue houses and doing a grevious injury to the general mercantile interests of all Canada. The competition of such establishments as Eaton's and Simpson's constitutes a problem to the solution of which retailers are devoting themselves energetically, assisted by the counsel of trade papers, wholesalers and numbers of manufacturers. Even the more backward ones are waking up to the fact that a progressive policy must be pursued if trade is to be kept at home. They sell, in nearly all cases, just as cheaply as the catalogue houses, and often considerably cheaper, illustrations of which fact we have given from time to time. Yet people send away for large quantities of goods, of no better quality than could be purchased at the local stores. What is the reason? This merchants are rapidly finding out, and are applying the

proper remedies. One of their weakest points is the strongest that the catalogue houses have—advertising. The Review, among other papers, is starting a course of instructions that will be valuable to every retailer in securing effective publicity for his goods. He has strong competition from the catalogue houses now, but is striving to meet it by perfecting his business methods, brightening up his store, etc., and will not grumble so long as no unfair advantage is enrolled against him, He claims that any extension of the parcel post system, as proposed, would be thoroughly unfair.

We believe that when the Post Office Department goes into the question deeply and realizes the capacity for harm that lies within the proposal there will be no anxiety to make any changes. Why should there be any changes? The people are not asking for them; it has been shown conclusively that if made they would do great damage to the mercantile interests all through the country ,by sending large numbers of local retailers into liquidation; local retailers are giving their customers good service and selling at fair prices; if the Government considers that the competition of catalogue houses is a good thing for the general public, there is abundant evidence that it is already as strong as anyone could desire; the chief benefit would accrue to the few big city stores—surely they do not pretend to need assistance—at the expense of the many small merchants. From every standpoint it must appear to fair-minded people that the proposal should go into the legislative waste basket.

"It would give us cheaper express rates," said one merchant by way of argument. No doubt, but if this merchant and any others have complaint to make regarding the rates now charged they have the right of appeal to the Railway Commission. A number have told us that they would be satisfied if the rates were uniform; they objected to discrimination in favor of catalogue houses and others. The service is satisfactory, and they realize that cheaper rates would add to the strength of the catalogue houses, while they themselves would get little advantage.

We are glad to see that the great majority of merchants were quick to take up the matter in accordance with our advice. Some, however, were not. They realized that they would be among the sufferers if the proposal went through, but laid The Review's card away and forgot all about it. One of their number to whom we spoke later said he didn't think there was any use putting up a fight; the catalogue housese would get what they wanted at any rate. That's a type of man who always strikes us as being lamentably short on good, red, vitality-giving blood, and it is exceedingly aggravating to listen to his lanquid, unenthusiastic way of discussing even a topic in which he should take the liveliest interest. In this case he has done nothing to help defeat the proposal—he depends on others to do that—and if it were adopted he would be among the loudest howlers. Thank goodness there are very few of his stamp in the trade.

In answer to the question, "What is the matter with North America?" an eminent American jurist recently said in part: "Wealth is attracted from its countless sources into reservoirs in a few centres and used for the advantage of a small percentage of the population." The extension of the parcel post system would work toward the centralization of trade—the building up of a few large establishments at the expense of a great many small ones.

In the news section of this issue will be found several pages of very interesting matter relative to this question.

REGULATION OF EXPRESS RATES.

Complaints are often heard that express rates are excessive, and also that they lack uniformity. This applies to freight rates as well, but it is in the former that we are particularly interested at the present moment, in view of the proposed extension of the parcel post system, a move which would eventually bring about the absorption of the express companies by the Government. The chief argument advanced in favor of this is, of course, that charges would be reduced and made uniform. We have taken up elsewhere the question of whether or not it would be advisable in the interest of trade as a whole, to make such reduction as would, no doubt, be demanded by certain powerful interests, under Government ownership. We find that the merits of the proposal are insignificant when placed beside its demerits. Our contention is that the franchises of the express companies should not be disturbed, but that the revision of rates on a reasonable and uniform basis should be enforced by the Government, through the Railway Commission.

That there is a lack of uniformity in express rates is directly proven by the following extract from a communication to The Review from a general merchant at Fergus, Ont.: "There is another matter which needs investigating, and that is the excessive rates charged on express parcels. For instance, on December 13th last we paid $1.90 express on three boxes, weighing sixty pounds, from Mulgrove, N.S. Four days later we received three more boxes, of the same nature and weight, and the charges were only $1.12. We may say this is not an isolated case." There was either an overcharge of seventy-eight cents in the first case or an undercharge of the same amount in the second. It is very likely that at $1.12 the express company received a liberal rate.

Another communication which we have received reads, in part: "Both express companies here take all the parcels I can give them at the same rate as the post office, and I am under the impression that they make even more favorable rates to the department store people in the cities."

In its single editorial reference to the Postmaster-General's postal express scheme, the Toronto Globe make these remarks: "The large advance in express rates in Canada during the past few years has led to much serious questioning regarding the wisdom of leaving the business practically free from official regulation or control. The ordinary freight business on the railways has been subjected to the authority of the Railway Commission, and

while results are not as satisfactory as many confidently expected, there are means at hand to prevent the development of serious abuses. In the express business there are no powerful interests likely to make a strong appeal for Governmental supervision and for the regulation of rates, and it may be well that this service gradually pass under public control through the extension of postal authority."

Parliament has granted the Railway Commission the right to regulate express rates. No doubt it would take action if proof were laid before it that the rates are far from being uniform. According to the Globe "no powerful interests are likely to make a strong appeal." Would an appeal from smaller interests, backed by lots of good evidence, be disregarded? We think not.

The original of the communication from which we quote above is on file in The Review office. We would like to have with it the experiences and views of as many merchants as possible in regard to express rates.

MERCHANTS DO NOT STAND TOGETHER.

We have in mind just now a town of good size where the business of local retailers has suffered exceedingly through the competition of catalogue houses and city stores in general. Several of the drygoodsmen with whom we discussed the situation agreed that they would do a great deal better business if Toronto were not so convenient. One of them said he had given up all forms of printed advertising for the reason that he had been reduced to carrying only the cheaper class of goods. This does not, however, apply to the other stores. They by no means acknowledge defeat, and make a bid for local patronage on high class as well as cheap goods. In an endeavor to give them a definite starting point for a fresh effort to keep more trade at home we asked this question: "Is it not a fact that the families of some of your merchants send to the catalogue houses for lots of things?" The answer was in the affirmative. A good instance of how the existing state of affairs works out was given, in which it was shown that even merchants themselves were guilty of encouraging outside competition. The leading confectioner furnished a house, from cellar to garret, with goods brought from Toronto, and, apparently, thought nothing of it. Soon after the daughter of a local manufacturer was married and a caterer was brought from Toronto. The confectioner, who is also a caterer, felt very much abused because he was passed by. When he told his troubles to one of the drygoodsmen the latter reminded him of the house-furnishing episode, and at the same time did not hesitate to say that what had happened served him right. The wife of a hardware merchant will go to the city for her gowns, and the drygoodsman grumbles. Then the drygoodsman or his wife may send away for some real fine cutlery, or other articles of hardware, and the hardwareman grumbles. Inquire as to the reason why trade in both these cases was sent out of town and you will receive the answer: The home stores couldn't possibly have anything quite so nice as could be bought in Toronto. No doubt a visit to the home stores had not been made at all. Thus the hardwareman and his family go on hardening the lot of the drygoodsman, and vice versa.

We pointed out to the merchants of this town that their first step should be the formation of a merchants' association, and that the fight against mail order competition must begin right in their own ranks. A good deal can be accomplished in this way that would help materially in further strengthening the home market.

ALL TRANSIENTS SHOULD BE LICENSED.

The Ontario Legislature passed an act giving municipalities thoroughout the province the right to regulate the operations of transient traders and pedlars. Quite a number now have by-laws of about the same form, the chief provisions of which we have outlined in our news columns. Their enforcement has been attended by excellent results. We know of many other places where no attempt has been made to secure municipal legislation along this line, although the merchants complain that transients do them a lot of harm. We can't sympathize with them a bit for the remedy is within easy reach and they can blame only themselves if they don't take advantage of it.

Merchants in other provinces need by-laws of this sort and should have them. Representations made to their local legislatures would undoubtedly have the desired effect.

The imposing of good, stiff licenses on transients is in no sense a restriction of trade, but rather the protection of legitimate traders. Heavy taxes or rent enter into a merchant's cost of doing business, and must be covered by the profit which he makes on his goods. Transients, in the majority of cases, have no expense of this kind to reckon with, and can afford to undersell the resident merchant. They take many thousands of dollars annually from the customers of retail stores. A fee which places them on equal footing with the latter is prohibitive to most of them, as it should be. No one will murmur against the competition of those who can pay a

EATON ADS. IN LOCAL PAPERS.

Some time ago an attempt was made by The T. Eaton Co., through an advertising agency, to contract for space in local papers throughout the west, but it was entirely unsuccessful. Recently the same agency was commissioned to approach the Ontario publishers, and did succeed in placing Eaton ads. in several papers, although in nearly every case the proposition was turned down flat. The attitude of the publishers is not likely to change, for they realize that their best interests lie in protecting the local markets.

Where there is any liklihood of a paper accepting advertising from the mail order houses we would advise local merchants to interview the publisher and state their views regarding the matter. He would not, we believe, be slow to appreciate the reasonableness of their stand. In this connection we would urge retailers to give liberal patronage to the advertising columns of their home papers. If the proper sort of matter is used the money thus expended will always bring good results.

NEWEY'S SPRING HOOKS & EYES. IMPERIAL QUALITY

Made in 5 Sizes, Black and White. A Centre Spring Hook with a Swan Bill, made from hard drawn Brass Wire, Beautifully finished and machine carded.

Each Card has One Dozen Extra Loops. Retails at Five Cents



OUR NAME IS A GUARANTEE OF EXCELLENCE

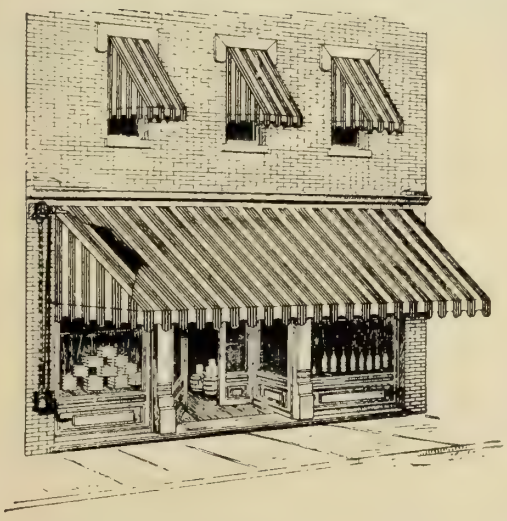
Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS LTD BREARLEY ST BIRMINGHAM.

SCRIVEN

Are You Looking for a Perfect Awning?

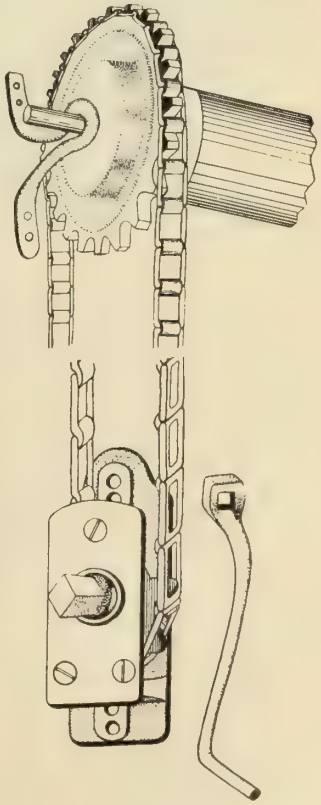


One that is easy to operate—safe—sightly—durable — practical? Would you buy such an awning—if the price were right?

Let us tell you all about our

STEEL ROLLER AWNING

We make it for high or low fronts—measuring up to 25 feet. No central support required. It cannot warp. Let us prove to your satisfaction that we make



THE PERFECT STEEL ROLLER AWNING

WRITE FOR ESTIMATE, GIVING DIMENSIONS

Wm. Bartlett & Son, 20 Adelaide St. W., TORONTO

Rhys D. Fairbairn (Limited)

MANUFACTURERS

LADIES' NECKWEAR, BELTS, FRILLINGS, SKIRTS AND WAISTS.

We are now in our new factory

ALLEN BUILDING

COR. SIMCOE AND PEARL STREETS, - - TORONTO

RIBBONS



While we acknowledge no superior in any department of our business, still, could our efforts as a whole be expressed by our leadership in any one particular section, we think we would pin our faith to the Ribbon Department. Carrying the largest stock in the trade, with the volume obtained from the sales of sixteen travellers and four warehouses, we are justified in placing advance orders direct from the looms, that could not be attempted by the ordinary jobbing house.

Stock up with our Staple and regular lines. **With full range—all the time**—we can sort you up—during the season—and avoid the miscellaneous collection of odd makes and widths so often met with in good stores.

SPECIALISTS IN RIBBONS

THE D. McCALL CO. LIMITED

DRESS ACCESSORIES

Neckwear

Extra Busy January—Spring Season Opening Up in Splendid Shape.

January has been an extra busy month with the makers of ladies' neckwear. Because of the fact that the holiday occurred in the middle of the week travelers did not get out on the road quite so early as last year, but when they did get there was something doing and orders began to arrive freely.

The buying public, notwithstanding the heavy holiday sales, is evincing a deep interest in ladies' neckwear. The counters in the big stores are lined all day with customers and the merest whisper of a bargain is quite enough to draw a crowd.

Every indication points to a good Spring season, and all doubts as to the future of ladies' neckwear are quickly passing. The pointed stock is the big seller as yet in fancy neckwear, for which business is by no means over. Tailored neckwear, much on the same lines as was worn a few seasons ago, is coming into prominence. These effects are either tabless or in a style that shows very small tabs, often crossing each other in front.

In wash lines the long front pieces are again favored. These are very fanciful and are constructed in such a manner as to present a high degree of novelty, rufflings, lace, embroidery, lawn, etc., being used as well as chiffon and maline.

Another promising line is the Windsor, which will be worn with fancy embroidered collars and embroidered Peter Pans, etc. The latest is of lawn in narrow widths and embroidered. A novelty Windsor that promises well is a long tie of printed crepe de chene. This is tucked to fit the neck, in the centre, leaving the ends to be brought round to the front and either knotted or bowed. An embroidered turn-over in a matching color on a white ground finishes the neck.

fashion seems persistently set in their favor. White, cream, and ivory lead from a fashion standpoint. Black is well taken, and the pastel shades promise considerable prominence. Just a hint of gold is introduced into some

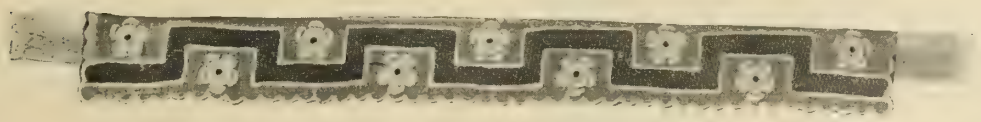


Embroided Lawn Windsor to Wear with Peter Pans.

lines, and the pretty Dresden effects are new. Fashion is favoring medium widths in frilling, and the latest novelties lean to soft fluffy effects made of soft finished chiffon.



Embroidered Turnover with Fillet Introduction.—Shown by "Ladies' Wear."



Embroidered Turnover with Net Introduction—Shown by "Ladies' Wear."

A particularly big business is being done in turnovers and tabs, and any novelty in this line is eagerly taken up. The illustrations give two of the latest ideas put on the market, the one showing an introduction of filet and the other of net. The net illustrates the popular key pattern which is a feature this year. Swiss embroidered stocks are also numbered among the sellers.

If possible frillings are more used than ever, as

THE KID GLOVE INDUSTRY.

From Grenoble comes an interesting report regarding the kid glove industry. The chief article of Grenoble's exports is, it says, now having its innings, for by fashion's decree kid gloves are more than ever sought for. They are displacing, in a measure, the thread and fabric gloves, especially those of the longer lengths. From all

quarters comes the call for long gloves, black and white, with black predominating.

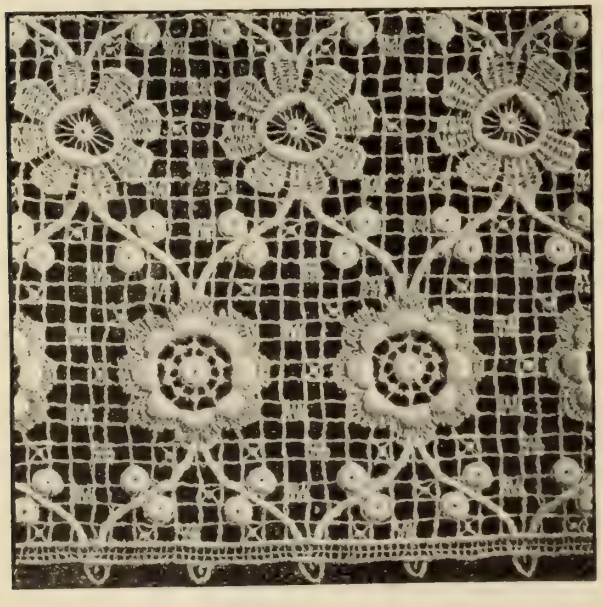
In consequence of this there has been almost a panic price in the kid and lambskin markets. Prices have been advanced fifty per cent. and higher, and are not likely to come down for some time. The manufacturer has felt the rise most disadvantageously, having to meet contracts made before the rise. The continued demand is tightening the situation, and it is probable that prices will tend upwards rather than downwards. The scarcity of leather in the world's markets, which has augmented the price of all leather, has increased the uses to which kid and lambskin can be put and the fashion for wearing long gloves means that it takes twice the number of skins that are needed for ordinary gloves.

Laces

The Year Opening Up in Splendid Shape—Valenciennes, and Light Torchons and Clunys the Big Sellers.

January selling has opened the year in splendid shape in the lace department. Lace is in big demand, and the season's record promises to surpass that of 1906, which so far holds the record. The prospects for the season are splendid, all the more so because the demand is not confined to any one make. Valenciennes, however, promises to be the largest seller, but even here variety rules, for all makes of valenciennes are good sellers, not only Calais, but also the heavier round mesh German vals. and Nottingham laces also. The only trouble is to get deliveries. Makers of these laces are so full of orders that deliveries are away behind. This applies particularly to the makers of Calais laces.

Cotton Torchons and Clunys, particularly the latter, in fine makes, are coming strongly to the front and promise to share the field with vals. in the coming Summer. Not only are Cluny edgings and insertions selling, but motifs and separable medallions promise to be good.



Fillet All-Over—Shown by Alfred Weyerstall.

In Plauen goods the variety is great, and not only venise, guipure and Irish are big sellers, but net effects ar also strong as well. Combinations are popular and medallions, bands, edges and all-overs show an agreeable intermingling of heavy and net laces. Fillet laces and fillet introductions are the new idea in Plauen goods. Motifs, separable medallions, and festoon effects are all in high favor and there is a decided demand for circles, diamonds and squares, particularly in Irish and French



Fillet and Irish Banding Set Into Net.—Shown by Alfred Weyerstall.

crochet effects—which are so near the real article as to be very deceptive. Narrow galoons and bandings for edging purposes promise to command a great sale.

Parasols

Outlook Bright—The Biggest Season Yet is Expected —Old Stock Cleared Out.

The outlook is exceedingly bright, and a splendid season is anticipated. Last year's stock was well and profitably cleared up, in fact the demand towards the end of the season could not be met owing to the inability to obtain materials. Many orders had to be turned down in consequence, so that the trade was in the position of wanting goods at the end of the season. This being so, the manufacturing houses have extended their sample lines, and have made preparations on a big scale for the coming Summer.

The line for 1907 presents marked features, one of which is the absence of frills. Checks, also, in spite of the preference manifested for them in other lines, are absent from parasoldom. To make up for this stripes are much in evidence, and some of the smartest and best effects shown are striped. This is particularly noticeable in the staple black and navys, for which the only relief is the fancy stripes of white. White and black effects—grounds of white, linen shades, pale blue, pink, etc., with white and black stripes are in evidence.

Perhaps the most taking line of all comprises the dainty floral effects. These have a printed shadowy pattern on the silk in soft pastel shades, and the coloring and combinations are most pleasing and artistic. The edge color is a pastel shade, such as green, pink, blue, etc., which gradually loses itself in the white ground.

The parasol of white linen, which became so popular late last season, the orders for which could not be filled at the time, promises to be the big seller this year. Handsome hand-embroidered covers are used for the more expensive parasols, and for the medium priced lines the covers are made of linen and embroidery insertions.

Mercerized and silk and linen materials in linen shades also promise well, and it is anticipated will come next to white in the season's selling.

Another feature is the scalloped, button-holed edge. This is used as the finish to all the hand-embroidered linens and also on some of the silks—white silk with a black edge being particularly smart. A good effect is gained in black by cutting the edge of the silk cover in pattern and appliqueing on to a hem of mousseline-de-soie.

The fashionable handle this year is the one of natural wood, generally with the crook as a finish, though some are straight and finished with a gold mount, and the style idea is the extra long stick. Frames are gold and silver finished, and the twelve ribbed Japanese frame is also a feature.

Some high-priced parasols have an embroidered chiffon cover over the one of silk, and are further decorated with side pleatings of chiffon.

Ribbons

Prices Still Advancing—Good Season Being Rounded Off.

Preparatory to the millinery openings there has been, during the month, active ordering of ribbons. Orders have been unusually large and an enormous season is assured. Manufacturers have discontinued the making of cheap lines as prices of raw silk have increased to such an extent that there is no longer any profit in producing them. The season's requirements call for the best ribbons, and this justifies the making of only those lines on which there is sure sale at a good profit. As predicted in these columns in the issue of November, bayaderes are a favorite for Spring. This line is used largely for belts and hat bands in European fashion centres, and will figure largely in millinery during the coming Spring.

Canadian buyers at present in Europe report to their houses that the market is more strained than ever, prices are still climbing to unprecedented marks and orders are most difficult to place. At this late season it is difficult to obtain a good collection, as the best has been bespoken. It will be remembered that The Review stated some time ago that in view of an enormous season in ribbons the buyers of large houses were instructed to buy as much as possible. These buyers are now confronted with a great difficulty in getting any kind of a stock. Repeats are almost out of the question. In London there is little or no choice and Paris and Berlin have no inducements to hold out for the buyers. Collections so far are considered larger than they have been for years, but as it is expected that they will be cleaned out rapidly, they are not thought to be adequate to the demand that is yet to come.

During the month of January, retailers had much ribbon to offer at a bargain, but it was noticed that the new and sure styles for Spring were not marked down at all. It would be folly, considering the value of ribbons at present, to sacrifice them at a discount.

All staple lines are moving at a lively rate at present. Ribbons of five inches wide are considered good stock for Spring. Tans are among the leading lines, but with everything moving at such an extraordinary rate there is, apparently, no color or design that is considered poor. Tartans still hold a good place and fancy floral warp-finish lines are sought by the millinery trade to a great extent. Black satin, failles, silk taffetas and velvet ribbons are in active demand for trimmings, to go with the sheer white Summer dress goods. Colored velvets have lately been added to the list of novelties in demand. Stripe and plaid combinations, stripe plaids with over-checks and vice versa are holding a secure place in the market. Dresdens with subdued over-checks and stripes are still to the fore and are maintaining the position they gained at an earlier date. White grounds are being used largely for warp-printed patterns. These show a narrow border of either a plain stripe, in color to match the pattern, or in a soft shepherd tartan effect. Champagnes and old blues are again showing an improved demand, and it is felt that during the coming millinery season these colors will be largely in fashion. Velvet ribbons in colors are spoken of as a likely accessory to the leghorn styles which are, apparently, going to be strong for Spring.

Gloves

Shortage of Some Lines Keenly Felt—Prices for Fall Not Yet Decided.

The improvement in the demand for grey suedes and glaces during the month has not been any greater than was expected. There is a great shortage of these lines and it is impossible to get late deliveries. This color seems to be the favorite for Spring and Easter trade. Men's short grey gloves have been the most active moving stock throughout the month. The stocks in wholesale centres are depleted and many of them cannot fill orders received last September. There has been but little sale of ladies' kid gloves.

When retailers ordered their last fall stock they purchased sufficient to last them until after Easter, but sales throughout the Winter were far beyond their expectations, and, consequently, their stock has been greatly reduced. On the other hand, jobbers are anticipating a very small assorting season for Easter trade, as there is not much stock in hand to dispose of, excepting some whites, which are not in demand.

Nothing has been definitely decided as to prices for next Fall. It is, however, understood that prices will be very high. Late reports from France state that the raw skin market is more strained than ever before, and manufacturers are not in a position to name prices. Not only have kid skins advanced, but lamb skins are quoted at figures showing an increase of 40 per cent. over last year. The large manufacturers have cornered the supply of skins and are crowding the smaller manufacturers out. It is felt that under these conditions the short gloves which have usually sold at $9 per dozen, to retail at $1 per pair, will be most difficult to secure at the same figure; in fact, manufacturers admit that the advances will be so marked that no line will be produced at that figure. It is thought that the opening of the Fall season will show a marked demand for English tans and 8-button lengths in blacks. Champagne, blues and greens are spoken of as probable leaders, but until prices are first decided upon nothing definite will be known about the manufacturers' plans for the Fall season. The little assorting done thus far for the Easter season shows the demand to be principally on tans and blacks, both of glace and suedes of 12-button length. Black lisles of 12-button length have also been well ordered for late Spring delivery.

It is thought in many circles that since white gloves have had a long rest they may be possible leaders for Fall, but up to date there has been no indication of this materializing, except the wish on the part of the manufacturers. They have quite a stock of this color and are naturally anxious to be rid of it. Summing the matter up it seems that whites have had a long enough rest to make them popular if introduced on the market again.

The only certainty regarding the Fall business is that

prices will be very high and stiff. It is felt that the kid lines have about reached their limit in price and cannot consistently be further advanced, especially in Canada. There is no apparent loop-hole in the strained situation, and there is no prospect of a decline in prices for at least two years.

Trimmings

Prospects Bright for Fall—Some Novelties Indicated—Big Demand for Braid and Band Effects.

There is a steadily developing strength in the trimming situation and the big demand for braids and band effects is now expanding into a general call for dress trimmings. There has been quite a nice trade done for the opening season and the prospects are bright for an excellent Fall. Not only are braids promised both in mohair and fiber, but there is a big variety of other lines. Drop ornaments, and drop and ball fringe effects, are talked of as leading novelties, and so are embroidered chiffon effects in many patterns and combinations. These are all trimming effects that Paris and New York are featuring now, and as is well known in the trade, end of the season developments are looked to as indicating the popular novelties for the next season.

Actresses' gowns are always looked upon as heralding advance fashions, particularly those worn by actresses upon the Parisian stage. Many of them are now wearing gowns sewn with spangles, or heavily embroidered with gold or silver, the spangles being tinted the same color as the material of the gown. Spangles have also been immensely popular on ball and dinner gowns of net and lace. The spangles used are very small but very brilliant, and are used band-wise on the edges of the skirt or in large ormentations and motifs.

Now that trimmings are coming into vogue a word about the desirability of having them bought with reference to the dress goods stock may not be out of place. The trimmings you stock are intended as a garniture to the gowns you sell in your dress department, and this point should not be lost sight of. When buying trimmings the head of the dress goods and the silk department should be called into consultation and their advice as to colors, tc., should be taken. Mind, we do not say that they should determine patterns and effects, but that they should advise as to the colors to stock and as to general suitability with reference to their own stocks. This question of matching, not just in the matter of trimmings alone, is a big one and one that has too little attention given it. If trimmings are bought as advised there will be fewer pieces of dress goods left over in the department, simply because there is no trimming in the stock to go with it, and the trimming stock will be cleaner when the end of the season arrives.

Linens

Shortage of Yarns Causes Further Advances—Price Lists Withdrawn and Revised.

The spinners hold the key to the situation in the linen market, and because of the scarcity of yarns and consequent high prices, some manufacturers' price lists have, within the last few days, been withdrawn altogether, and they will issue a revised one shortly. Other firms have advanced prices for the balance of the Spring business, and notify importers that a stiff advance must be expected when booking for the Fall trade takes place.

Retailers may draw their own inference from these facts, but certainly the man who places orders now, and in liberal quantities, is going to be in the best position. It is not the price of the raw material that is the determining factor in linen prices but the fact that the spinner cannot produce sufficient yarn to satisfy the manufacturer's needs.

CALAIS LACE PROFITS.

U. S. Consul J. B. Milner, writes that the machine-made lace industry in Calais, which has been for more than three-quarters of a century a most prosperous French industry, in 1906 broke the record of all previous years.

"Up to December 10 the export of this lace for 1906 from Calais to the United States amounted to $8,300,000, and the completed year showed a total of between $9.000,-000 and $10,000,000. The Calais product consists principally of Chantilly and Valenciennes laces. The importance of the industry is greatly increased, and during 1906 not less than 100 new factories were put into operation, while old makers increased the capacity of their plants.

"This industry offrs such an opportunity for arriving at fortune quickly that it monopolizes everything in the city, to such an extent that Calais as a mercantile centre hardly supplies its citizens with the necessities of life, many citizens purchasing what they need in Paris or London. Young men who entered this industry five years ago have already gained their fortunes. The lace workmen themselves earn from $20 to $40 a week, so that it can be truly said that few communities are more prosperous than this.

"The population of this city is rapidly increasing, and new buildings are everywhere to be seen. Calais laces in some form or other are to be seen on nearly every woman in Europe as well as in the United States. Single invoices have been declared at this consulate for export to America amounting to ofttimes $40,000 and some to nearly $60,000."

LACE CONDITIONS IN PLAUEN AND BRUSSELS.

A report from Plauen states that the cotton lace and embroidery industry has not been quite so prosperous, as the demand for the tulle varieties has diminished considerably. Net and tulle laces were made in all kinds, from the cheap tambour and oriental to the finest Alencon and Brussels. The United States was a small purchaser, but France and Great Britain bought largely of Alencons, which were produced partly on hand machines. Net laces in Brussels and in point effect were sought after, as well as fantasy laces in net, some with heavy flat-stitch effects and others with free lying leaf and flower effects.

During the second half of the year, Irish lace was brought out in considerable quantities, and for a time exceeded the output of the net laces. After net and guipure came muslin and batiste laces, which sold well These, which constitute the boundary between embroidery and lace, were combined later with Irish and valenciennes. Collars in Empire style disappeared, giving place to smaller effects made up of the popular laces.

Embroidered veils were quickly taken up, the demand being strong enough to induce several firms to make them a specialty, and they were made up to 2 yards and 25 inches long.

On Sept. 15th, the union machine owners agreed to maintain a higher stitch-rate scale, and the rate which had been as low as 6 cents per 1,000 stitches rose to 8 1-2 for the same class and much higher for the finer grades.

The manufacturers and machine owners' unions organized a movement for the suppression of incorrect stitch counting, and there is now an office where lace may be taken, the stitches counted and any discrepancy pointed out.

Silk laces have been in strong demand, both in black and white, black being the favorite. Artificial silk was also freely used. It is estimated that there are 3,000 hand machines, 7000 shuttles and 150 automatic machines in operation in the Plauen district and th annual production of machine-made lace is approximately placed at $18,000,000.

It is reported that the slight depression that prevailed during 1904 in the Belgian lace trade partly disappared in 1905. Fashion has been more partial to the lace of other countries, but Belgian makers cannot complain, for the great rush for laces in 1902, which brought back many former lace workers, still continues. Fashion seems to be more constant to laces, and the tendency to develop and protect woman's work promises to become stronger in the future.

Point Gaze has been so much in demand that wages have been increased, and there has been a brisk demand for princesse lace, which still continues.

The sudden demand for Venetian lace and Irish crochet. which were brought into fashion by one of the leading Paris dressmakers, has kept manufacturers fairly busy. Duchesse lace, enriched by point lace flowers and medallions, is always in favor, and will not go out so long as it is carefully produced. The lighter laces, such as applique and lierre embroidered net laces were manufactured in large quantities. Mittens, veils, scarfs and dresses had a fair demand and embroidered veils sold in enormous quantities. Numerous and very important orders were placed by the United States but the trade with England has greatly declined.

IT IS A

FOWNES

That is all you require to know about a glove.

FALL SAMPLES BEING SHOWN COMPLETE.

FOWNES BROS. & CO.

Rooms 1 to 4 Coristine Building

MONTREAL

H. W. WILSON & CO.

4 Kingly St., London, W., England

REGENT STREET

FURS, TRIMMINGS, BUTTONS, SILKS, Etc.

Novelty House exclusively for Ladies' Tailors and Department Stores

Novelties in 40in. Twill Victoria Lining

A combination of Silk and Cotton

For Coats, Costumes, etc.

Plain, Shot, Stripe and Floral Design

Patterns on application.

THE NEW

SUEDE SKINS

For Trimming Collars, etc.

24 Shades. Shade Card on application

Open Indents in Novelties carefully executed.

Sir! If you weren't in the Dry Goods Business whose Gloves would you buy for yourself?

STOREY'S—Because quality is stamped all over them.

STOREY'S—Because they are proofs of refinement and good taste.

STOREY'S—Because they are the perfect gloves and the price is always right.

YOU KNOW ANOTHER REASON

W. H. STOREY & SON, Limited

ACTON, ONT.

Established 1868. The Glovers of Canada

A Brief Review of the Offerings of E Department

Spring, 1907 Spring, 1907

This Department offers the trade an excellent assortment in the following lines:

Laces in favor

Undoubtedly this will be a big Lace season. Vals. will score a larger success than in any previous season. French and English markets are away behind on their orders, but our goods are coming forward promptly. We show a larger range of staple Vals. and novelties than ever before, and our stocks will be useful throughout the season. Plauen Laces will be excellent property. Net Top Laces in great profusion. A large variety of fine Guipures and some new and profitable ideas in Lace Collars.

Spring Hosiery

Foreign and domestic markets are well supplied with orders, and deliveries will be slow. However, our early and favorable contracts enable us to offer you exceptionally strong stocks. All the staples and novelties are here.

A Great Ribbon Year

Staple weaves and the best of all that's new, briefly describes our stock. Prices are tending higher and goods are scarce. Early orders are requested. Send us your sorting needs. Our buyer has been successful in placing advantageous contracts.

Splendid range of Taffetas (Chiffon finished).
Exceptional variety of fancy ribbons of all descriptions.
Some exclusive designs. These will be strong sellers.

Ladies' Underwear

Misses' and Ladies' in Balbriggan, Lisle Thread and Cotton, with full sleeves, half sleeves and without sleeves. Several lines in O.S. and extra O.S. sizes which we have entire control of, and will be found very desirable.

Embroideries

Embroideries certainly promise to be very fashionable. Already prices have advanced fully 15 per cent., and repeats will be higher. The best selling lines are:—Corset Cover Embroidery, All-over Embroidery, Wide Insertions. We expect one of the best seasons for Embroideries that we have had for many years, both in Muslin and Cambric grounds, in all widths.

Chiffons

Brilliant finish, 17½ cents up, 39/42 inch. Also narrow Chiffons for pleatings and frillings, ½ in., ¾ in., 1 in., 4 in., 6 in.

Veilings and Nets

A full range of the latest novelties in Veilings, Chiffon, Crepe de Chene Veiling. Novelties in Nets and Gauze with Chenille spots. Also a full range of French Mourning Veilings always in stock. Brussels Nets, Bretonne Nets, Malines, Mechlines and Mosquito Nets; also Point d'Esprit and Black Dress Nets.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

LACES Valenciennes, French, Nottingham and German, in immense range of effective patterns.

ALLOVERS Orientals, Guipures, Valenciennes, Black, Light Butter, Paris, White.

EMBROIDERY STRAPPINGS

Muslin, Nainsook, Cambric. Complete range.

DRESS TRIMMINGS

Appliques, Pull Braids. All colors.

STRIPPED BELTINGS

Travellers now showing our Spring range of Ladies' Neckwear and Belts

SANDERSONS, LIMITED

172 Front St. West, TORONTO

STUDY THE WANTS OF WOMEN

The Dry Goods Merchant who fails to do so is wooing commercial disaster.

Women are particular buyers when it comes to

Braids, Trimmings and Laces

Suit her ladyship's taste in Braids and Trimmings and you have cornered her trade for just as long as you wish to hold it.

Success in your line means that you ought to entrust your orders with a Braids and Trimming specialty house.

We have some interesting particulars which we would like to mail you.

THE LACES & BRAIDS MFG. COMPANY

TORONTO JUNCTION, ONT.



Above everything else Easter is a season of newness and novelty, with no room for anything in any sense commonplace. We claim pre-eminence when it comes to new styles and attractive novelties in

Lace and Embroidery Stocks
Lace Plastrons
Lace Turnovers
Collar and Cuff Sets

which promise to be among the big sellers for Spring. New York advices are strong in their favor, and we are fortunate in having a considerable quantity on hand for immediate shipment.

If is safe to send us "open orders." We know almost in advance what your particular trade is apt to require.

Ladies' Wear, Limited

Empire Building, - - 58 to 64 Wellington St. W.

Toronto

It's to Your Advantage
TO BUY VICTOR GARMENTS

TRADE Victor MARK.

TRADE Victor MARK.

TRADE Victor MARK.

TRADE Victor MARK.

BECAUSE—

Victor Garments are produced in cleanly, healthful surroundings.

Expenses in Quebec city are lighter in every way--you get the saving in better values—

Victor's facilities also offer you stylish merchandise—

READY TO SERVE YOU—

Spring Coats--

New and Distinctive Styles—

Lingerie Waists—

The Victor Mfg. Co., Quebec

BUY WHITEWEAR BY THIS BRAND

No other brand of Whitewear has ever, in the brief period in which it has been on the market, entered so many representative Canadian stores as popular, profitable "Laurentian."

WHY IS THIS?

TRADE Laurentian MARK

- ¶ Honest workmanship and rigid inspection.
- ¶ Close and careful attention to details.
- ¶ The trade has appreciated Laurentian goods as honest, neat, dainty and durable.

COMPARE THE GOODS AND YOU WILL PROVE THEY ARE WITHOUT EQUAL IN THE MARKET

One of our Specialties is HEMMED SHEETS and SLIPS

Can you afford to be without them? Samples and prices sent upon request

THE LAURENTIAN WHITEWEAR CO., LEVIS, QUE.

COATS

A strong line of popular priced Coats in all the new Spring Fabrics.

SUITS

A strong line of popular priced Suits, in Voiles, Panamas, Checks, Serges and Silks, in both Foreign and Domestic Fabrics.

Separate Skirts

VOILE SKIRTS

and in addition

Chiffon, Panamas, Fancies, Silks and Novelty Materials, in a very large range, in box pleats and side pleats. Popular prices and high-class goods.

Our Spring line will be shown at the King Edward Hotel, Toronto, during the Millinery Openings.

Cloaks, Suits, Skirts

Renown Brand

"The Line that builds successful Cloak Departments"

Makers :

J. H. WALDMAN & CO.

511, 513, 515 St. Paul Street, - - Montreal, Canada



Fall Cloths

Plain Cloths, Face Cloths, Beavers, etc., in Black and Colors for the Fall Coat.

According to present indications, grey mixtures, plaids, etc., and possibly tweeds, have had their day, and the end of the tourist season will about see the last of them, that is, unless tweeds, in some new form, are retained, for the making of the cheaper lines of Fall coats.

In the fashionable trade, it looks as if the change were a complete one, and from the lightest colored and loudest of checks, etc., there is to be a return to plain cloths in the Fall. Not only are the cloths to be plain, but decidedly dark shades are favored. Black will lead, but there are strong indications of a feeling for colors also. Possibly there may be a few fairly vivid reds worn, but the deeper shades, the rubies and garnets, will be best style, and these, along with rich browns, deep greens, and some shades of navy, are expected to be the leading colors. Beavers, face cloths, and other plain cloths are those indicated. The fact that the finish is so good now and that spotting is almost a thing of the past, will be a big factor in favor of the brighter surface cloths.

The form in which the garment will be made up is in a still more nebulous state, but as "long and loose" is still the strong tendency in Paris for the wrap coat, it is altogether likely that some form of "long and loose" coat will lead in the coming Fall. This is good news for the manufacturer, and for the retail trade, as this coat is easier to make, and entails less work upon the alteration department, and, therefore, is more profitably handled.

Not so satisfactory, perhaps, is the news that the trimmings promise to be a feature, braids on the cheaper coats, and braids and elaborate braid ornaments and passementeries on the more expensive ones. There is some tendency towards the high waisted Empire and directoire types and modifications of these styles are pretty sure to make their appearance.

Cape effects, possibly, may be used to some extent to diversify the line, but are hardly suitable for Canada, as they do not give the warmth of the coat, but, for a time at least, most women may be content to sacrifice comfort to fashion.

This return to plain cloths promises to bring linings again into use, and satins and damasses are likely to be stocked for this purpose. Fur linings also promise to come into prominence, and should the Winter be normal, fur-lined coats are booked, it is said, for the vogue they missed a couple of Winters ago.

From what is said above, the retailer will see that the new Fall coat cannot be a cheap one, as cloths are high-grade and expensive, and there are linings and trimmings to be added as well.

Spring Styles

Usual Ante-Opening Uncertainty as to Leading Styles—The Separate Coat.

In spite of the usual caution in ascribing at this date a leading place to any one style, the tendencies are fairly developed. Because of the early opening of the Spring trade, suits are expected to be of extra importance. Though, of course, there are considerable variations and modifications, the almost-fitting hip length coats, and the familiar Etons seem to be the most popular coats for tailored suits. The pony coat is again shown, but, as last season, promises to achieve no marked seccess. A feature of the new Etons is the tuck across the shoulder to give the broad-shouldered effect. As a further development of this idea some few of the imported suits show the sleeve cut in one with the body of the coat. Various other devices are used to give the broad-shouldered effect. Some Etons also show postilions at the back. There is a gradual merging of Etons into blouse effects, and coats that are belted in at the front and sides have the Eton fit in the front.

Separate coats are showing in big variety. Loose, utility coats are developed in fancies and in light-weight black cloths. Short, tailored jackets and boxcoats, in coverts and fancies, appeal to the medium-priced trade. The Prince Chap has made its appearance not only as a separate coat, but also in suit lines, and with every appearance of a fair measure of success, as this style of coat is most becoming to some figures.

There is expected to be a marked increase in the business done on silk coats this Spring, and all styles and lengths are shown. The novelty in silk Etons is what is termed a cape Eton, which is an elaborate lace-trimmed affair. Long, loose coats of silk are also in high favor, particularly those of satin-trimmed silk.

Pleated skirts are universal in suit lines and are all of the useful instep length.

A big season is expected for separate skirts, which follow in cut much the same lines as suit skirts. Black and white checks and grey and white checks, both in blocks and in fancy checks, are selling well. Just a few stripes are seen, but stripes do not promise well in this market at present.

The Spring Season

A Big Stride in Importance Sure to be Made—Keep Your Department Up to Date.

As the country develops the Spring season grows of larger importance, not only because the trade is expanding, but because of the larger variety of lines demanded, and the consequent possibilities presented for further development. This Spring ought to see a big stride made, a stride that should place the Spring season on a firmer basis than ever. Judging from the size of orders already placed, retailers are confident that there will be a big advance in the volume of business done. The retail trade, too, is in better shape than ever. The big majority of merchants have made good use of the past few prosperous years in improving their stores and store fittings. It is a far cry now from the day when a few tables and racks were all the fixtures carried, and the majority of the stores in even the smaller towns have really handsome departments. True, there are some that have yet to fall into line, but they are doing it, and each season sees progress made in this direction.

So essential to the success of the department is it that the garments you sell shall have good surroundings, we would suggest that you take a look round your department even at this eleventh hour, and see if you can make any little change that will serve to brighten up its appearance, before the new goods are shown. A new carpet, or a rug, a comfortable settee or divan, a few chairs, a mirror or so, or even the addition of a few palms or ferns in pots. These may be relatively small matters, but they will make your department more attractive and create an impression favorable to your goods in the minds of prospective customers—in short, they will make it easier for your salespeople to sell goods. To make your patrons comfortable may be a very modern idea in dry goods retailing, but it is a very good one.

Owing to the state of the market there never was a season when retailers found it more to their benefit to place orders at the earliest possible moment. Just as soon as you are fairly sure of what to buy, send your order off. "Do it now" is a good motto at any time, but doubly so this Spring.

The manufacturer is facing the delivery problem, and as the season developes there is sure to be a shortage of desirable goods, so if you would keep your assortments whole, you will have to place your orders well ahead.

A Fine Corset Department

Methods Followed by a Barrie Merchant Which Have Been Very Successful.

George Vickers, of Barrie, has built up for his corset department something more than a local reputation. Several merchants in eastern Ontario spoke of him to The Review in this connection a short time ago, and wished to know what his methods were. Mr. Vickers was in to see us recently and we had a chance to discuss the matter with him. "In the first place," said he, "we make quality the main selling point, and push the high grade goods incessantly. Very often, in some stores, you will find salespeople who bring out a fifty-cent line at the start off; my girls would probably show one at $2. They are impressed with the fact that one sale at $2 or $2.50 is worth four or five at fifty cents, and that only on good goods are the profits satisfactory. We have the cheap lines in stock, but never talk about them, advertise them or show them unless there is no chance of a better article being accepted.

"The corset and hosiery departments have been my particular hobby. I never get into conversation with a customer over the counter without introducing some line of good corsets. This can be done in a nice way that is effective.

"I have the controlling interest in a store in Orillia, and have been trying to raise the standard of the corset department there. I started a selling contest among the girls, which is working very well. If the business in Barrie, for a certain length of time, does not exceed the Orillia business by a certain amount, I present each of the girls in the Orillia department with a pair of the best quality from the Barrie store, and vice versa.

"I stand for quality in every department—quality, combined with assortments, is sufficient to bring the best class of trade. Of course, prices have to be right, but I do not harp upon this point in advertising high grade goods, and I keep away from the cry of cheapness as much as possible.

"To return to the point where we started, I may say that my corset department is certainly successful. Many people visiting in Barrie, whose homes are in larger places, patronize it."

Mr. Vickers pays a good deal of attention to the matter of advertising. We expect to have some samples of his work submitted to us before long, for criticism by our expert. He recently secured from the makers cuts of almost every line of corsets that he carries.

Waists

Lingeries the Leaders—Difficulties in Getting Materials—Embroideries Hard to Obtain.

As The Review predicted, the January sales saw the first of the season's showing in lingerie waists, and there is ample evidence that this kind of waist can still more than hold its own. Waists, with the exception of very cheap lines, have been big sellers. Owing to the unprecedented demand, quite a number of new firms have started manufacturing. Their experience, however, has been that while there was no difficulty in getting orders, it was quite otherwise when materials had to be obtained. Deliveries of lawns and other fine white fabrics are away behind, and the same applies to valenciennes laces, particularly Calais vals. Embroideries of the proper kinds are also hard to obtain, and in the meantime there is a bigger call for lingeries waists than ever.

There is a noticeable change in the style of embroideries, and in the manner in which trimmings are applied. Embroideries, on all but the cheaper lines, are worked directly into the lawn or linen, closely imitating hand work.

Laces are used in combination, and Irish and Venise laces and the new fine Clunys are freely used. Waists and jumpers made from all-over embroidery will be included in the late Summer novelties, and yoke effects made with introductions of fillet are promised later.

All-over blouses will be seen later, not only of all-over embroidery but of lace. Fillet all-over, with Venise figures, is another new effect that will be used later for waists.

The big majority of waists, in fact all but the cheaper lines, button down the back, though the tailored and tucked models, of course, close in front. Sleeves are still ¾ length and fitted to the arm at the bottom by

a much trimmed and broad cuff effect. Jumper, pinafore and guimpe styles all promise to continue popular in the coming season.

Crepe de chine waists, and waists of chiffon over fancy linings, are shown for the Easter trade. Plain chiffon taffeta in soft finish, in both black and colors, is selling. The sleeves in these silk waists are full and drooping and finished at the elbow with frills and gathers. Plaid silks are again showing for the early trade.

Whitewear

Deliveries Made in Sections—Sales Successful Where Held.

Whitewear deliveries on the whole can hardly be termed satisfactory, in fact the complaint is that goods in many cases are coming to hand very slowly and in sections. The manufacturer in his turn is hampered by the slow delivery of both materials and trimmings. There is something like a famine in some kinds of laces. This latter feature is not, however, without a compensating effect, as it has turned the attention of designers to the using of other laces, and the result has been in the highest degree satisfactory, as it has given a measure of novelty to the whitewear shown at the January sales that has seldom appeared before. Irish, fine Cluny, and torchon are the laces most used.

Hitherto imported lingerie has been hand embroidered, but as an instance of how the demand for better goods is growing may be cited the display made by the Toronto firms of a line of whitewear trimmed with Brussels lace. This was in sets and in single garments and was lavishly trimmed with the costly fabric.

Corsets

Fashion Still Says the High Bust—Supporters and the Cheap Lines.

Advance orders are so big in corset lines that it will be all the manufacturers can do to take care of deliveries. Not only are the new models selling, but there is a good call for many of the best of the older lines. There is still some little hesitation over the high bust models, but as fashion is pushing them strongly they are bound to come into general use, and slowly but surely the trade is taking to them. The latest development in imported lines is the corset with the brassiere attached, and brassieres are becoming a regular line amongst corset accessories.

Another development due to the increased vogue of the Empire-Princesse effects is the decided call for corsets that show the long hip and back.

The ideal corset of the moment must give a firm line from throat to waist and must present a smooth surface below the waist, with the hips held well back to make the figure appear more slender.

There has been quite a little controversy of late as to the advisability of placing corset supporters upon the cheaper lines. As every intelligent buyer knows, this can only be done by cheapening the corset itself in some fashion when it is made to sell at a fixed popular price, and the point of the argument is: is it wise to so weaken the wearing powers of the corset for the sake of having supporters attached? The supporters themselves cannot of necessity be of the best materials, and the big sale of separate supporters shows that their life is not a long one. The sensible view seems to be that a better corset without the supporters would be a more saleable proposition than an inferior corset with poor supporters added.

The Value of Good Style

How to Keep Posted—Style and Quality Must Go Hand in Hand.

The value of style in this department cannot be overemphasized, for you positively cannot afford to have garments on show that are not up-to-date. Style and value must go hand in hand, in a successful department, and the man who can give the best of both is going to do the trade in his community. To do this requires not only careful buying but much study. Fashion news must be carefully noted, and every possible avenue by which news of this description can come should be made use of. The traveling representatives of the manufacturers can always give you valuable information along these lines. They know which styles are taking with the trade and which are not—for though we follow in Canada the broad trend of fashion in the States, it often happens that there are perceptible differences noticeable on this side of the line, and much information can be gained by hearing the views and ideas of the travelers of different houses. No buyer who is wise ever—if possible to do otherwise—turns a traveler away without examining his line of goods. The buyer may have his favorite houses, which, he knows by long experience, make the garments that please his customers, but particularly in a season like the present when styles are so varied, and when a freer exercise of individual taste is the rule, to keep properly posted he must see as many lines as possible. This is a course that will pay in more ways than one. In the first place it will give the buyer a wide knowledge of what is on the market, and help him to judge more accurately of the trend of fashion, and, moreover, he is safe to come across lines of garments that are just what he wants to inject the necessary "go" into his department, for he may be sure that no one firm, however well equipped, ever made all the good things of the season.

Style then is the first point a judicious buyer looks to. Style certainly comes first, but there must also be a fair amount of quality attached. A good cloth that is out of date, and made up in an out-of-date style will never sell, a poor material smartly and stylishly made has a better chance, but will do your department little good, and perhaps, positive harm if he does sell. A garment that shows both style gnd quality will not only be a quick seller but a reputation builder, not only for the department but for the whole store.

Spring Underskirt Novelties

Plaid and Stripe Pipings for Trimmings—Plaid Gingham Petticoats.

Though the lingerie petticoat is in such big demand, the taffeta petticoat is a big seller. Silk underskirts are much more generally worn than a few years ago, and every store of any pretensions carries a stock of them. Though the popular-priced lines are more prominently featured there is an increasing trade done in the higher priced, but more reliable goods.

The novelty this season is the use of fancy plaids and stripes as trimmings in the form of pipings and narrow

Through the FIRE

Prompt and careful service is yours on call.

which completely destroyed our old factory, we have emerged triumphant over all delays and difficulties, and with increased factory facilities are in a position to deliver all orders promptly.

EVERYTHING IS NEW

New factory, new machinery, new goods, new styles. We are in a better position than ever to fill your waist needs.

For pointers on Spring Waists arrange to see our samples.

The New York Silk Waist Mfg. Co., Limited

AT OUR NEW AND ENLARGED LOCATION

178 Montcalm Street, Cor. St. Catherine Street, MONTREAL

Inside Corset Facts

¶ Now, here is a very simple proposition.

¶ P. C. Corsets have been proved **better** value in a variety of ways than a buyer can find elsewhere.

¶ If you know this by experience, well and good.

¶ If you don't know it, write us for the proof—so simple, so clear, and so conclusive, you will be readily convinced.

¶ We know that to be satisfied is dangerous; and we've grown. When you're successful is the time to shove for more success—give better service—and **we're shoving.**

There's a plenteous style assortment in P. C. Corsets, and every shape is guaranteed good value.

It will pay you to sell P. C. Corsets.

The Parisian Corset Mfg. Co., Limited, Quebec

For the convenience of Western Ontario merchants, a full stock is carried at Brampton, Ontario, F. W. GILLIES, Manager

bands, and even in some cases in narrow pleatings. This is a decidedly novel treatment, and one that is both effective and attractive.

In cotton lines, besides the usual popular priced lines, petticoats of checked ginghams are a leading novelty. Stripes are also shown and petticoats in plain blue, pink and grey gingham. These have the added merit of washing and laundering well.

PRESIDENT NAZARETH WAIST CO. DEAD.

Max William Schneebeli, president of the Nazareth Waist Co., Nazareth, Pa., died in the General Memorial Hospital, New York, of cancer. Up to the time of his being attacked by the malignant disease, Mr. Schneebeli had enjoyed splendid health and had had no premonition of ill until the cancer developed during last summer. He went to the hospital for treatment on August 31st, and remained there until his death.

That Mr. Schneebeli was a remarkable man is proved by the early age at which he had won substantial success, and the untimeliness of his taking off is one among a number of features that add to the sorrow occasioned by his demise. Had he lived until next May Mr. Schneebeli would have been forty-two years of age.



MAX WILLIAM SCHNEEBELI,
President Nazareth Waist Company.

He was born at Nazareth, Pa., and at the age thirteen went to work as a clerk in a general store in that city. From there he went to Gnadenhutten, O., and from there to Akron, O., continuing in the retail business. When seventeen years of age he went on the road for Louis Kraemer & Co., manufacturers of cassimeres, Reading, Pa. Five years afterward, what is now the Nazareth Waist Co. was formed to manufacture hosiery, and Mr. Schneebeli sold its products on the road as a side line. Shortly afterwards the manufacture of waists was taken up, Mr. Schneebeli being appointed general sales agent and advertising manager. To his energy and intelligence is attributable in very large degree the growth of the company's business, which within twenty years has attained striking proportions. He not only directed its selling policy and its extensive advertising

SPRING 1907

THE AMERICAN SILK WAIST TRADE MARK MONTREAL

WAISTS SUITS

Late styles from the most authoritative European and American sources will be shown by our travellers shortly. It will be to our mutual interest for you to look at our lines.

THE AMERICAN SILK WAIST CO.
30 ST. GEORGE STREET, MONTREAL

LOOKING FORWARD

Now let us help you
to make your

Spring Raincoat Trade
A SUCCESS.

Our equipment and organization are practically perfect, making our line superior.

Materials comprise strong range of

Scotch Effects in Green and Brown Mixtures

Largest collection of cloths in the trade.

Our salesmen are now showing the largest and finest line, we think, in the market.

National Rubber Co., Montreal
Canada's Largest Exclusive Raincoat House.

SPECIAL ANNOUNCEMENT

We exceedingly regret that owing to the complete destruction of our premises by fire, it was an absolute impossibility for us to either deliver the Spring orders we had already booked, or to accept further orders for such delivery.

We take this opportunity of advising our friends that we have secured new premises in the Shorey Building, and as soon as we can get matters into satisfactory shape, we will commence the making of our Fall Styles, which are designed exclusively by our Mr. Felsen.

We confidently expect to place the collection of samples before you in ample time, and trust that the mutual pleasant relationship heretofore existing will continue in the future.

THE BOAS-FELSEN CO.,

Manufacturers of Ladies' Cloaks, Suits and Skirts,
Shorey Building, 314 Notre Dame Street, West, Montreal

Don't Waste Time

when you can get waists that are good in every respect. Our styles are this season better than ever, fit and finish in comparison.

Just see our Shirt Waist Suits and Lingerie Waists. They are very pleasing at sight. If they please you, so they will your customers.

Don't fail to look them through when our salesman calls on you, or call to see us when in town.

The Reliable Waist
None Better Made

We have the goods you are looking for, for next season.

Since the fire in our premises we are equipped and running in full swing, with more space and new machinery. Can give good delivery.

We want your business and will endeavor to give you satisfaction.

We give prompt attention to mail orders.

I. MISHKIN & CO., MONTREAL
Same Address: 423 St. James Street.

campaign, but originated several improvements in the waist itself. Mr. Schneebeli was elected president of the Nazareth Waist Co. on August 11, 1904, so that when only forty years of age he was at the head of this large and successful concern.

Mr. Schneebeli not only possessed unusual business abilities, but his personality was such as to quickly commend him to all with whom he came in contact. Warm hearted, cheerful, generous and sincere, he made a host of friends, both in his business and his social life. In addition to his widow and one son, he leaves three brothers, one of whom, G. A. Schneebeli, is treasurer of the Nazareth Waist Co.

S. T. GREENLEESE & SONS.

A Dominion charter has been granted "S. T. Greenleese & Sons, Limited," Montreal, with a capital stock of $50,000, divided into hundred dollar shares. The incorporators were: S. T. Greenleese, merchant; W. E. Greenleese, merchant; H. S. Greenleese, merchant; E. S. C. Desbarats, advertising agent; Hercule Lapointe, accountant, and Thomas M. Tansey, advocate, all of Montreal. The object of the company is "to carry on generally the business of manufacturing, importing, buying, selling, exchanging and repairing all descriptions of furs, hats, caps, clothing, and garments and goods of like character, and to manufacture and deal in everything connected with the business of a like character or which may conveniently be carried on in connection with such business; to purchase, take over and carry on as a going concern the business now carried on at Montreal by S. T. Greenleese, W. E. Greenleese, and H. T. Greenleese, under the name of S. T Greenleese & Sons.

MONTREAL WATERPROOF CLOTHING CO., LTD.

A Dominion charter has been granted The Montreal Waterproof Clothing Co., Limited, with a capital of $400,000, divided into $100 shares, and with headquarters at Montreal. The incorporators are: William J. Henderson, accountant; Alex. C. Calder, bookkeeper; Joseph Jenkins, student; Edward F. Casey, bookkeeper, and Isidore Greenberg, clerk, all of Montreal. The object of the company is "to manufacture and sell all kinds of waterproof and rainproof garments; to manufacture and sell all kinds of clothing, and generally to act as manufacturers and general merchants in all kinds of waterproof and rainproof garments and clothing generally; to acquire and take over as a going concern the business of The Montreal Waterproof Clothing Company.

THE VAN ALLEN COMPANY.

A Dominion charter has been granted the Van Allen Company, Limited, Hamilton, with a capital of $500,000, divided in $100 shares. The incorporators were George Kerr, barrister; Joseph Montgomery, barrister; James G. Strong, accountant; George F. Thompson, collector; and William R. Williams, all of Toronto. The object of the company is "to carry on the business of manufacturers of and dealers in all kinds of knitted goods, shirts, collars, cuffs, blouses, waists, clothing, neckwear, underwear, and all other articles of wearing apparel and other linen, silk, cotton and woolen goods and fabrics of all kinds; to acquire, and take over as a going concern, the undertaking and all the assets and liabilities of E. Van Allen & Co., Limited."

GRIFFIN BRAND

Coats,
Costumes
and
Skirts

Have a striking individuality about them that catches the eye and makes the looker a buyer.

We're showing a number of spring leaders at popular prices—made right, priced right.

Let's hear from you—you'll get the goods when wanted.

THE EMPIRE MFG. CO.

646 Craig St. West,
MONTREAL

OUR LONDON LETTER

Marking of Piece Goods — Prevention of Corruption Act — Reports from Bradford and the Other Markets.

The retail trade, led by the Drapers' Chamber, have been for some time agitating for the adoption, by manufacturers and wholesale, of some system of blocking and marking piece goods. Many suggestions have been made, but so far as can be seen, they are yet a long way from the object of their desire. The demand for the innovation is growing daily, as it would be an immense convenience to the retail trade. As yet, not much impression has been made upon the wholesale section. The most feasible suggestion is that small gummed tickets be placed every five yards, and be marked 5, 10, 15, and so on.

BRADFORD.

Although there had been some very sharp advances, in both cross-bred, and merino wools, previous to the November series of sales, Bradford prices for yarns and combed wools, were away below values set at the London sales. There are no signs, however, of any weakening of the staple; indeed there is every reason to expect that values will go still higher, as there can be no doubt that in late years the demand for woollen textiles has completely outstripped the production of wool. In consequence, the probabilities are that a new basis of prices will have to be adopted, as there is no prospect of any material reduction taking place for years to come.

There is considerable activity in mohair, and in some cases advanced prices have to be paid. Russia is again buying mohair yarns for making goods of the astrachan class, and there are more orders for weft yarns for dress goods and cloakings for the Continent. There is a good demand for high-class mohair fabrics for the home trade and for South Africa, Australia, some of the colonies, and the United States.

The autumn dress goods trade is about over, and there is every reason to believe that the turnover is quite up to the average. Tweeds, etc., and the new makes of Bradford amazons, are selling well for spring and makers of mohair fabrics are well employed.

The news that the dispute between the Bradford Dyers Association and its operatives has been amicably settled is received with great satisfaction here, a satisfaction that I am sure my Canadian reaaders will share. The arrangement is interesting, and marks an epoch in the settlement of disputes between capital and labor. Every operative dyer gets a wage advance of 10 per cent., and improvements are to be made in dye-house conditions. Most comment is caused by the clause, binding the company to compensate any man displaced from any cause, and to pay him an amount equal to, and in addition to, what his "out-of-work benefit society" will allow. It is also conceded, that the men remaining have a right to increased wages, when contributing to an increased output, or where subjected to a greater physical strain. Well may one of our leading papers, when commenting upon this agreement, say, that it marks an era in the settlement of trade disputes.

MANCHESTER.

Though the home trade has not quite come up to expectations it has been exceedingly good, and orders for the Spring are coming in much more freely than last year. Buying for export is healthy, though in some markets the high prices tend to restrict demand. The colonial market is active, Canada being a specially big buyer, as the railway extensions in the west have afforded a wider field, and the movements of Montreal and Toronto houses in this quarter are being carefully watched by British shippers.

Spinners may be said to be losing ground, as their margin of profit is scarcely so large as it was a month ago. They have plenty of work for the present, but there is an absence of new orders that is bound to tell. Egyptian yarns are in great demand, and the spinners of these yarns are in a strong position. The calico printers report a prosperous year, as business, particularly in the closing months, has been almost more than they could handle.

The latest official cotton crop estimate for 1906 is 12,546,000 bales, but as this is always placed too low, a goodly addition may be made to it, so that it would seem that plenty of the raw material is assured for the coming season. Complaints, however, are made as to its quality.

BELFAST AND NORTH OF IRELAND.

The linen market continues to show increasing strength and there is a steady upward tendency all round. Flax is selling freely, and values are firm, with some grades a little higher. Spinners are over-sold, and as manufacturers are receiving substantial orders, they are rapidly becoming in the same condition.

Foreign spinners are fully engaged for their own trade, and as no relief can come from them, it is quite possible that before long want of yarn may be responsible for some stoppages.

The export trade is extremely good, and some markets, notably the United States, are pressing for deliveries. A fair business is being done with South America, Canada and Australia are large buyers, and continental business is active.

NOTTINGHAM.

The Nottingham lace trade may be said to be on the crest of the wave now, as all factories that are equipped for making the class of laces fashion is demanding are crowded with orders. Valenciennes, Torchons, Maltese, and Clunys are the laces asked for, and large orders are arriving for the American market; indeed the trouble with shippers is not to get orders but to fill them.

The manufacturers themselves are also up against the same trouble, as in many cases they have to wait for yarns, and machines are often idle from this cause, the truth being that many lace makers were unprepared for the present cotton yarn conditions, and neglected to place orders of any size when prices were low and deliveries could be arranged. Consequently they are caught now that yarns cannot be had for immediate delivery.

From advices received here, lace makers in Calais and Caudery are booked full, the firms making Calais goods being particularly busy. Prices are firm and advances are talked of.

Though times are hardly so good with the hosiery trade as with the lace makers, a good business is being done. Woollen and cashmere goods are having a good sale, but cotton goods are suffering from keen competition and yarn delivery troubles.



The Canadian Millinery Review

MILLINERY OPENING

MONDAY, March 4, and following days



The Spring Season's **Pattern Hats** from Paris, London, and New York

All the latest **Millinery Novelties**

Our preparations have been made on a larger scale than ever before.

INSPECTION IS INVITED

GEO. D. HARPER & CO. 227 Notre Dame Street West, Montreal

Millinery Prospects for Spring

Very Big Season Ahead—Only Trouble Scarcity of Goods in Desirable Lines.

The really splendid Fall that the trade experienced has filled buyers with enthusiasm over the prospects for the coming Spring season. This fact, coupled with the desire to be on the safe side of the market, and to have the wanted goods in stock when called for, has resulted



Ciel Olive Milan Straw Sailor, Blue Wing, Etc. Mixed Flowers as Under-Brim Trimming.

in a big advance trade, but big as it has been there are many novelty lines which, as soon as the season opens up, milliners will wish that they had placed larger orders for.

In nearly every line of material that a milliner uses the situation is the same and it is not just the fact that the supply is scarce that is making trouble, but also the rapid advance of prices. In many lines the situation is such that if an importing house wishes to repeat an order, even at the interval of a day or so, it is found that prices have in that short period of time gone materially against the buyer. This is a serious situation, as it means that many lines are held, or will soon be held, at prices that will be prohibitive to the Canadian trade. To protect his trade the retail buyer must be prepared to anticipate, and to anticipate liberally. He runs no risk by so doing, as the buying public are in a better position than ever to relieve him of his stock. Indeed it is the large early buyer who is going to be in the happy position of not only having the goods, but of having them at the right price this year.

This advice applies to many lines of straws, particularly to chips and Milans, to velvets and to velvet ribbons, to ribbons and malines, to many silk fabrics, and also especially to coque plumes, wings and quills

The Newest Things for Spring

The Latest Ideas in Shapes, Materials and Trimmings.

The business that has been done up to date, though large, has all been in what are termed staple lines, that is, the shapes sold are known to be right because they have been successful in the later part of the Winter. The novelties are now beginning to come forward, and it is now possible to gain some ideas as to how the season will go, as these are the models that shadow forth the trend of the mode. For the early trade at least moderate sized shapes are leading, and not only are they moderate in size, but there is a marked absence of that eccentricity of outline that has marked the few past seasons. The pressed or block hat is the leader, and at least 75 per cent. of the season's trade promises to be



Mushroom Shape in Burnt Straw. Trimmed Golden Brown Satin Ribbon, Jack Roses, and White and Yellow Daisies.

done on it if—and this is an important "if"—the supply holds out. The braids selling are light weight peroxaline and hair braids, etc.

Chip, perhaps because it dyes so beautifully, is the best selling of all straws, but the way in which it is selling is putting the price up, and chips promise to be dear. Milans are extremely good and so are crins, Panama

"The House Famed for Millinery"



1907	Display Day, Toronto :: :: March 4 Stock Complete :: :: February 15

The

D. McCall Company

Limited

Head Office :

Toronto, = Can.

Winnipeg Quebec Ottawa

"Debenhams for Novelties"

Opening of the Spring Millinery Season



Opening

Monday, March 4

and following days.

We shall show an exclusive and varied assortment of

Original Pattern Hats

(STRICTLY IMPORTED)

also

Latest Novelties in Millinery Trimmings

from Paris, London and New York.

DEBENHAMS (CANADA) Limited

18 St. Helen Street, MONTREAL

DEBENHAM & CO. London (West) London (City) Paris, Brussels, New York, Boston, Melbourne, Sydney, Cape Town. Johannesburg.

mas and Javas, etc. There are, however, hints that fancy straws will make their appearance later. Hoods and plateaux are much in evidence and promise to repeat their former favor, as they are essentially milliner's hats, and she can get exclusive results from them that are difficult to duplicate.



Novelty Shape in Rose Chip. Trimmed Golden Brown Velvet Ribbon and Shaded Rose and Brown Quills.

The early season promises to be a great color season, but there is really no predominating shade. The burnt shades, running from champagne or twine, or cordon as the latter is sometimes called, right into golden brown, are in high favor. Nor is this to be wondered at, as it combines so well with almost any color. Yellow has been a leading color in Paris for more than a year, and has been much favored in New York this Winter. This means that to some extent it will be taken up by the trade, but just how the popular trade will take to yellow is at present uncertain. Tuscan, however, will be good, particularly later in the season.

The jack shades, from the palest pink up to the darkest shade, are strong favorites and another shade much favored is the new delft blue. Ciel will be much in evidence and there is a soft yellow-olive or moss green that is much seen. Amethyst is the shade of violet that promises best, but the pinkish mauves will again be seen.

Little is said about black at present, but as far as may be gathered the black hat may form a feature of the better trade. White hats are decidedly good now, and will assuredly have a big vogue when Summer selling begins. Tuscan is also to be a strong color.

SHAPES.

Though Empire and Directoire types prevail, there will be a much greater variety in shapes than is usually seen. Drooping brims are in high favor, and flops in chip, Milan, crin, Leghorn, Javas, etc., will be much used. There is a tendency towards employing the unfinished straw. The mushroom hat, that appeared to be so extreme last season, has gradually worked its way into a foremost position, and now appears to be one of the leading shapes, if it is not really the leader. There is an attempt to give vogue to blue poke effects, and another shape that promises well is the airship or Santos Dumont, made from a cleverly manipulated hood.

The rose is queen of the season, and it may be laid down almost as a rule that where any flowers at all are used roses appear. It is going to be a big, big flower season—the hats are banked with them. Jack roses are in immense favor, and the importing houses have bought them in very large quantities. Large as is the provision made, the prediction goes forth that there is not enough to last out, and that when the season gets well under way Jack roses will be just as scarce as they have been this year. Lilacs in all shades, but particu-



BEATRICE—French Crown, Very Fine Milan Sailor. Velvet Band Studded with Gold Buttons. Large Quill and Bow. White only.
Shown by The D. McCall Company.

larly in natural colorings, white and purple, promise to be a big feature and all flowers of the mauve or amethyst order are to be freely used. It is not meant that a hat will be wholly mauve, but that these flowers will be used for mixing in with other colors. A Paris hat shown to The Review was of the new blue, and around the crown was a heavy wreath of tiny pink roses, small pansies, forget-me-nots, clover and green grasses. This



No. 2487—Raised Black Sailor. Made of Straw Braid and Maline Net in Combination. Trimmed with folds of Maline, Forming Large Rossette at Side, in Centre of which rests Bunch of Small Roses.
Shown by The D. McCall Company.

gives a good idea of the manner in which flowers will be used. All kinds of grasses are used, and also small rose foliage. Though there are large flower effects seen, there seems to be a leaning towards the medium and small. There will be a deal of combining, not only of many shades, but of different flowers.

FEATHERS AND WINGS.

For the better trade ostrich will be decidedly in demand. The colors seen this season are such as show up the beauty of a feather to splendid advantage, serving to make them fashionable, the shaded effects being particularly beautiful.

Plume effects, with coque in particular, are decidedly good. Whole hats will be made of coque feathers, but prices are soaring and promise before long to be prohibitive. There will be a very big sale for wings, and quills and feathers will be used in combination with flowers upon dress hats.

MALINES AND RIBBONS.

It is only the severely tailored street hats that are without a softening touch of maline, and almost all under-brim trimmings are of this airy material. Later on crown and brim effects, and even whole hats, will be formed of maline, and there is a large meshed silk net that will also be used for this purpose. Chenille spotted gauzes, chiffons, nets, etc., are used for mob crowns, over silk, and also for long scarfs for draping around some of the shapes of the sailor order.

There is an immense array of good things in ribbons, the very extensiveness of the range suggesting their importance this season. For the early Spring millinery plaids—all the clan plaids and fancies in strong, rich colorings—will be used. These will have as a rival the striped effects, the Roman stripes and bayaderes, in groups of handsome colorings. These will be freely used with wings and quills upon fetching little hats for the Easter trade. Beautiful Dresdens in all the new colorings, and also in black and white, are among the high novelties. Another novelty is the quadrille, or cross-barred effect having a barred stripe of satin on a taffeta



No. 25.—Broad Brim Sailor, Hand-made. Dip at Side of Front. Tam Crown of Fancy Braid, Trimmed with Band of Ribbon and Bow. Bandeau Arranged with Fancy Rosette of Straw and Ribbon.
Shown by The D. McCall Company.

ground. A new ribbon that milliners are taking into favor is a kind of heavy gauze with a brilliant finish. Plain ribbons are used in shaded effects, that is, the trimming will be formed of three or more shades of the one color.

Ribbon velvets promise to be more widely used than for many years past, and the lighter and more airy the



The First Step

taken to secure a person's patronage should be to sell him a good article at a fair price.

Here are some good lines at fair prices. They ought to help you in your "Millinery Opening."

Messaline Silks - -	retail at	75c. and $1.00
Chiffon Taffetas - -	" "	$1.00
Chiffons - - - - - -	" "	25 to 75 cents
Louisine Silks - -	" "	75c. and $1.00
Colored Satins - -	" "	50c. and 75c.
Silk Velvets - - -	" "	75c. and $1.00

The Largest stock of Ribbons in the trade.

If our Traveller doesn't call, write a letter describing what you are in need of and we'll attend to it by return.

The W. R. Brock Company (Limited)

Montreal, Que.

rest of the trimmings are the more favored is the balancing trimming of velvet ribbon. Milliners should be early in the field to secure a good assortment of colors and widths, for velvet ribbons can be placed among the decidedly scarce goods this season.

ORNAMENTS.

Though a few large buckles will be used, pins will form the chief feature of this department. Ball effects will have the call, and come in big variety. Handsome designs are shown in porcelain, amber, pearl, shell and in shaded and corded metal effects.



GEORGINA—New Telescope Crown Sailor. Neatly Trimmed with Folds of Chiffon and Large Quill at Side. Colors—Black, White, Navy, Pearl.
Shown by The D. McCall Company.

Careful Stock-keeping Pays

Keep Untrimmed Shapes and Trimmings in a Separate Department.

Millinery trimmings are perishable goods, particularly plumes, flowers, feathers, ornaments, etc., and soon lose their freshness and saleability if exposed to dust and frequent handling. The loss from this cause must, in some stores, be very considerable. It forms a leak that must influence profits at the end of the season. Though some of this loss may be set down to careless stock-keeping, you, Mr. Merchant, cannot blame your help if you neglect to provide them with the necessary fixtures. Some merchants are inclined to look upon fixtures as so much expense, and give little thought to the other side of the matter. These goods must be on view, and if for lack of cases they have to be shown in boxes on counter or table you may be certain that a percentage of profit will have to be sacrificed each season for the marking down of soiled goods.

The best and most attractive means that you can take to show your stock is to use glass cases, and the best arrangement is as a counter or circle, according to the size of your showroom. Shown in this manner your goods are always in full view, and as arrangement is possible they appear at their best. Customers can see them, but cannot touch, and dust is excluded also. With a few fancy baskets filled with the flowers you can make the department extra attractive.

There is a growing tendency to separate the trimmings and untrimmed hats, from the trimmed goods, some stores going so far as to carry them in a separate department. This, we believe, is a feature that will grow and should be encouraged. Many milliners tacitly, if not actively, discourage the sale of trimmings that are not to go upon hats that are trimmed in their own workroom. This, in view of the importance of clean stocks at the end of the season, is hardly good policy. Sell as many trimmings as you can, seems to be the better way.

The Lingerie Hat

This Hat is to be a Big Feature of the Summer Trade—Quills and Wings Will Still Rule.

That the lingerie hat will be a great success, and that it will be shown in a wide range for the Summer trade is certain. These hats are usually of some embroidered fabric, often in the better grades of specially embroidered linen, of handsome flouncing embroidery, etc. This year the line promises to take in many lace hats, notably those of Irish crochet, princess and Bruges lace.

The trimmings will depend largely upon the nature of the hat, and, broadly speaking, feathers will be more popular than flowers. Quills and wings will, with ribbon, trim the more severe types, while ostrich and plumes will be used on the more dressy hats, both of embroidery and lace. Roses will be the chief flower, but daisies and field flowers will also be freely used.

Latest Note from Paris

The Hat Posed at a New Angle—The Dragging Effect—A Few Parisian Examples.

Just what significance may be attached to the latest millinery freak in Paris the future alone can tell, but a few of the fashion leaders have appeared there in hats that are at total variance with the present millinery vogue. We have only just got over the fashion of tilting the hat down over the face and raising it high at the back, and are getting used to the presence of a more moderate tilt either to the side or front, when now, the news comes that these leaders of fashion are wearing their hats in a totally different way. The hats themselves are a form of long, narrow turban, and are tilted at an extreme angle at the back of the head, and have all the appearance of falling off backward. One hat seen

was of dark grey velvet, and stretching far out at the back was a bunch of grey ostrich feathers. The hat was set in the midst of the fluffed-out front hair, and brought the silhouette of the face out into great prominence.

What the bearing of this radical departure is to be—whether it is just a freak or an indication as to the direction of coming changes—only the future can tell ; but the fact that hats so noticeable and so radically different from the accepted vogue are worn is certainly worth notice. Even the bell-shaped hats so much worn, have the trimmings massed at the back, giving this dragging effect.

Five Paris Models

A Short Description of Five Paris Hats Which Will Interest Readers.

In the imported Paris models there are many large hats shown of a decidedly picturesque outline, and that droop becomingly and shade the face. Some extremely attractive models, a description of which will, we are sure, be of interest to our readers, were within the past week shown to The Review.

A Marie Crozet model was of natural leghorn, A long, fluffy plume in white extended around the crown and swept over the brim at the back. Delicate, pale, yellow roses and buds, studded with jewels and gold thread, which glisten and gleam with every movement, trim the crown on the right side, and extending across the top of the crown, intermingle with the plumes.

A dainty Georgette model was of white Irish crochet, wide of brim and low of crown. White tulle and a handsome green and golden bird of paradise formed the trimming, the bandeaux being draped with full tulle rosettes.

A very smart hat, a Suzanne Talbot model, was of Copenhagen blue and lynx brown. The wide'brimmed, low, round-crowned hat was of a fine flax weave in dark lynx brown. Short, wide ostrich plumes in two tones of the blue started from the velvet draping that encircled the crown and curled over the brim at the back of the hat. The soft folds of brown velvet that draped the crown were drawn through a big bronze buckle in front.

Another of the models, also of brown, was of fine Milan straw, and though the brim was wide and drooping, the crown was decidedly high. It was draped with folds of soft satin a little darker than the straw, drawn and held by a bronze buckle in front, and there were two dark plumes posed on the right side.

A Virot model was a large mushroom shape also of Irish crochet lace. The trimming was an immense white ostrich plume, the flue of which covered both brim and crown, and in front was posed a large green bird. The under-brim was faced with olive-green velvet, and maline of the same shade draped the bandeaux.

Among the Millinery Houses

The D. McCall Company have furnished us with the subjoined paragraphs regarding styles, etc., for the Spring and Summer season, 1907.

MILLINERY INFORMATION.

Shaped hats and flops in chip, Milan and crinolines, also in Javas and Leghorns, will, without doubt, be the big feature of the season, replacing almost entirely the heavy makes in straws as formerly used. There will be a much greater variety in styles than for some seasons. In Paris salons you will see every known shape from the almost-flat mushroom, laden with flowers, to the high square crown called "Revolution," a dashing picture hat trimmed with chene ribbon, large square steel buckle in front, and two handsome plumes. Every hat will have its due portion of tulle ; many will be made and trimmed with tulle, flowers and ribbons. Hat trimmings for the coming season may be summed up as follows : Tulles, flowers, ribbons, chiffons, with buckles and large ball pins. In the latter many handsome designs are shown in porcelain, tortoise shell, amber and pearl, and there is little doubt that these ball pins will have an immense sale.

Flops of all makes, particularly in chip and crinoline, should have a large sale, as they lend themselves best of all to the making up of the many unnameable shapes that are shown.

The season will undoubtedly be one of lightness, everything of a heavy nature being barred, with perhaps the exception of velvet ribbons, which have been introduced with good effect by many leading Parisian modistes, and for which big sale is predicted.

Roses, from the small banksia to the large American beauty rose, are leaders, whole branches of the latter being used, making a very striking and effective trimming. Lilacs and hyacinths promise unusually good sale.

The later novelties in grasses and field flowers are well thought of, and will doubtless command a good share of attention.

Ostrich plumes, in white, colors and black, coque plumes, paradise and wings will be used largely.

Ribbons, plain and shot, in failletine, satin liberty, taffetas and fancies and chenes, Roman stripes and plaids are the best property. Velvet and satin in black and colors are good.

Tule, the big thing of the season, already has had enormous sale.

The tendency is for light pastel effects and these are largely covered in the white shot effects already mentioned. Plain colors are cream, champagne, ciel, V. rose, pearl, reseda, navy, tabac. New tones are houblon (a pale yellow green) and miel (old gold tones) are also in good demand.

Pyroxalines for making up purposes will be largely used.

In information given The Review some three or four months ago we predicted a great demand in all lines, and consequent scarcity and advance in price. With regard to this, we wish to say, and with emphasis on every word, that the merchant or milliner who placed early and ample orders this season is to be congratulated, for never before has there been known such steady advances in every class of goods. Prices have advanced 20 per cent. to 30 per cent. during the past three months.

The D. McCall Company further add that they have made unusually good provision in all lines for the coming season.

GEO. D. HARPER & CO.

The indications are that hats will be large to medium and mostly of a soft, pliant nature. The flop, mushroom and hood shapes will be exceedingly atrong and the firm is prepared to meet a big demand for them. While no leader can yet be said to have been chosen, it is thought that chip, Milan and Leghorn effects, with braid, will, in all probability, be the most popular lines during the Spring season. The soft nature of the hats allows all possible scope for shaping them into almost any con-

ceivable fashion, and this would indicate a greater variety than ever before.

The trimmings this year are plain, but effective. Roses of all descriptions will occupy a prominent position as one of the features of the season. Lilacs and mignonette, with a certain amount of fruit, such as grapes and cherries, will be used extensively. There is a decided feeling for tulle for the early Spring trade, but for the later trade the old-time chiffon will be strong. The season will be what milliners call a "plain" one. Ornaments will figure but little in the make-up of the hats. The shapes last year turned upward; this year they turn down. This gives sufficient novelty to make trade brisk. Ribbons will be extra strong, and the firm have covered themselves with a good stock and are prepared to meet the season's demand, which, it is predicted, will be unusually heavy.

MESSRS. VYSE, SONS & CO., LONDON.

A visit to the warehouse of Messrs. Vyse, Sons & Co., Wood St., London. England. is interesting at any time, but more especially so when the various departments have their wealth of Spring attractions so lavishly displayed as at present.

On entering the warehouse, one first passes through the flower department, the aisles of which at present are banked with roses. both large and small, in all the new fancy shades. The manager of this department has stocked well with grasses intermixed with wild flowers. which are being used largely for Spring and will undoubtedly be a good line throughout the Summer. In this department one notices the large-headed hat pins, the demand for which is almost a "rage" at present. In the feather department, one sees an entirely new departure. namely, large Cassowary plumes. These flaunting elegancies are very softly finished and run through many shades. These plumes are to be found in the millinery room used with very "distingue" effect. The shapes this season continue for the most part of medium size. and shot straws and ribbons are much used. Wings and flowers appear to vie with one another for the supreme position, the special favorites amongst the latter being roses in both natural and fancy shades. As for feathers Cassowary quills and ospreys are very right, and amongst the newest colors are shot blue and green in light shades v. rose and tabac.

The straw department is always bristling with novelties, daily supplies being received from Messrs. Vyse's Paris house. 160 Rue Montmartre. Here fine chips, bright silk, bright rough straws and fine pedals are showing in hats, while there is evident preparation being made for the reappearance of leghorn and colored leghorn and lace hats at a very early date. It is said these will certainly be in strong demand later on. Smart jaunty sailors are much in evidence, variations of the mushroom shape, the Sans Souci (another edition of the Gamin shape) and hats with Dolly Varden front trimmed are types much shown. Owing to the retirement of the bandeau, there is less tilt than last season. One sees at a glance that it is going to be a splendid season for colors, black hats being not wanted.

The ribbon department seems very proud of itself, the displays being mostly of plain taffetas, mousseline and failletine, also shot effects in the same makes, which are being used very largely on the millinery models. Chine ribbons are good stock and new styles in stripes are also good for the ready-to-wear hats. Printed twill scarves are used very effectively for this class of millinery. the demand for which is undobutedly growing. Tulles, chiffons and dotted muslins are still in line. the former especially so.

Infants' and children's millinery is shown in enormous variety by Messrs. Vyse, Sons & Co

DEBENHAMS READY FOR OPENING.

The latest novelties fresh from the fashionable centres of Europe will characterize the opening of Debenhams (Canada) Limited, Montreal. Buyers have been scouring the markets for some time past and have succeeded in securing a complete stock of very attractive millinery, which will sell in the Canadian market on account of it being the careful result of close study of the millinery requirements. No saleable article has been left unpurchased by the firm, and in point of many novelties and being replete with the best the market affords, it has every attraction to offer the trade. Among the latest Parisian creations shown this year are the mushroom variety which have the drooping brim of 4 or 5 inches. short fronts and long backs. The real novelty at present in Paris is the Santos Dumont shape. made of soft crinoline, and can be worked into pretty shapes. The firm has selected a stock which will make a great bid for the high class trade. Another line which is exceedingly attractive for the coming season is the Plateau. A large number of flops, with the balloon tops, chipped plateaux, leghorn plateaux, and crinoline plateaux are being carried in a wide variety with some novel effects in the trimmings, to which these shapes lend themselves auspiciously. The block hat, which will be a forcible factor in the season's lines, will be carried in large varieties both in the chip and leghorn styles.

With so extensive a line of hats, with which in anticipation of a very heavy season the firm has equipped itself and has left no market unexploited, it realizes that without substantial trimmings to be put into these hats they will possess no selling qualities. They have secured the best that money could buy. Small flowers, which will figure strongly as one of the favorite trimming accessories of the season, have been bought in a pleasing selection. Roses, and the small flowers, such as lilies of the valley and lilacs, will be shown in a very wide range. Fancy ribbons will be strong as trimmings this year, and to meet the demand both for quantity and variety, the firm has been successful in obtaining a collection which cannot fail to meet the approval of the trade. The Shantung and shot glaces, which will be used in trimming the Minish styles, are particularly pleasing and have the richness necessary to the well trimmed hat. Shaded ostrich feathers are carried in the leading shades of the year. A large number of coque feathers have been ordered from the best sources and the firm is in a particularly good position to supply these articles to the trade. Foundations have occupied the attention of the firm for some time past and their energies in securing pleasing goods have been successful. Bright Japanese braids, of the narrow sort with the shot effects carried out, will be one of the firm's leading specialties.

Of the colorings which will lead in the fashions of the season the firm has prepared a splendid assortment to show its customers. Vieux rose, vieux blue and vieux vert will be strong this season and will be shown in full lines. Champagne or Tuscan, browns and empire greens running through the pattern trimmings will have a heavy demand, and to meet this the firm has prepared. Grasses and small leaf foliage will also figure strongly.

Buyers of Millinery Goods

WE ARE
SOLE MANUFACTURERS
OF THE
"ORB"
BRAND
HATS

The "ORB" straw factory at
Luton is
The Largest in the World

In Staple and Fancy Lines we show *the best of everything* at prices that are sure to interest Canadian buyers.

SAMPLES SHIPPED to the retail trade on supplying usual trade references, description and quality of goods open for.

Will find it to their advantage to make our acquaintance and see what we are offering in

Millinery, Flowers, Feathers
Ribbons, Velvets, Ornaments

We specialize in

MEN'S and BOYS' STRAW HATS
BOYS' JACK TARS
and LADIES' PARIS FASHIONS
in Straws, etc.

VYSE, SONS & CO.
LIMITED

76 Wood St., LONDON, ENG.
LUTON, PARIS AND BRUSSELS

MILLINERY OPENING
Spring, 1907

On MONDAY, 4th MARCH

AND FOLLOWING DAYS

Montreal and Winnipeg Openings

on same dates

Inspection by the Trade cordially Invited

G. GOULDING & SONS

Montreal: 230 McGill St.
Toronto
Winnipeg: 69 Albert St.

NEW YORK FASHION FACTS

First Glimpses of Spring as Seen by New Yorkers.

The shop windows are the first heralds of Spring. With the streets white with snow, the first of the season by the by, the windows appear doubly attractive with their diaphanous Summer stuffs and hats gay with bloom. The occasion for all this is not so much a desire to rush the seasons, but a necessary display since southern emigration has become au fait for humans as well as the birds of the air and the fish of the sea. This year the exodus was even earlier, why no one knows, for certainly the weather drove no one hence. Consequently it is possible to speak with authority as to what will be the correct thing for Spring, since Spring togs have had to be made ready for the southern tourists, who are now wearing them at Palm Beach, St. Augustine, Ormond and other Winter resorts.

As the tailored suit is always the most important item in the wardrobe of the American woman, it seems natural that a word of what is newest along this line should precede all else. First there is a decided effort noticeable to keep the skirts off the ground, in fact



Early Season Braid Hat in Jack Shades.

many of the smartest walking suits are instep length. The majority of the skirts are circular, and some are pleated, the styles not being radically different from those which have gone before. It will be a decided relief to most women to know that the comfort of a short skirt is not to be denied us by the stern mandates of fashion. If anything, street suits are shorter in the skirt than previously. The trend is toward the short



Mushroom Sailor in Twine Shade. Wreath of Field Daisies. Broad Delft Blue Satin Ribbon Over Crown and Brim of Hat.

jacket, also—that is, the jacket from 21 to 23 inches in length, as well as the Etons, which, like the poor, are with us always.

The war between the short and long sleeve for supremacy seems to be as yet undecided and as a compromise we have the three-quarter sleeve, which is most unbecoming to the arm, and which does not do away with the necessity of elbow length gloves. Shirtwaists, excepting those of the severe tailored variety, which, by the way, are not shirtwaists but "shirts," will continue to be short-sleeved, the sleeve in all cases finishing below the elbow.

There is a decided tendency toward introducing pastel tints in the newest blouses, many exquisite lingerie waists being made from material in which there is a stripe or check of faintest flowers or a figured design. Notwithstanding these efforts the white waist will undoubtedly more than hold its own.

In dress goods of both wool and cotton, stripes dom-

inate all other patterns, although there are many checks and broken plaids. In cotton and silk mixtures, as well as those of wool and silk, pastel stripes are extremely effective. Pale green, heliotrope and the new Copenhagen blue are among the favorites. Mention has already been made of the striped chiffon waists which are really charming for wear with a smart tailored suit of plain material, for, of course, when the suit itself is striped, it is in much better taste to wear a waist of plain material. The wash fabrics, such as linens, lawns, dimities, organdies and cotton voiles are lovely in wide stripes, which may or may not have an all-over floral design. A softening effect for a black and white striped transparent material is obtained by using a soft grey lining. Nondescript shades of grey and fawn seem to be



Rose-Pink Novelty Straw. Shaded Pink and Cream Roses. Black Quills and Band of Black Velvet.

the favorites in cloths. There are no pronounced colors since hair lines of many colors run through and across most materials, forming checks, plaids and stripes of more or less prominence. Such materials demand for trimming either a plain silk or braid of darker tone to get a desirable note of contrast. Braids are more fashionable than they have been for some time. As may be expected at this season, the lighter braids are more in evidence, but these are characterized by the harmony of their coloring. Among the darker braids such combinations as wine-red, golden-brown, China blue with white, and artistically blended greens, are the favorites. Rather old-fashioned looking are many of these braids, or, perhaps, this comes from the way they are applied.

The influence of the Empire period, if responsible for no great changes in gowns, is certainly responsible for many of the salient points in the Spring millinery. First, and perhaps most important, is the revival of the poke bonnet, a condition of affairs which has been more or less desired for several seasons. Now the poke, modified to be sure, but still characterized by its scooping lines, is one of the most desirable shapes of the coming season. One excellent example is illustrated. It is fashioned of apricot pyroxaline braid and trimmed at either side of the front by bouquets of dandelions, a flower used with excellent effect individually and in combinations. The new poke, or Empire shape, is not large, and probably this fact will ensure its favor, since large size bonnets are too theatrical in effect to really gain much favor. It is far too early yet to state positively which will be most in favor, the large or the small hat. Doubtless, both will continue, although for early wear medium and small size shapes seem to be most liked.

One of the oddities of the year is the airship hat, a shape which originated in Paris and which has been imported in large quantities. The airship hat varies, but one feature is maintained in all, and that is its width, which is greater than the depth. The sides are rounded, some hats being made of two cones or hoods telescoped to carry out the quaint lines of the airship shape. Another hat, small and high, is known as the balloon shape. It has a brim scarcely more than one inch deep, and perfectly flat. The crown, which really bears more resemblance to a coronet than a balloon, is fully five inches high and is rounded out to a greater circumference at the top than at its base. Of course this shape is one of the extremes, but it is, nevertheless, capable of being Americanized sufficiently for our needs. Mushrooms seem to have taken a new lease of life; in fact, brims which are not perfectly straight invariably droop downward, for the days of the twisted and bent-up brim seem to be past. Present indications also point toward the block shapes, although as hats of this character are always more or less difficult to obtain in sufficient quantities to supply the demand, frame manufacturers need not lose heart, for the milliner-made hat cannot be dispensed with. Then, too, of a surety, there will be the dainty lingerie models, for many hats of embroidery and lace are being worn now under the sunny skies of Florida, where the greater number of New York's smart set are disporting themselves. From the trousseaux made up for these favored ones many of the salient features of the season's styles can be recorded with authority. For instance, in spite of all talk for and against, many of the handsomest gowns are Empire, a style which is at its best in the lovely diaphanous fabrics of which Summer gowns are fashioned. To be sure the majority are long waisted in the front, but short backs are decidedly the order of the day for gowns which are at all pretentious in character. Such gowns, even while falling away from the figure, far from conceal it, and for this reason the average dressmaker does not hail the Empire with enthusiasm, since it is, if possible, even more difficult to fit than the Princess, which, by the way, has not entirely gone out of favor.

And what of the colors of the season? They are legion. In Paris everything is assuming a golden brown cast, while on this side of the water we have steel grey to reckon with. Twine color, putty and all shades more or less neutral are favored. Olive green has taken the place of the more brilliant Empire green, and the sulphur and lime shades, which were so trying, have been toned down to form effective backgrounds for Parma violets, a flower reinstated beyond a shadow of a doubt. Since fancy suit materials are the rage, and rain and tourist coats are made from the loudest of stripes and plaids, it is, perhaps, only natural that plain weaves of straw are most

in evidence. Milans have the lead for utility hats. Panamas will be very smart, and for those who find them prohibitive there are some really excellent imitations—Leghorns, of course—and an earlier entrance than usual is predicted. Except for a few decidedly ultra importants there are really no radical changes in millinery. The hats photographed demonstrate that brims are simpler.

First there is a grey chip sailor, the brim being lifted on one side by a high bandeau banked with maline. A collar, higher on the right than left side, is made of fancy braid in a darker grey. A steel buckle and grey wings are used.

Another sailor is of ciel blue chip simply trimmed, with quills thrust through a circlet of daisies. The bandeau has loops of black velvet ribbon.

Another hat trimmed simply with quills is of Panama in its natural shade. Tortoise headed pins are thrust through the crown and brown ribbon is used, which brings me around again to the subject of browns, which are popular, especially in the golden casts. One of the smartest shades coming in this category is called vieux apricot. It is very effective when used on natural colored straws.

NELLIE GUNN McCLELLAND.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

Newest Developments in Paris Millinery — Striking Evening Gowns Illustrated — Vivid-Colored Costumes Mostly Sold to Foreigners.

At the recent automobile exposition in the Grand Palais, sporting costumes, more particularly those appertaining to motoring, played their part. The "peau-de-bique," which can never be manipulated into smartness, is left to the chauffeur, and the most becoming



No. 1—Tulle Grec; changing pink and gold; pale pink plisse satin biais in the skirt; Irish lace blouse and wide bands embroidered in silks and sequins.

models are now made in some heavy material of a homespun, tartan or even serge nature, and lined with a soft fur such as petit gris, chevrette or caracul, which, when well cut, does not make the garment appear bulky and yet is equally as warm as its ugly predecessor. This vetement is cut quite loose, but with the folds falling correctly it does not destroy the silhouette of the figure. A large shawl collar in a different fur, with stole or muff to match, add to the comfort, as the collar is made so that it can be turned up well over the ears and fastened by means of pattes in front. A muff is sometimes made in the actual decoration of the coat, the ends of the collar will be continued to the waist and turned up, or a loop in the stole would answer the same purpose. Such furs as fox, oppossum, or what is newer, civette, are used for trimming. Poulain is being much employed for coats, and with a certain amount of success, the skin being very easily worked and resists both cold and bad weather. The lining should of course be warm, such as a flannel or tartan. Very smart indeed, although perhaps not quite so practical, are the long cloaks of grey astrachan, with round toque to match, or the paletot of white chevrette, with collar, cuffs and muff of marmotte,



No. 2—Almond Green Crepe-de-Chene; Corn Embroidery in Green and Gold.

toque of chevrette with marmotte brim,—these latter, although quite suitable for motoring in town, are not serviceable enough for touring purposes. A detail with regard to the fur-lined garments is that the material is by a special process made waterproof.

FRANCOIS & CO.

Also at:
Paris
Lyons
New York

92 Wood Street,
London, E.C.

High-Class
French and English
Millinery

Novelties
in Flowers and Feathers
Straw Shapes
Materials, Etc.

WHB WHB
Walter H. Barry & Co.
THE RIBBON HOUSE OF CANADA
Ribbons
We make a specialty of
Millinery Ribbons
but not at millinery prices.
When at the openings, we invite inspection.
234 McGILL ST. — MONTREAL

OSTRICH FEATHERS
One of our specialties.
WHEN AT THE OPENINGS CALL AND SEE US.
THE SPECIALTY MILLINERY HOUSE
E. JOBIN & CO.,
152 Notre Dame St. West, - - MONTREAL

Head dressing has always played an historically important part and at the present time coiffures are again decidedly voluminous, attributable, in a large degree, to the endless talk of theatre hats, but nothing yet so exaggerated as the famous miniature ships and windmills are being worn, but little curls placed on each side of the chignon form, with puffed out bandeaux, a Louis XVI. chignon, a coiffure very nearly as large as those worn in the days of Marie Antionette, and they are generally thought more becoming than a plainer form of dressing the hair. For the coiffure itself every style is adopted from the Renaissance to the Restoration. A Henri III. is composed of three silver dragon flies placed in the form of a fan in the centre of the forehead. A black velvet cap, Charles IX. style, is simply ornamented with a bunch of marabouts. One sees many specimens of the Restoration coiffure, such as a long shaded bird, almost encircling the hair and finishing at the back with a bird of paradise, or again the bird is arranged with the head in front and the wings stretched out, and tail falling behind. Others are formed with the head of the bird only, and enormous paradise feathers curling from it, as is represented in Sketch 1. A very large head-dress is a panache of the black uncurled feathers, powdered with diamond dust, fastened with a small gold bow set in white tulle. Sketch 2 shows a coiffure made of two large black wings mounted as for hat trimmings and two aigrettes covered with diamond frost. Some head-dresses inspired by the middle ages are very chic and dressy. One model is composed of a pearl and diamond net, bordered with tiny pink roses and placed flat on the head. No. 3 consists of three Grecian bands of cut steel, a conventional pink rose in front with a very long black ostrich feather curling onto the neck. No. 4, a panache of black feathers fastened under a rose and its leaves. No. 5 is black velvet and holly, the leaves being covered with diamond dust. No. 6 is a wreath of chrysanthemums and leaves.

The styles in hats have not modified their size or bizarre forms ; on the contrary, some new models are more quaint than ever. Certain forms, with a very narrow brim in front and heavy trimming (often feathers "en panache") are worn quite at the back of the head with the hair brushed back from the forehead. Velvets and silks are still arranged as crowns, with brown tulle cachepeign at the back and the "fantaisie" birds are created with so much taste and rare feathers that the prices of the best are becoming as fantastic as the article, and therefore much sought after by the "elegantes." The height to hats is invariably given by means of some sort of plumes, in the event of trimming being composed of ribbon ; when of flowers, a wreath effect is more likely to be employed.

For evening gowns "Pailletage" is very much a la mode. A black net gown glittering with tiny black sequins, with a wide border of the same ornaments, so closely sewn together that it looks like a jet band, is very effective. The decollette and small sleeves will be slightly draped. Sometimes the black jet will be used with steel points and colored beads are all much worn, particularly gold and silver, nacre and green. It appears that in such a gown as the one just mentioned there will be about 10,000 beads all sewn on by hand, and in the more expensive goods each one is sewn separately, so that in the event of one being lost the others do not unthread.

These sequins in all colors are also having a large sale in the "maisons de nouveaute," made up with silk, lace, mousseline and tulle as collars and fancy neckwear. These are not more expensive than other goods, and are most effective.

A rather original note is given to many costumes by means of a Zouave bolero, which falls over the shoulder and forms the upper part of the sleeve. This is sometimes in two bands, in which case the sleeves have a bell effect, or again, these wide bands (generally formed of "encrustations," or heavy embroidery, are used horizontally, bordering the short, wide bolero and forming an encolure round the neck. The first sketch of an evening gown shows this style with very good effect. The gown is made of white tulle over a shot pink and gold foundation. The bands ornamenting the full skirt are formed of narrow satin tucks arranged to form a V. in the centre. The lace bodice is bloused and cut with a square decoltee—the yoke square being of a finer lace—and half-length bell sleeves. The bands are heavily embroidered with a conventional design of rings and crescents in satin and silks, with colored sequins liberally introduced, recalling the pink and gold of the foundation. A sash of soft pink satin drapes the waist. No. 2 design is another original evening gown of bolero form in almond green crepe-de-chene, embroidery, representing sheafs of corn in green, and gold ribbons and silks. The sleeves and decoltee are of tulle, partly embroidered with gold, the "tout ensemble" with bird and aigrette recalling the same colors, in the hair was very chic and effective.



* * *

Another charming evening gown is carried out in blue faience crepe-de-chene, with full trailing skirt and blouse of Irish lace, embroidered in blue and silver. Over this blouse is another of pale blue satin, a lighter shade than the skirt, but so cut away that only shoulder straps and a bloused effect above the waist, three inches deep, remain. This is fastened with a pale blue lacing front and back and again half way up the shoulder straps. From the waist and reaching the hem of the skirt are four biais of the satin, ending under a large choux of the same material. The decoltee lace blouse has a beading of graduated sayin choux, and the yoke is filled in with white tulle, embroidered with silver spots. For street wear, a bright red and cerese colors are being employed, toned with black galon and tresse or brown fur, but these vivid-colored costumes are mostly sold for abroad or to foreigners, the real Parisienne remaining faithful to the duller shades.

A. E. DACAM.

Toronto Wholesalers

Officers of the Dry Goods Section of Board of Trade For 1907.

At the annual meeting of the Wholesale Dry Goods section of the Toronto Board of Trade the following officers were elected for 1907 :

Chairman—John D. Ivey.

Vice-Chairman—W. R. Smallpiece.

Secretary-Treasurer—F. G. Morley.

Executive Committee—J. W. Woods, Chas. Reid, John Muldrew, A. T. Reid, John Macdonald, A. W. Allen, C. S. Meek, J. P. Watson, R. W. Spence, J. D. Allen, C. B. Lowndes, John Northway, G. Frank Beer, A. M. Ivey, R. A. Nisbet, A. F. Rodger, and John Knox.

FANCY CHINA AT CHRISTMAS.

H. A. Porter & Co., Oshawa, handle a good deal of fancy china at Christmas time and it pays them well. Handkerchiefs, hosiery and notions are displayed in counter bins in the most prominent position in the store. Mr. Porter informed The Review that he had dropped all forms of printed advertising, not because he doubts the value of advertising, but because of peculiar circumstances under which he is working. A knowledge of these circumstances fails to convince us that the step is wisely taken. We believe that no drygoodsman carrying general lines can, if he has competition worth speaking of, afford to discontinue the use of space in the local papers, providing they have sufficient circulation to assure him of good service.

Oshawa is only about thirty-five miles from Toronto, and cheap railway and boat fares, at certain seasons, attract numbers of people to the city stores. Of course, the local stores which buy right can sell most articles as cheaply as Eaton's or Simpson's. When Mr. Porter has city bargain prices quoted to him, he simply says : "I am sorry, but I cannot meet those prices." He has come to the conclusion that it is better not to mention the departmental stores at all, for every reference to them constitutes an ad.

Business Management

By HOWARD R. WELLINGTON.

The Office End of a Retail Store.

In introducing a subject of this nature, it might be said that the average merchant is usually too busy with the buying and selling end of his business to devote a great deal of time to the office end. A simple yet effective record should be kept of every transaction and accounts kept which will show at the end of a given period the exact standing of the merchant. Too many are satisfied in these busy days to allow the bookkeeping end of the business to drift, and sales are made frequently at an actual loss through the lack of practical points obtainable from even a simple set of books. Merchants will continue in business year after year, finding difficulty at periods to finance their respective businesses, possibly unconsciously going backwards gradually, until one day two or three large accounts must be paid at about the same time, the merchant is forced to assign, and, upon investigation, it is found that the liabilities are about four times the assets ; a payment of 20 cents on the dollar is made ; the merchant is surprised at the condition of affairs simply because be has not studied the condition of his business and endeavored to remedy the fault before it became too late.

It must be remembered that the merchant, and his business, are separate and distinct, that is to say, whatever a merchant invests in his business is chargeable to the business, under such accounts as cash, accounts receivable, bills receivable, real estate, equipment, etc., capital account being credited with the total investment.

As the net profits are ascertained from year to year, the respective amounts are transferred from profit and loss account to the credit of capital account, thus showing the value of the business at any time. It is customary to keep a personal account with the owner of the business, against which are charged all withdrawals, and at the end of the period, the total is transferred to the debit of the capital account.

In a recent investigation it was found that the accounts of the merchant were kept exceptionally well. Merchandise account showed the purchases and sales less returns ; bills payable and bills receivable accounts showed the outstanding bills payable and receivable ; the customers' and creditors' accounts were accurately kept ; an elaborate division of expenses was kept, such as postage, stationery, collection, interest, general expense, etc., but, unfortunately, one link was missing, viz., the capital account. It was impossible to ascertain what had been invested in the business at the commencement or what had been drawn from the business during the period.

In case a merchant should desire to make a change in the method of his bookkeeping, in order that his position may be accurately known at any time, the following suggestions may be found helpful :

First—Ascertain the value of the merchandise on hand. By "merchandise" is meant all goods which are being offered for sale, not including fixtures or equipment of any kind. This should be valued at the cost price to the merchant, i.e., invoice price, to which is added freight, cartage, duty, etc.

Second—Value the fixtures and equipment of the business, such as furniture, wagons, tools, lighting fixtures, etc.

Third—Ascertain the value of the bills receivable from the bill book and the accounts receivable from the customers' accounts in the ledger.

Fourth—Ascertain the value of the bills payable from the bill book and the accounts payable from the creditors' accounts in the ledger.

Fifth—Ascertain the amount of cash on hand and in the bank.

Sixth—Value the property and buildings.

Seventh—Ascertain if there are any amounts for insurance, light, taxes, etc., either prepaid or due.

With these particulars it is quite a simple matter to adjust the entries so as to commence business, or rather to continue business, with the entries recorded in a manner which will enable the dealer to know exactly where he stands at any time.

The entry will be as follows :

1—Merchandise Dr. (as per list of goods).

2—Fixtures and Equipment Dr. (as per list).

3—Accounts Receivable Dr. (as per ledger).

4—Bills Receivable Dr. (as per ledger).

5—Cash on Hand and in Bank Dr. (as per cash books).

6—Real Estate and Buildings Dr. (valuation).

7—Expense Account Dr. (prepaid items).

Credit Entries :

4—Bills Payable Cr. (as per ledger).

4—Accounts Payable Cr. (as per ledgtr).

7—Expense account Cr. (items due unpaid).

Capital Account (difference between total debit and total credit).

Capital account difference between total debit and total credit).

The books are now in balance. As goods are bought charge or debit merchandise account. When sold, credit merchandise account. Add to the debit side, or purchase side, the goods on hand at the start, and to the credit side the goods on hand at the finish ; the difference shows the gross gain. Against this gross gain charge all expenses, and the balance then shows net gain, which is transferred each year, as explained above, to the credit of capital account.

"Trotter seems to be a very happy man. He never has any bills to pay."

"How's that ?"

"No one will ever trust him."

* * *

Customer : "Yes, I like this suit. I suppose you will make any alterations I may require free."

Tailor : "O, yes, sir, certainly."

"Very well, then, just alter the price from $20 to $10 and I'll take it with me."

Kingcot — Better Cottons

BUYERS for the big department stores of Canada usually make it a practice to see the KINGCOT lines before they stock cottons at all. It saves them time —and trouble—and risk, because after their choice is made from KINGCOT samples, they have few gaps left to fill from other makes — even of imported cottons.

That Hints at KINGCOT Completeness

THE range of weaves, of patterns, of qualities in KINGCOT cottons is apt to surprise people who think Canada's weaving industry is immature.

KINGCOT

EVERY new thing is in the KINGCOT samples so early that live merchants can keep it in front of competition in point of timeliness. Every staple thing is always in KINGCOT lines.

FROM the start, the Kingcot policy has been to meet the highest standard any store's trade sets. The Kingcot prices are as low as they ought to be.

And KINGCOT QUALITY Has Never Varied.

KINGCOT COTTONS

ASK any traveller for a first-rate house to show you these :

Ginghams	Shirtings
Dress Goods	Oxfords
Apron Ginghams	Denims
Saxonys	Galateas
Flannelettes	Tickings
Domets, Awnings,	Cottonades

Better Cottons — Kingcot

STAPLES AND RAW MATERIALS

Deliveries are Improving—Demand Continues Strong — Print Cloths Well Sold Ahead—Shirtings, Blankets and Yarns Advanced.

Canadian mills have been true to their promise to improve deliveries as the Spring approached. It is safe to assert that in another month, if the present progress is continued, they will give every satisfaction to the trade in general. Not only have they given better satisfaction to jobbers than was anticipated, but the cutting-up trade has every reason to be grateful for the manner in which their immediate wants have been attended to. Orders were never so large as they are at present, and owing to the scarcity and slow deliveries of greys and yarns it is remarkable that the mills are able to give the deliveries they do. It is thought by many that the Canadian mills are taking undue advantage of the foreign sources of supply being unable to accept orders. This is fallacious. It might just as well be argued that the mills are taking advantage of the tariff and the high prices of raw materials to keep up and excuse the present prices. With only a few exceptions prices have been kept down despite the adverse tendencies of the raw material markets. Foreign markets have led all the advances and Canadian manufacturers were compelled to protect themselves. That there should be dissatisfaction it is difficult to understand. Prices remain almost unchanged, yet two years ago when prices of yarns were quoted at 22½c. per lb. there was but little dispute about the listed prices which are almost the same to-day, yet Canadian manufacturers have paid as high as 33c. per lb. for yarns during the present Winter. In consideration of this it is obvious that the manufacturers have been selling at a distinct loss by adhering to fixed prices. They have refrained from changing prices in the middle of the season, and have sold their goods on their merits with the result that a reputation for qualities and values has been gained.

SOME MERITORIOUS LINES.

If eastern jobbers and retailers think their lot is a hard one regarding the question of delivery, they should turn their attention to the west and especially British Columbia to note how they fare out there in the matter. Very large orders have come from the west this year, particularly for denims and saxonies. For overalling purposes there has been so great a demand for these lines that it is with the utmost difficulty that Canadian mills can keep the cutting-up trade in practical supply. New accounts have been refused in order that the trade depending upon deliveries to cover their requirements might be supplied. Full shipments have not been general, but practical supplies have been given so that none might be left unsupplied. The lines have given entire satisfaction to the trade and Canadian goods hold a safe place.

A line which is of exceptional value this season is the "Rockfast Drill" shirtings. Buyers enthusiastically delight in handling this line which gives entire satisfaction to all concerned. Overall manufacturers have specialized this line this year and are finding it most successful as a leader. The Canadian "Rockfast Drills" are of superior finish and have the material in them to make the best of overalls and smocks. They are put up very neatly and are easily handled, and are at once attractive and possess the wearing qualities. This line has several advantages over the American products; side by side and quality against quality against quality, the Canadian cloth is preferred by the most representative buyers. Its price compares favorably and it is selling in greater quantities than ever, despite competition.

WHITE AND PRINT CLOTHS STILL ACTIVE.

During last month there was a decided shortage of bleached goods, which is only accounted for by the unprecedented demand of the cutting-up trade. That trade is at present in the throes of a white season which bids fair to be enormous. Their orders for waists, suitings and ladies' underwear are piling up at a great rate and there is some uneasiness as to future deliveries. Canadian mills are turning out more than ever they did before, but cannot keep up with the demand which has, apparently, more than doubled. Hoping to find a loophole in the situation, some manufacturers cabled orders to England, but the reply was that deliveries could not be given before the end of May. Sheetings are also in great demand, and, as promised, there are slightly better deliveries and they are improving daily.

Print cloths are moving rapidly at present. Jobbers have a good stock in hand and are beginning to make larger shipments to retailers than was expected. The cheap lines have been well delivered, and the higher priced lines are now being given full attention by the manufacturers. The cloths are giving better satisfaction than was expected, and the retail trade is ordering heavily. Deliveries on this cloth are bound to improve as the season advances. Many of the lines are being lauded by the retailers as being of exceptionally good value. Grey prints and navies have been well sold ahead, and even at this early date there are repeats requested from the jobbers. This so far has been the largest year yet for prints, and if the complete demand is not met, it is not because mills are not turning out all they can, but because the demand exceeds this capacity. The new mills to be erected at Shawinigan Falls, it is understood, will go largely in for printing and when this is done it will facilitate the handling of orders. There is no apparent limit to the demand, and manufacturers are determined to meet it as far as possible.

SHIRTINGS AGAIN ADVANCED.

During the month of December there was a slight advance made in the prices of shirtings of the 36-inch width variety, which are used by the manufacturers of shirts. Recent developments in this line show that such a course was inevitable. On January 4th a still further advance of about a quarter of a cent was put into force. The present trend of the demand and stiff prices of the yarns, which for this purpose are of the better grades, was immediately responsible for the increase in prices being made. American manufacturers have made several large

increases in shirtings of late and in all probability they will be advanced still further under the present conditions ruling the market. It will be contended that this was not absolutely justifiable when it is known that cotton has dropped several points lately, but it should be borne in mind that such slight declines cannot affect the market when yarns are abnormally high. It does not follow that because yarns are selling at a very few points lower than a month ago that they are being procured by all mills; there is a decided shortage and all cannot be supplied.

FLANNELETTES SHOW INCREASED ACTIVITY.

With the winding up of the Spring orders, flannelettes are showing an increased demand. The tweed effects in grey and whites which have had phenomenal success, are well sold ahead and have done better than was expected. The cutting-up trade is kept in supply, but full deliveries are out of the question at present. With the first rush well over there should be improved deliveries before the end of the present month.

Blankets, which have been selling more freely than ever, were advanced one cent per yard, and yarns were increased one cent per pound at the close of last year A glance at the cotton yarn markets will convince buyers that this was no more than could be expected.

Flannelettes are not the only textiles which are being ordered beyond the capacity of the mills. Ginghams and saxonies are booked for a long time ahead. The British Columbia trade is nothing short of wonderful in denims and galateas. That province simply cannot get sufficient goods, and the shortage of freight cars at present adds to the stress of the situation. In no line of textiles is there a danger of overstocking at present, as deliveries are slow and stock is in too active a demand to remain idle very long.

ADDITIONAL MACHINERY FOR ST. CROIX MILLS.

The Canadian Colored Cotton Co. Ltd., are to make great improvements and extensions in their St. Croix mills at Milltown, N.B., in the near future. It is expected that at least $40,000 worth of machinery will be installed, and it is hoped that with this increased capacity the handling of orders will be facilitated. There has been much difficulty experienced of late in securing machinery for cotton mills. Even the American mills have not been supplied sufficiently, and it is a matter of gratification to this company that their determination to increase their output to meet all demands, and give better deliveries, has overcome this obstacle.

Linens

Recent Advices From Ireland Show Marked Increased Prices—Linen Yarns Highest in 40 Years.

Among the late correspondence received from Ireland, the manufacturers of linen state that never since the American war have prices been so high. The situation is apparently in the hands of the spinners, who are unable to meet the demand. The following is an excerpt from a letter received by a Montreal merchant from a leading Irish house: "We herewith send you new price list in duplicate. In linen yarns the prices are higher than they have been for about forty years. The prices at which we offer now, we could not accept orders on for delivery later than three or four months, as present costs are much higher than the costs on which we based the enclosed lists. We do not know where advances are to end, as spinners are so far oversold that they can secure any price to keep manufacturers going. That is the way of things at present—much the same as it is in grey cottons or grey yarns in Lancashire."

MORE ABOUT LINEN PRICES.

In this age of "advance in prices" there is no article in the dry goods business that has been more affected than linens. This applies to all classes of goods made of flax, but is much more acute in the finer grades of yarns, such as are used in manufacturing lawns, frontings, damasks, etc. These yarns it is almost impossible to obtain delivery of, even at the advance quoted, as most spinners are entirely sold up till 1908.

In heavier goods, however, such as crash, dowlas, canvas, duck, etc., while the yarns are not so much affected as the finer numbers, still the difference in the manufactured article is even more noticeable. For instance, the sale of a towelling which has to be offered at 8½ cents instead of 7½ is more retarded than that of a fine damask that has gone from 75 cents to $1, though the advance in the latter is nearly 25 per cent. and in the former is under 15 per cent.

JAPANESE RAW SILK.

The direct export trade of raw silk, the most important export commodity of Japan, is both rapidly increasing and changing from foreign firms in that country to Japanese firms.

The total export of silk for the ten months—January to October, 1906—amounted to 138,619½ bales, the proportion of the shipments made by foreign firms to those made by Japanese being 58.5 to 41.5.

Regarding the quantity dealt in by foreign and Japanese firms this order has now been reversed. Until a few years ago out of 25 foreign firms dealing in silk, a Swiss firm occupied first rank on the list of shipments. Now, however, a Japanese firm occupies first rank, and another Japanese firm the second rank, the Swiss firm falling to third position. The Japanese raw silk exporting firms are only four in number, and yet the shipments made by these four firms are only a little less than those made by 25 foreign firms. Only five years ago the Japanese shipped 26,861½ bales against 89,141 by foreign firms, the proportion being 23.2 to 76.8. From this it may be seen that the shipments by foreigners fell off by 8,110½ bales in five years, while those of the Japanese increased by 30,727½ bales. The proportion of the shipments by Japanese thus rose from 23.2 to 41.5, while the figures for foreign firms fell from 76.8 to 58.5. Since 1902 no distinction has been made in the statistics of the finance department between the amount of trade done by Japanese and foreigners, and consequently the latest comparative statistics available are those for 1902. The total value of exports in the ten years to 1902, rose from $15,976,108, to $48,062,637, and the value of direct exports through the hands of Japanese firms rose from $1,272,267 to $11,136,108, a phenomenal increase.

BELFAST LINEN INDUSTRY.

The official returns issued recently show that during 1906 the linen industry in Belfast established a record, the total of the export trade amounting to almost £700,000 over 1905, and £1,250,000 over 1904.

TEXTILE
DOMINION
CO·LTD

When you come to give your Spring Print Repeats, it will pay you to ask your Jobber for the range of

No. 2 Cloth
No. 10 Cloth
No. 20 Cloth

For all round satisfaction make sure of getting Canadian

ROCK FAST DRILL

Your Jobber has or can get the genuine

PRINT WORKS
COLONIAL
TRADE MARK

PRINT WORKS
MAGOG
TRADE MARK

Spring Window Shade Business

CURTAIN POLES AND TRIMMINGS

SOON YOU SHOULD BE DOING A RATTLING SHADE BUSINESS.

YOU WILL DO THE BUSINESS AND MAKE FRIENDS TOO, IF YOU STOCK

Regal Shades Machine-Made Oils

Dominion Shades Water Colors

Peerless Hand-Made Cloth

LACES AND FRINGES

WHY NOT DO THE SHADE BUSINESS?

YOU MAY IF YOU WRITE TO-DAY.

ASK FOR CATALOGS, PRICES AND COLOR BOOKS.

DALY & MORIN - - MONTREAL

F. G. SOPER, 29 Melinda Street, TORONTO

AGENT FOR ONTARIO

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made.

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Nordheimer Bldgs., 8 Colborne St., TORONTO

BRUSSELS CARPETS

As this class of **CARPETING** has again come to the fore as the most popular and durable of all makes for general use in the home or elsewhere, we have made a special effort to have our stock on this fabric for Spring trade very select in both designs and colorings in our three qualities of "**RIDLEY**," "**VAUXALL**" and "**KENDAL**," with 5/8 Borders and 3/4 Stairs to match.

The fact of our having given this Department of our business such careful attention is going to be a great boon to Merchants who handle our range of Patterns and qualities from our

"CUT ORDER DEPARTMENT"

thereby having a selection second to none in the Dominion, without having capital tied up in an expensive stock, and the loss from short ends eating up the bulk of the profit.

Write for Samples and Prices

THE IMPERIAL CARPET CO. LIMITED
60 Front Street West
TORONTO

Housefurnishings and Decorations

Carpets

Shipments in January Largest Ever Made—Prices Will Remain Firm.

During the month of January very large shipments were made for Spring trade. At the present rate of delivering goods from jobbing centres it is quite likely that within a short time there will be the old story of last year's difficulty in securing repeats on many of the lines. A very satisfactory season is being rounded off. Greens lead so far, but the fawn colors, which we predicted would be good property for Spring, have improved and are now in active demand. The retailers who were slow in placing their orders, on account of the advanced prices, have now still higher prices to contend with and very uncertain dates of delivery.

Jobbers have but little hope of obtaining repeats from foreign sources of supply, for factories are much overworked with orders, and will have some difficulty in filling present orders in time even for later dates than was expected at the placing of orders. The Canadian market is unusually active at present, and in many of the fast growing centres there is so little stock to choose from that customers are often compelled to select a rug instead of the piece goods. Jobbers in some cases have found the demand for rugs so brisk that they have been specializing them.

Open patterns, with more elaborate bordering are apparently to be the favorite sellers for Spring. Large retailers have ordered freely of these styles, and the demand from consumers so far has proven that they have not been misled in their selection of the better class of goods. Axminsters and Brussels are distinguished this year for their designs in the floral patterns, which are of a very high quality and rich finish.

Prices of carpet yarns still show steady increases, and there is some anxiety felt among manufacturers over the strained condition of the market. The demand will undoubtedly be well sustained, and with the best of prospects ahead it would mean much loss of business if a shortage of raw materials were to ensue at this crucial time.

Rugs

In some of the larger cities of Canada many auction sales of eastern rugs have been held during the past few months. This has not interfered with the retailer's business throughout the country, and stocks are active. The class of rugs purchased at present is of a very high standard. Cheap rugs are not the most popular lines, and it is found that stock is active when a good line is carried.

Wilton rugs have had an improved demand of late, but the Axminsters hold the first place, some of the new designs in four and five colors being exceedingly popular with the trade. There is not the least trouble experienced by either jobbers or retailers in disposing of rugs, and repeats are very frequent. In the Province of Quebec the best season for carpet and rug selling is during the months of May and June. During May there is a great deal of removing done and consequently the retailers there are prepared for a big business, as many new buildings will be occupied during the coming Spring by new tenants. From the west repeats are expected to be more frequent than usual, especially for the Moravian rug, which has been meeting with great success in that part of the country. Tapestry and velvets are also enjoying a profitable popularity and retailers have stocked heavily on these lines.

Linoleums

Orders for Spring delivery are being rounded up at present, and early shipments are being received by retailers. Altogether the amount of business done has been highly satisfactory to all. It is quite likely that from this date on domestic goods will be given the preference over imported goods, as prices in other countries have been considerably increased of late. American goods were advanced one cent per yard on January 1st, and further advances are expected, as canvas, burlap and oils are steadily advancing in price. In England the price of printed linoleums has been advanced two cents per yard, and it is expected that this will be followed by advances on inlaid linoleums, as it is only natural to expect manufacturers to cover themselves under the somewhat prohibitive conditions.

Domestic lines have been well received by the trade, especially the block designs. For stair covering the narrow width floral designs have shown a marked improvement lately, and are selling in great quantities. It has been hard, up-hill work to get a better market for the more pretentious styles, but it is safe to predict a better future for domestic lines as they are gardually proving their worth. The time is propitious to make a sweeping bid for a better class of trade. The best lines are in active demand, and as values are understood to be very poor in the cheap lines, there is a distinct tendency to buy reliable lines.

The Birmingham Daily Post anticipates that more Kidderminster carpet firms will migrate to Canada.

Wall Paper

Before the end of the month is reached manufacturers expect to be in the midst of their sampling season. While plans are being completed for the Spring lines it is not the policy of the manufacturers to give out in detail any news regarding their designs. They guard jealously their collections and the rivalry is keen in selecting exclusive designs. In the way of novelties for the Spring there are many new features to be introduced. With the duties not too protective Canadian manufacturers have realized that if they are to survive at all it must be on the merits of their products. The great expansion of the country and its growing wealth justifies more pretentious endeavors than before. While the principal up-keep of the industry is largely dependent upon what they class as the "bread and butter" patterns, they, at the same time, cannot neglect the more expensive styles for the very reason that these sell the cheaper lines to a great extent. At the round-up of the season it is noticed that the class of goods being shipped is of a better quality than that sold last year. The average weight of paper sold has been heavier than that sold in previous years, and while there has been a great quantity of the cheap lines sold, there has also been more of the better grades.

ANTICIPATE

THE MOST ACTIVE AND PROFITABLE

Spring Season

IN

WALL PAPER

AND BE FULLY PREPARED FOR IT.

What! Not yet placed your stock order? Well, delay no longer. We have our best-selling styles in all grades for season of 1907 in stock. We know them to be reliable—attractive—decorative, and the BEST VALUE IN THE MARKET;

Grasp This Fact Good and Hard.

A post-card application will bring you our EXPRESS SAMPLE BOOKS, charges prepaid, to enable you to make selections for stock.

Borders at Flat Prices.

WRITE TO-DAY. DON'T WAIT.

STAUNTONS LIMITED

Manufacturers of Superior Wall Papers

TORONTO



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TORONTO

LINOLEUM

PRINTED — **In 2 and 4 yards wide** — **PLAIN**

—5 Grades—

This season's collection of patterns in this line is the finest yet shown, including, as it does, all the latest in colorings and striking combinations, and we guarantee our Linoleum to be the equal of any as regards

Quality, Design, Finish and Price

FLOOR OIL CLOTH

Made in qualities 1—2—3

In widths of 4/4, 5/4, 6/4, 8/4 and 10/4

This line is so long and favorably known to the trade for its sterling worth, that little need be said regarding it, other than that, as usual, a very fine and extensive range is again being shown, and for a medium-priced Oil Cloth ***THEY ARE UNBEATABLE***

TABLE OIL CLOTH

Made in widths of 5/4 and 6/4

The increased demand for our Table Oil Cloths is the best demonstration of their value

HANDLED BY ALL THE WHOLESALE DRY GOODS TRADE

DECORATIVE BURLAPS

There is a great demand everywhere for a Wall Covering that is economical, sanitary, washable and artistic. This want is best satisfied by using our oil-coated Burlap, which has all these qualifications and is made in all widths in standard colors. Keeps out draughts, dust and cold. Used extensively in Dwelling Houses, Hotels, Halls, Churches and Public Buildings

Write for sample book and prices of this line

The Dominion Oil Cloth Co., Ltd., Montreal

Great efforts are to be made to produce colorings that have never before been equalled. Prices will remain about the same. The flat price will be maintained during the coming season.

CAPITAL INCREASED.

Supplementary letters patent have been issued, confirming a by-law of the Toronto Carpet Manufacturing



A Graceful Floral, Lily and Foliage, in an Example of German Art Design. Manufactured by Stauntons Limited.

Co., providing for the increase of capital stock from $300,000 to $500,000, by the issue of $100 shares.

BEAD AND BAMBOO PORTIERES.

With the growing popularity of Oriental decorations there is an improved demand for bead and bamboo portieres. These are made in various designs and in all sizes, and lend themselves to effective display in a store.

NOTES OF THE TRADE.

The new buildings of the Brinton Carpet Co., at Peterborough, Ont., are of concrete construction. Twenty-five looms have been installed for the manufacturing of Brussels and Wilton carpets. It is expected that eight additional looms will soon be installed, and that one department will weave Axminsters.

A rumor is current that Messrs. Crossley, of Halifax, and Humphrey, of Kidderminster, will locate in Hamilton.

During the first eight months of 1906 Canada imported over four thousand more yards of carpet than the previous year. No wonder British manufacturers are anxious to locate here. They are building in Peterborough to such an extent that before long they will be nicknaming it the Kidderminster of Canada.

Weiler Bros., of Victoria, B.C., who do one of the biggest businesses in the West in housefurnishings, have recently occupied their new five-storey building on Government street.

The Guelph Carpet Mills Co., of Guelph, Ont., are adding a new wing to their present factory. The new extension will be of one storey, 120 by 160 feet.

TRADE INQUIRIES.

Since the publication of the last report there have been received the following inquiries relating to the Canadian dry goods trade. The names of the firms making these inquiries, with their addresses, can be obtained upon application to "Superintendent of Commerce, Ottawa." Please quote the reference number when requesting addresses.

1563. Special cutting machine.—Yorkshire firm desires to get in touch with Canadian manufacturers for the sale of a special machine for cutting cotton, cords, fustians, velvets and similar fabrics and invites correspondence.

1564. Dry goods.—Yorkshire firm desires to get into touch with Canadian buyers of serges, twills, vicunas, fancy suitings, trouserings and vestings, and all worsted and woolen goods.

1565. Machinery.—Yorkshire engineering firm makes inquiry for Canadian buyers of all kinds of woolen and worsted machinery.

1566. Warping mills, machines, etc.—A Huddersfield firm invites inquiries from Canadian manufacturers for their improved warping mills for woolens and worsteds; and also for their automatic wool, worsted, and flax feeding machines, also scribbling and carding machines.

1571. Hose, tam o'shanters.—A firm of hosiery manufacturers at Leicester wishes to open accounts with Canadian warehousemen importing such goods as they can supply, viz., men's hose, half hose, and ladies' tam o'shanters.

1603. Agents.—A Scotch company manufacturing all classes of burlaps and canvas, who are also shippers of herring nets, oiled jackets, trousers, etc., seek suitable agents in the Maritime Provinces. The same firm is open to appoint resident agents in Montreal, Toronto and Winnipeg for the sale of horse sheetings, paddings for wholesale clothiers, cloths for carriage builders and similar lines.

4. Children's clothing and millinery.—A firm manufacturing embroidery, etc., is seeking to extend its business with Canadian makers of children's clothing and millinery.

GEO. H. HEES, SON & CO.

LIMITED

Toronto
52 Bay St.

Montreal
20 St. Helen St.

MANUFACTURERS OF

Window Shades
Curtain Poles
Lace Curtains
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers
Draperies
Silks
Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

N.B.—We sell our goods at a price that affords the **Retailer Large Profits.**

GEO. H. HEES, SON & CO.

Japanese Silks to Talk About

A strong collection of Natural, Colored and Fancy Japanese Silks, 20, 27, 36-inch widths, at attractive prices.

SILK HANDKERCHIEFS—PIANO DRAPES

Large stocks on hand mean prompt delivery

LINEN BUYERS FAVOR OUR LINES

Table Covers, Doyleys, Bureau Scarfs and everything Oriental worth having

ORDERS RECEIVE PROMPT AND ACCURATE ATTENTION

The China and Japan Silk Co.

MONTREAL **LIMITED**

Japan—
Yokohama
Kobe

Canada—
Montreal
Toronto

China—
Shanghai
Hong Kong

ANTIMONY WARE
BAMBOO "
BASKET "
CHINA "
MATTINGS

BRONZES
BRUSHES
IVORIES
SCREENS

BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

EASTER 1907

RAPHAEL TUCK & SONS CO., LIMITED

Fine Art and Book Publishers

9-17 St. Antoine Street, MONTREAL

To the Trade:

The encouragement given us last year in so significant a form, and the ever increasing popularity of our publications, have warranted us in trebling our efforts in the preparation of our **Easter Collection for 1907.**

Absolute Novelty, Rare Beauty, Exquisite Finish, Immense Variety, Wide Range and Wonderful Value have never been better exemplified than in these dainty productions.

Easter Cards, Panels, Leaflets and Gem Portfolios, together with an infinite assortment of **Artistic Post Cards**—all especially designed for this festive season—bear eloquent testimony to the high standard of refined and artistic excellence concentrated in these publications.

It is one of the cardinal principles in our Art Creed never to rest satisfied with what we have accomplished in the past, but to aim higher each season; and so we have forged far ahead of anything we have ever attempted heretofore and are quite content to let our present collection speak for itself.

Our representatives will exhibit samples shortly and we bespeak for them your usual kind consideration.

Faithfully yours,

RAPHAEL TUCK & SONS' COMPANY, LIMITED

NEW YORK, LONDON, PARIS, BERLIN

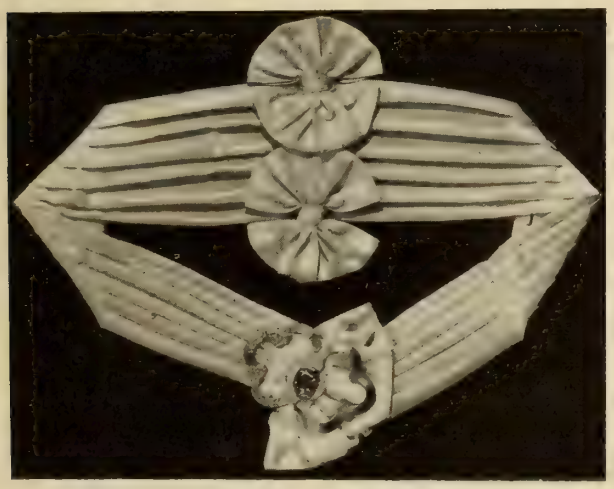
FANCY GOODS AND NOTIONS

A good fancy goods department is one of the most profitable, and also one of the best drawing cards, that a store can have. It induces many people to go in search of something novel, and where is the merchant who does not admit that to get prospective buyers into his store is what he most desires. Once in they will look around to see what inducements the various departments offer. As large as was the business done in this line last year, the opportunities are greater this year, and results promise to be more than commensurate. It is a paramount necessity that the department be kept right up-to-date—new features should be added persistently, and no article should escape effective display.

Belts

Varied Belt Lines for Spring—Big Embroidered Wash Belt Season Expected.

The same variety which has marked the season that is closing is a feature also in Spring lines and buyers have



Novelty Silk Belt—Shown by Rhys D. Fairbairn.

every chance to make the belt department a highly attractive one. The manufacturers are doing their part, and already there is an extensive line of novelties shown for the early Spring and the Easter trade—a line that is constantly receiving the addition of new models.

Silk belts will be good, particularly for Easter selling, and besides the staple blacks and whites, pink, and blue promise to be good sellers. The models are decidedly dainty, and also slightly fanciful. Spangles and beads are much employed. Floral bows (see illustration) as a back finish is a new and pretty idea, and the buckles are exceptionally handsome, being of art designs and set with colored stones.

The embroidered wash belt of last Summer, though, of course, in new form, is expected not only to duplicate but to go beyond last season's success. One new feature is the introduction of a material that, while having the firmness and body of duck, approaches much more nearly in texture and finish the laces, baptistes and fine linens now so extensively used for dresses and waists. Another good feature of this material is the way the embroidery stands out from the fabric. Great things are expected of this fabric, and as it can be worked up into a popular priced belt, its success would seem to be assured.

BAGS, NECKLETS, COMBS, ETC.

There has been very little let-up in the fancy goods trade. Lines in the retail stores were well depleted by the heavy holiday trade, and desirable goods are in none too large supply. Easter coming early brought orders in at an early date. New goods and new samples are also arriving, and from the way business is opening up in this department, a big Spring season is before the trade.

Beaded bags have by no means had their full run, and will come to the fore for Easter selling. Besides the popular white and gold, the latter is mingled with other colors with good effect. Steel beads are also showing again and a revival in their favor is considered possible. Beaded purses, in much the same designs as beaded bags, are also being brought out. Taking it all through bead lines are in big demand.

The jewelry end of the line should not be neglected, for some sort of a necklet is generally worn and will be more wanted than ever as a neck finish when the season opens up, because of the universal wearing of either no collar or one of transparent material.

Pearl effects lead, but coral, amethyst, etc., are also favored. The novelty, however, is the garnet—garnet beads, and pins, etc., set with garnets. Jet also is going to play a considerable part, and beads, pins, etc., promise to be very considerable sellers.

Combs of some kind or other continue to be indispensible, and few feminine heads lack this form of adornment. Though highly adorned combs are in great favor, there is said to be a reaction coming in favor of the comb ornamental only with carving, etc. Jet combs are decidedly good sellers.

Easter comes early this year, and it is full time now to be looking after Easter novelties. None have been more popular in late years than the natural stuffed and mounted baby ducks and chickens. These are raised in thousands in Japan for this purpose and are sure to prove a fetching Easter novelty.

PICTURE POST CARDS.

Novelty postal cards are sure to draw attention. The collecting of cards is no longer considered a temporary fad, but has become a permanent feature in correspondence, and affords a great deal of amusement and instruction. The art of producing them has been carried into a wide field, and few subjects have been untouched. A series of cards on one subject, effectively displayed on rack or stand, is certain to draw a great deal of attention, and lead to sales.

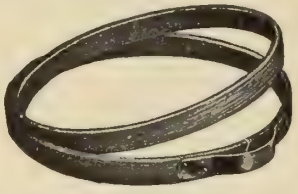
Samples of cards, in loose leaf albums lying on the counter, are attractive. Among the latest productions

Embroidery Hoops

Made from selected light-colored hardwood, finished perfectly smooth and true in shape.

Sold in over 18,000 stores throughout the United States and Canada.

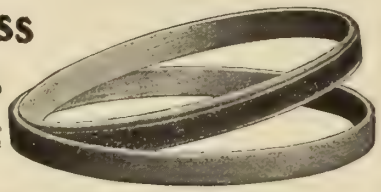
Princess Hoops



Made in sizes 4 5, 6, 7, 8, 10 and 12 inch diameter.

The "Princess" requires no winding to make the hoops fit tightly, as the nickel-plated ***bow-spring*** adjusts itself to a thick or thin fabric, holding the material firmly and without injury.

Duchess Hoops



Sizes 4, 5, 6, 7, 8, 10 and 12 inch diameter.

It's the ***felt cushion*** around the inner hoop of the "Duchess" which holds light or heavy fabrics tightly stretched. The most popular Hoops on the market.

Royal-Oval Hoops

Made in two sizes.



6 by 12 inches for drawn-work and large embroidering having every advantage of a large 12 inch round hoop, with the convenience in handling of a small size.

3 by 6 inches for small embroidering, especially desirable for working designs on stockings.



Special-Select Hoops

Sizes 4, 5, 6, 7, 8, 10 and 12 inch.

A low-priced plain wooden Hoop, lathe-turned, very smooth and carefully fitted.

The different style Hoops are put up separately; ½-dozen solid pairs of a size in a covered package.

Order from your Wholesaler.

The Gibbs Mfg. Co., CANTON, OHIO, U. S. A.

Also makers of The "Never Stop" Humming Top and other Toys. Big Sellers. Send for Catalogue.

LIDDELL'S LINENS

The "Gold Medal" brand is known to every housekeeper whose trade is worth having. It means

ARTISTIC PATTERNS
AND SERVICEABLE QUALITY TO HER.

It means **SURE SALES** and **HANDSOME PROFITS** to you

SEE SAMPLES NOW ON THE ROAD
WRITE FOR ILLUSTRATED PRICE LIST

R. H. COSBIE
30 W. Wellington St. - TORONTO
IRISH LINEN AGENCY

that should be added to stock are the fire-light effects, showing persons sitting or standing before open fireplaces. Then there are the typical scenes in the glow of the street lights. The farm scenes in photo chrome are having a splendid run at present. Indian heads are in very good demand. The wrestling series is one that should be popular with the sporty element. The world-wide series provides scenes from many climes, the polar regions to darkest Africa. That entitled "Our Prehistoric Ancestors" is very amusing. "Facial Expressions" will please the student of human nature. Hand-colored floral cards should also be well received.

At this time of the year a good line of Easter cards should not be neglected. Manufacturers have turned out a very pretty range that should appeal to a high class of trade. Floral cards, particularly those showing Easter lilies, are most attractive this year. Then there is the folding card containing appropriate Easter greeting printed on parchment effects

FANCY BOXES FOR MANY PURPOSES.

Among the novelties in the season's offerings are the antimony metal goods. This combination metal lends itself particularly well to the casting of difficult designs, which are very effective. Some very handsome trays are made, but it is in boxes, covered inkstands and napkin rings that it is used most largely. Figures and ornamental designs are brought out distinctly in the moulding of this metal and the various tints in the finish go far towards making articles which should prove exceptionally good as souvenirs. Lacquered ware is another line which is very popular for boxes suitable for holding

(Continued on page 140.)

THE CANADIAN FUR TRADE

Season has been Prosperous—Indications Point Toward Bigger Business.

THE CANADIAN FUR TRADE.

January belongs to the retail furriers. During that month they depend upon their reduction sales to clear their stock as much as possible. The manufacturer and wholesaler look on with great interest, for upon the retailer's reduction of stock depends his early orders for the coming fur season. From both standpoints trade has been highly satisfactory; there was not a great of stock to mark down to sacrificial prices, and the public were in a position to buy. Many had deferred the buying of furs, partly because of the open weather, and partly because the anticipation of better bargains in January made them hold their cash until the more advantageous season. While bargains were to be had, the fact that the best had long since been sold never seemed to occur to the minds of the purchasers. It is admitted that goods left until the close of the season are not of such good values as the goods bought earlier. During the past month wholesalers have been very quiet in their selling, but they have been remarkably active during that time with their plans for the coming season. Many of them have visited the various sources of supply during the month to get some information regarding their standing as to prices during the coming season. Collections are not considered very large when it is thought that the coming season will be one of the biggest, if not the biggest on record. There is every indication of this, and judging from the elaborate plans of the manufacturers, in preparing their samples, the market will be active in the lines which have established a reputation which no novelty can consistently displace.

There is an optimistic feeling in fur centres which is based largely upon the remarkable demand for fashionable furs, and the prosperous condition of the country. One merchant, endowed with a touch of philosophy, pointed out that furs were bought now-a-days not so much because furs were fashionable but because it was a pride belonging to the twentieth century to exhibit personal prosperity by wearing expensive garments This, no doubt, pleases the merchant, and there is but little thought given to the cause of the great sales of fur garments so long as it continues. Undoubtedly the rigors of the Canadian climate justify the wearing of furs. The growth and expansion of the West, where the climate is more severe, is largely accountable for the great volume of business done in the heavier fur garments.

Small Furs Profitable.

The fashion for small fur neckwear has been well sustained throughout the season, and bids fair to be continued during the coming season. The trimmings of tails, claws and heads will continue to be used largely, as there has been nothing advanced so far that could profitably and acceptably take their place.

Retail trade depends largely upon favorable weather conditions, especially for the sale of heavy furs. It has been noticed that large retailers advertised more extensively, and especially during slow months, with the hope of stimulating trade. There was no need of pushing the small mink neckwear, as the supply of these was inadequate to the demand. The old-time Winter weather during the past month stimulated trade to a great extent, and manufacturers who had banked heavily on coon coats and fur-lined coats were happy in view of the heavy demand for these garments during the cold weather. From the Western Provinces repeats of late date were very frequent for heavy articles.

Prices Will Remain High.

The prices of furs have been higher this year than ever before, and it is a matter of conjecture just where the present trend of the raw fur market will end. There is no relief yet in sight, and not until the January sales in London are recorded will jobbers know exactly how prices will stand for the latter part of the coming season. It is known that a shortage of coon, Persian lamb, mink, and the better grades of seal renders the prices of garments made of these furs very uncertain at present, and there will be but little advantage in open cutting of prices among jobbers. It is realized that if prices still continue to climb many of the lines will be almost prohibitive. First-class houses have their reputaiton to sustain, and if any grevious attempts are made



W. C. WILLIS,
Representing The Albert Vineberg Fur Co. in Northern Ontario.

at imitating the better lines they will carry on an aggressive campaign against the sales of these goods by pushing the genuine lines. To do this the question of price must play an active and telling part in the sales. Manufacturers realize that they must cover themselves with a good margin of profit in the face of existing high prices. They have bought when skins were high, and it would be disastrous if they failed to sell before a decline occurred.

Big Season for Linings Expected.

While jobbers have not yet completed their plans, samples and new styles for the coming season, they are unanimous in the belief that, owing to the high prices of many of the furs, and in anticipation of a hard Winter being the lot of Canadians next year, they are of the belief that the consumers will take a refuge in buying fur-lined garments. There is a growing demand for these garments and the climatic conditions here are favorable to their wear. Buyers who have recently visited the markets of the United States are of the opinion that they have done well in choosing linings for the coming season. One furrier said that merchants of that country are banking heavily on linings of rat. He had

Learn to Look to Me

You're beginning to think of new resolutions for your 1907-1908 Fur buying—perhaps put in a larger department, go after the trade better.

I will soon be ready with a line on a much larger scale than ever before. No hit-or-miss styles, but dependable sellers in reliable Furs.

My operators are skilful and experienced in their particular departments, ensuring proper fit and workmanship.

My salesmen will leave next month with the line. Get in touch with me. ***For a better and larger Fur Trade, look to me.***

A. J. ALEXANDOR

504-506 St. Paul Street - - - - Montreal

bought a very large assortment of muskrat skins, and in New York could have turned them over at a bigger profit than by making them up in Montreal for the trade. The prices will remain firm, but should the demand be as great as expected, then the price would inevitably be increased.

Conditions in Raw Material Markets.

In speaking with The Review, J. A. Sage, buyer for Waldron, Drouin Co., Montreal, who has recently returned from a trip to St. Louis and other fur centres of the United States, said in part: "Conditions of the raw fur markets are, at present, suffering from shortage and excessive demand. Coon skins, in particular, started out with great activity and everything tends towards a greater year than we have had for a long time. Muskrat, mink and coon skins are in the greatest demand, and Canadian buyers have every reason to feel satisfied with the collections obtained.

"A visitor to the United States is struck with the glowing advertisements of departmental store furriers; they advertise their goods as being the Acme of Perfection, and especially do thy wax enthusiastic over their various Eastern and other mink articles. A visitor to the stores, however, reveals the fact that these extravagantly advertised furs are nothing but cheap goods of very inferior quality. They could never stand the light of day in Canada. After all is told, if values are required, Canada cannot be excelled as a buying place for good furs. The prices of raw furs are slightly higher than last year, and, consequently, the prices of fur garments will remain firm. Altogether the market is exceedingly active and augers well for a successful season."

FURS PLENTIFUL IN NORTHERN CANADA.

All the furs that are coming in at the present time, states a despatch from Fort Saskatchewan, are those gathered by the farmers and small trappers within a ten-mile radius of the city. This local supply is now very good, and a considerable number of excellent furs are being brought in.

About the middle or latter part of January the trappers and hunters from Lesser Slave lake and Lac Du Biche will arrive in the city, with fur packs. They usually start for Edmonton immediately after Christmas and come again after the season is over.

The trappers from the north, however, do not leave as long as there are any fur-bearing animals to be killed in season. After the Winter is over they begin to come down, and reach the city about the middle of August or the first of September. They bring such furs as lynx, beaver, otter, marten, timber wolf, beaver, fox, etc.

Experienced fur dealers expect to get a large consignment of fur from the far north next Summer, as the Winter, so far, has been good for the traffic. According to the signs timber wolves are plentiful in the Peace River district, for when the wolves are vry numerous in the north, the moose travel south, and old-timers say they never remember the moose to have been so plentiful nteh the city as this season. Marten and lynx also reported to be very plentiful. They live on rabbits, and this year the rabbit supply is abundant.

The scarcity of muskrats is due, it is said, to the deep snow. They live in burrows, and when the snow is very deep it covers up their homes. The trappers set their traps on top of the muskrat holes and when the snow is very deep they do not know where to find them.

The coyotes are very plentiful this Winter, and on

account of the snow being so deep they find it hard to get footing. Farmers in the surrounding district report that the coyotes come close up to their dwellings in search of food.

Altogether the dealers are expecting a prosperous season for the fur trappers in the north, and next Summer they expect the number and size of the packs of fur to be larger and better than ever. The cold Winter will make a thick growth of fur on the animals, so that the pelts should be of the very best quality. As Edmonton is practically the last town to the north on the railway, and is a well known traders' post, this fur industry is of considerable importance to it, about a million dollars' worth of furs passing through each year.

A NEW FUR HOUSE.

The Albert Vineberg Fur Company, 626 St. Paul St., Montreal, is a new fur firm, with Albert Vineberg as proprietor. Mr. Vineberg has a good connection in the trade, and obtained his early experience with M. Vineberg & Co.

Mr. Vineberg has surrounded himself with capable men and has excellent factory facilities. The head designer, Mr. Barthos, was formerly with Revillion Freres, Paris, and he is in full charge of the factory. The firm will make a specialty of astrachan jackets and fur-lined garments and will work up such furs as Russian sables and extra fine mink skins. W. C. Willis will represent the firm in Northern Ontario. Mr. Vineberg himself will call on the trade in Western Ontario.

FUR FIRM EXPANDS.

McComber & Cummings, 516 St. Paul St., Montreal, are making extensive plans for the opening of the new season, and will soon move to much larger quarters at the corner of St. Sulplice and St. Paul Sts. As a result of their increased business the firm has now associated with them, J. Hand, formerly head foreman and designer for L. Gnaedinger Sons & Co. Mr. Hand will have full charge of the workroom.

DECLINE IN SEAL-SKIN OFFERINGS.

The mild rainy autumn in Europe which has been unfavorable to the fur trade, is held to account for the lower prices received at the salted fur seal sales. The offering was 14,778 Alaska skins, against 22,409 last year,; 15,368 Northwest Coast against 19,443 last year; 7,405 Lobos against 2,026 last year. The attendance of buyers was good and the sale was a brisk one. Alaska skins declined 7 per cent., Northwest, 12 per cent and Lobos, 10 per cent.

PREVENTION OF CORRUPTION BILL.

The passing of the Prevention of Corruption Bill just in the face of the holiday season, has brought it into extra prominence, for, undoubtedly, every buyer who receives a Christmas present from any of the firms he does business with, comes under its provisions. Though this phase of the Act is likely to remain a dead letter, it will, as a whole, affect every buyer and seller in a large way of business. Under the new Act, not only the receiver, but the giver, of a present or bribe, or of a secret commision, is guilty of a misdemeanor, and is liable to fines varying from £50 to £500, and from four months to two years' imprisonment. Some firms have sent out circulars requesting that no presents be sent to their buyers, while others make the request that the presents be addressed to the firm, who will make the distribution.

TOO LATE!

Not by a Big, Profitable Margin

There'll be More Furs Sold during the Next Month than most Reckon on



We Can Help You

Send us your orders—if you're crushed for time, or if you have closed your work room for the time being — and we'll do the best we know how for you. Our facilities are unmatched — our experience and reputation known and proved genuine.

WE HAVE A CATALOGUE THAT INTERESTS MOST. A POST CARD BRINGS IT, AND YOU OUGHT TO HAVE IT.

WM. E. ORR & CO.

MANUFACTURING FURRIERS

The House of Reliability, Excellence and Style

93 YONGE ST., TORONTO

A NEW FUR HOUSE

(New in name only)

Mr. Albert Vineberg, the head of our firm, has had a wide experience in the Fur trade, which ensures right goods and right treatment.

Our head designer, Mr. B. Barthos (late with Revillon Freres, Paris) is in full charge of the factory.

Exceptional factory facilities and expert work people mean good workmanship and prompt attention.

We will show a strong range of Astrachan Jackets and Fur-lined Garments, with exceptional novelties in Small Furs.

THE

ALBERT VINEBERG FUR CO.

622 St. Paul Street, MONTREAL

All our garments bear a guarantee label

Our Mr. Willis will cover Northern Ontario

PLAIN TRUTHS FROM PARIS



EVEN our advertising can do no more for you than introduce new customers to your store. Through you, they find out the real value of the best underwear we know how to make. After that it depends on the underwear whether they buy it again ; and it depends on you whether they come back to your store. You can count on us to send the people to you. Our ample outlays for publicity do that for merchants all over Canada. And you can count on the sales-making power of

Pen-Angle
Unshrinkable Underwear

Nothing is skimped or spared in the making of Pen-Angle goods. That is made plain by the guarantee we give you, and which you can pass on to the buyers we send you. It is worth your while to stock a line which is sold for you, guaranteed to you, and made so well that it adds to your reputation. Any traveller for a good house will show you the kind of underwear you can really afford to sell.

The Penman Manufacturing Co., Limited of Paris, Canada : : : : : : : : :



Men's Furnisher and Clothier

Ready-to-Wear Clothing

Merchants Who Stock Best Goods Procurable Will Make Money.

The ready-to-wear clothing business has, generally speaking, been exceptionally good this Winter, and Spring trade promises to reach the same standard. During the past year a considerable improvement has been made in the quality of the goods turned out, and the results have been splendid. There must still be a big improvement before the wearing of ready-made garments becomes as general in Canada as on the other side of the line. This condition is on the way and we get nearer to it with every step forward that the manufacturers make. The retailer who sticks to the ready-to-wear department and sells only the best goods procurable is bound to make money and build up a fine trade. Men now look the garments over and compare prices and qualities, who, not long ago, wouldn't think of purchasing a ready-made suit or overcoat.

PANAMA HAT INDUSTRY.

One of the important industries of the Republic of Colombia is that of making palm hats, known as Panama hats, of which nearly $400,000 in value are exported annually. There are no regular factories, but the hats are hand-made by thousands of peasant women in almost as many households and sold or traded in the local stores in exchange for provisions or articles of clothing, the hat being in these regions a convenient medium of exchange ; the housewife exchanging the product of her labor for so many pounds of flour, sugar, etc.

How Panama Hats Are Made.

Panama hats are made with the veins or fibers of a palm leaf, the tissues of which are scraped off or combed in much the same way as hemp. The palm (Carludovica palmata), called locally "jipijapa," is very small in appearance and grows in great quantities on the low and swampy lands of the upper Magdalena. It grows wild, but is also cultivated, although to a limited extent, in the largest hat districts, the palm producing in a little over a year. The preparation of the fiber after the tissues have been combed off, consists of boiling same in water containing salt and lemon juice for the effect of whitening and rounding its surface ; this operation takes a few hours. The straw is then exposed to night air for three consecutive nights, after which it is ready for use. The material employed in the making of a hat is marketed at from 15 to 40 cents (equivalent thereof) per hat, according to the fineness and whiteness of the straw, the youngest leaves generally giving the best quali,y. It takes a woman four days to make an ordinary hat, eight days for a good one, and as much as fifteen days for the finest hat made in Colombia. The salary of the peasant woman employed in the making of a "jipijapa" hat is reckoned at 10 cents a day, including her food, which can be calculated at 10 cents additional.

The best hats exported from this country are those called "Suaza," made in the city of that name in the department of Cundimarca. The next in order are the Antioquenos, made in the department of Antioquia. Then follow the ones made in the department of Santander, called, respectively, Zapatoca, Barichara, Bucaramanga, and Giron, from the various cities where made, and varying in quality and price in the order named. But the Zapatoca, although the most expensive from Santander, are supposed to be of less duration.

Method of Shipping.

The best Suaza hat exported costs on the premises $5 and the cheapest from that place $1, the Antioquenos one degree cheaper, the cheapest of all being those from the department of Santander, which range from 50 cents to $2, according to the quality. Indeed, some Panama hats, made at the rate of one a day, sell for less than 50 cents, but these are made exclusively for home consumption and in no way exported.

Hats are generally exported by the local merchants, mostly through the agency of a commission house at the port of shipment. In some cases foreign houses buy direct, whereas a few individuals take their own merchandise to the foreign country where it is marketed by them personally.

HATS FOR SPRING AND SUMMER.

For Spring there will be a good call for the shape with brim straighter than usual. The crowns are pretty high along with it.

* * *

The telescope soft felt hat will have a big sale again. The popular shape will have the brim pulled well down in the front.

* * *

We know of a good firm which stocked heavily on brown stiff hats for Fall, and have been unable to get rid of them. The buyer told us that he looked to the vogue of grey suitings to help him, as brown goes well with grey, but he has been sorely disappointed. The demand has centred almost entirely on black, and will con-



(5) GOOD REASONS

why you should sell our productions.

SUSPENDERS

(5)
Trade D. Mark
President
Cyclo
Butterfly
Bull Terrier

(5)
Reliability
Durability
Popularity
Simplicity
Desirability

NECKWEAR

(5)
Shadow Bar Plaids
Poplin Jacks
Mader Foulards
Italian Baratheas
Rayed Greys

(5)
Style
Workmanship
Quality
Shapes
Packing

DOMINION SUSPENDER CO.
NIAGARA NECKWEAR CO., Limited

Niagara Falls.

MONTREAL TORONTO WINNIPEG VANCOUVER

New Designs
Selected Skins

WISELY BOUGHT IS HALF SOLD !

Perfect Equipment
Skilled Artisans

YOUR Glove Stock is wisely bought if you have stocked the famous "J. A. P." Gloves and Mitts. Of course, if you bought last year you already know this. It's for the benefit of those who haven't yet found it out that this fact is mentioned. If you have never stocked "J. A. P." Gloves and Mitts you would be wise to see one of our 18 travellers before buying. The "J.A.P." Gloves and Mitts are made in over two thousand different styles—from the finest of ladies' gloves to the strongest and heaviest of workingmen's mitts. Every style represents the maximum of value--every seam is bound to stay sewn. The reputation of the "J A.P." brand must be maintained at any cost. Every improvement known to glove-making is embodied in the "J.A P." line.

J. A. P. Gloves and Mitts

Fine Finish
Perfect Fit

If you are not now on our visiting list, drop us a card and you'll be on immediately.

High Quality
Low Price

J. ARTHUR PAQUET, Quebec

Branches at WINNIPEG, TORONTO, MONTREAL, OTTAWA and ST. JOHN, N.B.

tinue to do so. In view of the advanced prices of raw materials manufacturers find it good policy to be more than ordinarily conservative.

* * *

The sailor straw will again be the thing, but the flexible brim straw, without binding, will be worn extensively. We don't believe much in the prophecy that Panamas are coming back stronger than ever.

Wash Neckwear

Will Again be the Thing—Narrower Widths Allow of Better Values.

The coming Summer will be another big season for wash neckwear, bigger, perhaps, than last Summer, which is saying a great deal. The manufacturers have just about decided on their lines and will be busy turning them out very shortly.

* * *

White will be an important feature, of course, but, as we predicted last month, white and cream with coin dots and polka dots will be strong, A great deal of confidence is expressed in these, and we feel that it will be borne out.

* * *

The three-inch four-in-hand is still the popular tie, but we are told that it will give place to the two and a-quarter and two and a-half inch widths. One reason is that a Summer tie three inches wide would be so heavy as to destroy the appearance of coolness so much desired. Then the smaller widths will remain later than the Summer, because such a course would accord with the conditions of the raw material market. In three-inch ties, particularly baratheas, values have dropped considerably. In the smaller widths the manufacturers are better able to make the goods look up well, and retailers and consumers are better satisfied.

* * *

For Spring the color features are red, green and grey in pretty shades, none of them loud. A big variety of other colors are selling well also.

* * *

In bows the one tying in a loose-looking, compact knot, the same width across, will command most favor in the best class of trade. A few Ascots are selling for Spring, but puffs are not thought of.

* * *

Several manufacturers are pushing plaids, but, so far, we cannot see that they are going to have any kind of a run. A few of them, as novelties, are all right.

WAISTCOATS.

Wash waistcoats are being ordered liberally, and a good many flannels have been taken also. The former are mainly in pure white or small neat figures. The best style has a long opening at the top, while the bottom dips sharply and the ends are cut off to form a deep inverted V.

Cluett Peabody & Co., New York, will establish a branch factory at Hamilton.

Shirts and Collars

A Tendency to Go Back to the Stiff Bosom Shirt in Season.

There is a growing tendency on the part of the public to get away from the soft front shirt, and, for reasons that we have frequently pointed out in these columns, the trade will be well satisfied when this style of garment again attains the position which rightly belongs to it. Just now there is quite a good demand for stiff bosoms—at least the sales are much larger than they have been in a long while. This gives strength to our prediction that by next Fall the stiff front will once more be generally recognized as the correct shirt for Fall and Winter, just as the negligee is logically the hot-weather garment. The sale of the latter at all seasons of the year naturally means that fewer shirts are bought than would otherwise be the case. Perhaps it is just as well that this has been so lately, for the factories have found great difficulty in coping with the demand.

A new stiff front that we saw the other day had a plain grey body, with bosom and cuffs in self check, the former long and narrow. The shirt was of the coat style, with cuffs attached. This looked to us like a garment that would take the public fancy.

In the Spring the most worn color will likely be plain blue. Plain colors are still decidedly the favorites.

* * *

A great objection to the attached cuff for business wear was that it got down around the hand in writing and soiled easily. This has been overcome by starching the sleeves for three or four inches up. When the starched part is folded within the cuff, and the latter fastened, the cuff is well away from the hand and cannot slip down.

* * *

In the coming Summer we believe there will be an unusually large demand for white negligee shirts. The attached collar for outing wear will be popular. White silk shirts promise to have a good call.

* * *

Values this season are away behind those of last for legitimate reasons that are well known. The retailer should encourage the purchase of the better lines in which qualities are more likely to be satisfactory to his customers.

* * *

The wing collar still leads easily in the public estimation, and will do so through the Spring. A good many folds are being worn, and we believe that they will become more popular with the advent of smaller widths in neckwear. A medium height fold with four-in-hand tie nicely trimmed has a very dressy appearance.

The collar for Summer will be the fold with V-shaped opening. Straight folds will likely be worn more than last season.

FEATURE YOUR JEWELRY.

Too many haberdashers minimize or entirely ignore the profit-producing possibilities in a generous stock of jewelry for men. Perhaps the trade has overlooked this remunerative department to some extent through lack of knowledge of the live facts. Whatever be the cause, there are scores of merchants who are permitting business to slip through their hands by their failure to feature, in some distinctive way, the little ornaments which men of taste so generally affect.

This is particularly true of haberdashers in the smaller towns. They—or many of them—have proceeded on the theory that the local jeweler has everything his own way; that as his competitor it would be futile to attempt to make a special jewelry department pay. In this assumption there is a deal of false reasoning. Men visit haberdashery shops much more frequently than any other class. They make friends of retailers and clerks. They are not strongly endowed with the shopping instinct and a large proportion of them have a horror of the departmental store crush of feminine bargain-seekers.

It must be granted that once you have a man in your shop half the battle is won. He is disposed to look about ,and if he notices something pleasing to his fancy or something he has intended to purchase, he would much prefer to complete the transaction on the spot than to start on an expedition among jewelry shops, which too frequently pay but scant attention to cravat pins, cuff buttons, fobs and kindred articles.

In connection with the returns from the jewelry department, it is no stretching of the truth to assert that from 50 to 100 per cent. profit may be obtained on a large portion of the jewelry stock. Some retailers there are who secure three and four times the original cost. It is well to adhere to reasonable prices, yet there is no reason why the jewelry department cannot be made equally as lucrative, if not more so, as any line of haberdashery. It only requires an occasional reminder to the public by any one of the means of advertising.

A matter to be borne in mind is the small space the merchant is called upon to devote to this department by comparison with others. Then, too, he will find that jewelry in boxes or in conjunction with shirts and cravats imparts a bit of life and finesse to his window trims. In a day when so many young men possess a variety of pins, links and studs, it is only keeping abreast of the time to introduce them in displays where the observant eye would expect to find them.

SUITINGS AND STYLES.

The blue and grey suitings that have been bought for Spring are very pretty. Fancies are the strong lines in both colors.

One of the popular styles for Spring will be a fairly long coat, slightly form-fitting, with pressed seams but no vent. Another coat will have pleats instead of pressed seams. Trousers will still be pegtop and semi-peg-top.

UNDERWEAR FOR SUMMER.

The underwear with knee-length drawers and shirt with low neck and no sleeves will have a much bigger sale this season than last. It has been tried by many people and found very comfortable. Mesh goods will be popular in this and other styles for hot weather wear.

There is a decided tendency toward the wearing of lighter weights in underwear during the Winter.

DOMINION TRAVELERS' ASSOCIATION.

The Dominion Commercial Travelers' Association was organized in 1875 with a membership of 200, and there are now 5,684 names on the roll, with a reserve fund of $283,500. 1906 was the most prosperous year of all, as the surplus carried to the reserve was $28,750.

The membership of all the commercial travelers' associations of the Dominion now amounts to at least 18,000.


COLOSSUS
SHIRTS & OVERALLS
READ THIS
THE COLOSSUS IDEA
It is simply this: The size and fit of a COLOSSUS Shirt or Overall are made equally important as the materials and workmanship. The aim is to produce garments large and comfortable as well as strong and durable.
Now, an experienced Shirt Man will perhaps grasp the value of our idea more readily than the ordinary purchaser, but what we claim for COLOSSUS garments is that, when once worn, they will satisfy to such an extent that your customer will re-order them again and again.
If you are not already handling COLOSSUS Shirts and Overalls it is a certainty you should be. They're comfortable, wearable and saleable, and any Wholesaler in the Dominion can recommend them.

"J" Brand Collars, Cuffs and Shirts

Wear Like Leather

THE AUSTRIAN GOODS OF PROVEN MERIT



Astoria, 2, 2¼, 2½

NEW AND

COMPLETE STOCK

READY

PROMPT DELIVERIES



Windsor, 1¾, 2, 2¼, 2½, 2¾

"J" BRAND COLLARS: } Derby Quality—$1.00 per dozen. Indestructible Quality—$1.50 per dozen.

Quality—Proven Unapproachable.

Accurate Fit—Superior Finish.

Newest styles for the coming season.

Ask your customers to note how many **more** trips to the laundry "J" Brand collars will make than any other collar.

The right sort of advertising is making these collars even better known to your customers.

ARE YOU IN LINE? ELECTROS UPON REQUEST.

A Specialty is made of

EVENING DRESS SHIRTS



Beauty

Sole agents for the celebrated

Empire Linen Mesh Underwear

We will shortly be in a position to fill all orders same day as received.

UNDER NEW MANAGEMENT

THE CANADIAN UNDERWEAR CO.

IN OUR NEW AND SPACIOUS HOME

505 St. Paul St., = = = = MONTREAL

AERTEX

THE ORIGINAL

CELLULAR

THE HEALTHIEST

Shirts and Uuderwear

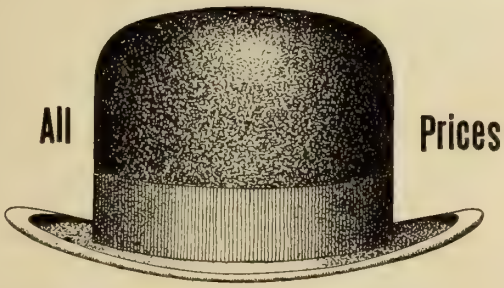
Illustrated Price List, of full range of Aertex Cellular Goods for Men Women and Children, sent Post Free on application.

Agents for Canada :

WREYFORD & CO.

Romain Buildings King St. West, TORONTO

Our Own Manufacture



All Prices

A Spring Leader

Samples Upon Request

Fur and Cap Samples for Fall and Winter 1907, now ready

Panamas Blocked To Order

Felt Hats Renovated

Travellers are now covering Ontario and Quebec. Suppose you write to-day to make sure our man will call.

THE SPECIALTY HAT HOUSE

A. E. CLEMENT

8 Lemoine Street, - MONTREAL

OVERALL PERFECTION

Roomy, well-made, right-priced garments.

Send for the proof by asking for samples.

THE ROCK ISLAND OVERALL CO.

ROCK ISLAND, QUE.

Globe Suspenders

OUR LEADERS

"WIZARD" to retail 50c.

and "PRINCE" to retail 25c.

"Always something new in the line." Samples for the asking.

The Globe Suspender Co., Rock Island, Que.

Persons addressing advertisers kindly mention this paper.

"CAMPBELL CLAD" COMPANY

Limited

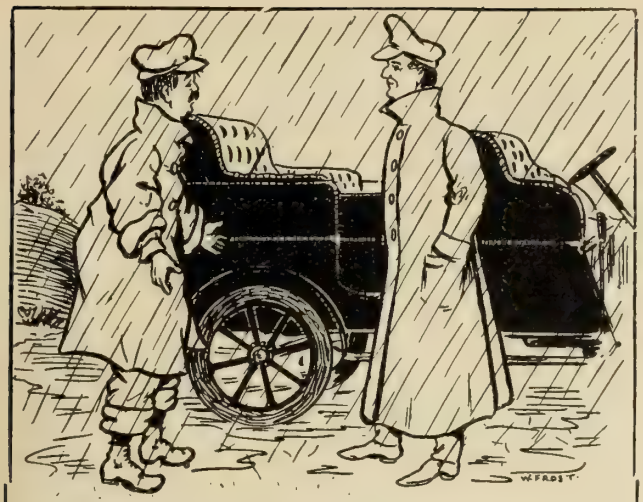
Our Samples for **"Special Orders"** are now ready for Spring.

This department is doubling up on account of the satisfaction we give. Write to us for samples and measuring forms. You will receive them next day

"Campbell Clad" Company, Limited

MONCTON, N.B.

A. S. CAMPBELL, Manager



Motorist (wet through)—Just look how my coat is shrinking !
2nd Motorist—My dear fellow, why don't you wear GARBIRNETT ?
Specially constructed weatherproof cloth.
The very thing for automobiling, riding, driving, etc.
Al goods bear this stamp.

"GARBIRNETT"
"JENNWEL"
WATERPROOF
REGISTERED

Sole Makers, JOSHUA F. GARNETT & SON, Castle Mills, Idle, Bradford
Canadian Representatives : GEO. S. PLOW & CO., 232 McGill St., Montreal.
A. ALEXANDER & CO., 77 York St. Toronto.
MAKERS TO THE WHOLESALE TRADE ONLY.

The Day of Buying Imported Cloth is Passing. One Reason Why:

OXFORD TWEEDS AND HOMESPUNS

have steadily increased in value as stylish materials. It is notorious that they are absolutely Pure Wool goods, but when the Newest Patterns and Smartest Colorings are added they certainly win their way on very merit. For men, women and children.

OXFORD MANUFACTURING CO.
OXFORD, NOVA SCOTIA Limited

MILLS ESTABLISHED 1867.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates :

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

d d ress :

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

WREYFORD & CO. Romaine Building, TORONTO

Wholesale Men's Furnishers

Latest Novelties for High-Class Trade

Agents for Following Manufacturers :

Young & Rochester, London
Complete ranges for Spring 1907.
Fancy Vests, Flannel and Tropical Tweed Suits, New Shirts and Shirtings

Tress & Co., London
Spring Styles in Felt and Silk Hats. Straws, English shapes are now correct; English values always are. Tress Caps are best sent into Canada.

Cellular "Aertex" Underwear
"Aertex" has only to be worn to be appreciated; it is daily growing in favor; it gives good wear to customer and good profits to retailer.

Cooper, Corah & Sons,
St. Margaret's Works, LEICESTER
Cashmere and Worsted Hosiery, "Nelson" Unshrinkable Knitted Underwear, Athletic Shirts, Sweaters, and Bathing Suits

We can ship you at once—Dress Shirts at $9.00 and $12.00, Dress Vests at $13.50 and $15.00 doz.

MADE IN CANADA

THE STRACHAN $3.00 HAT

FOR MEN

EVERY HAT GUARANTEED

The variety of correct styles in which Strachan Hats are made affords a wide range for the choice of shapes which will appeal to men who realize that a hat is proper only when it is becoming.

We are now appointing agents in every town. Write for the agency.

STRACHAN BROS.

FACTORY AND OFFICE

130 WELLINGTON ST. WEST, - - TORONTO

BUSINESS NOTES

ONTARIO.

Lynn Bros., general store, Warsaw ; sold out.

Ernest Pritchard, general store, Newbridge ; sold to R. Bowes.

James S. Kelly, general store, Markdale ; sold to Jones & Dundas.

Ritchie & Gibson, general store, Inveray ; succeeded by J. H. Morris.

C. Draimin & Co., furs, Toronto ; style changed to Brodey, Draimin & Co.

Fraser Little, dry goods, boots and shoes, Orono ; is moving to Sintaluta, Sask.

Tallon & Co., dry goods, Cornwall, stock damaged by fire and water, insured.

Paisley & Guthrie, general store, Cedar Springs ; dissolved, Paisley continuing.

The J. F. Brownscombe Co., general store, Uxbridge; selling out, removing to New Liskeard.

Drake, Hambly & Co., W. F. dry goods, Toronto; dissolved, succeeded by Hambly, Oakley & Wilson.

John S. Harker, dry goods and men's furnishings, Hamilton ; admitted W. H. Webber, style, Harker & Webber.

QUEBEC.

Fortin & Belanger, dry goods, Quebec ; dissolved.

Gilbert Stalker, general store, Flodden ; burnt out.

The Gardiner Clothing Mfg. Co., Quebec ; registered.

Upton Brunelle, general store, St. Simon ; deceased.

Lafrance & Lefebvre, dry goods, Montreal ; dissolved.

R. S. Marshall, general store, Leeds Village ; sold out.

Jos. Saad, dry goods, Montreal ; sold to Maher Bros.

Goldwater & Goldstein, dry goods, Montreal ; dissolved.

Louis Morneau, general store, St. Jean De Vaudreuil; deceased.

Bessette & Vineberg, manufacturing furriers, Montreal ; dissolved.

Berger & Co., ladies' garments, Montreal ; Mrs. L. Berger registered.

Roodin & Slieps, clothing, Montreal ; M. Roodin and B. Slieps registered.

C. G. Tremblay, general store, Magog ; Annie M. Tremblay registered.

The Berlin Mantle and Skirt Mfg. Co., Quebec ; J. Brousseau, registered.

McNaughton Bros., general store, Huntington ; Alex. McNaughton, deceased.

Rosenthal & Pelton, manufacturers waterproof clothing, Montreal ; dissolved.

Sorel Mfg. Co., ladies' garments, Sorel ; premises damaged by fire, insurance.

A. Meloche & Co., general store, St. Genevieve ; Mrs. Adelard Meloche registered.

The People's Cash Store Co., general store, Lorette ; R. A. Richardson registered.

S. Freedman & Co., manufacturers cloth, Montreal ; Mr. S. Freedman registered.

Cyrille Bisson, general store, St. Vincent De Paul ; burnt out, partially insured.

The New York Suspender and Pants Co., Montreal ; Jacob Blumenthal registered.

Lajoie, Frere & Co., dry goods, Three Rivers ; dissolved, Real Lajoie continues.

N. & M. Waker, dry goods, Montreal ; Nicholas Waker and Michael Waker registered.

Poirier & Martel, dry goods, Montreal ; Rosario Poirier and E. Martel registered.

J. F. Lemercier & Co., dry goods, Montreal ; dissolved, Mary Guillemette registered.

Newbold Bros., R. Newbold, knitted hosiery, Montreal ; dissolved, Wm. Turner registered.

J. L. Goodhue & Co., belt manufacturers, Danville ; Geo. F. Cleveland and Mrs. F. Cleveland registered.

W. J. Bell & Co., general store, Cowansville ; dissolved. Bell & Kerr; W. J. Bell and Isaac H. Kerr.

Gingras & Dussault, clothing manufacturers, Montreal ; Telesphore Gingras and Alderic Dussault registered.

Chaleyer & Orkin, millinery, Montreal ; dissolved, F. Chaleyer retired. Business continued under style J. M. Orkin & Co.

WEST.

W. H. Howey & Co., clothing, Brandon ; loss by fire.

A. Laut, general store, Sheho ; retired from business.

A. T. Charlton, general store, Port Hanley ; deceased.

Docker & Fraser, general store, Heward ; dissolved.

D. G. Campbell & Co., general store, Alix; burnt out.

M. Krushen, general store, Yorkton ; sold o A. Laut.

M. Krolik, general store, Grayson ; sold to H. Smith.

S. L. Smith, general store, Bardal ; sold to John A. Smith.

Lerner Bros., general store, Brandon ; sold Oakburn branch.

D. A. Finlay, general store, Sheho ; retired from business.

Bellhouse & Craik, general store, Tees ; succeeded by Craik Bros.

P. J. Guilmette, general store, Howell ; succeeded by J. Longere.

R. W. Faulks, general store, Evarts ; succeeded by Smith Bros.

A. E. Rowse, general store, Humboldt ; succeeded by Rowse Bros.

Grand View Mercantile Co., general store, Grand View ; dissolved.

Paterson & Son, general store, Okotoks ; succeeded by Paterson Bros.

Williams & Bannister, men's furnishings, Carberry ; sold to A. E. Webb.

W. L. Hodnett, general store, Arrow River ; sold to J. F. Tennant & Co.

F. X. Duchesneau, general store, Hitchcock ; succeeded by J. Duchesneau.

Owen & Tanner, general store, Raymond ; succeeded by Owen & Simmons.

H. Girtel, general store, Gruber ; succeeded by Silberjahn & Rabinowitz.

Bowden Mercantile Co., general store ; succeeded by Humphry & Lancaster.

Glover & Farr, general store, Airdrie ; succeeded by Glover & MacCormack.

S. J. Staples, general store, Carman ; succeeded by Staples & Abercrombie.

H. W. Wilson, general store, Sedley ; sold to J. O. Scott, possession Feb. 1.

Revillon Bros., Ltd., general store, Edmonton ; succeeded by Acme Co., Ltd.

Horton & Cook, general store, Pincher Creek ; succeeded by J. A. A. Alexander.

Goldstein & Millman, general store, Canora ; dissolved ; L. Goldstein continues.

Johnson & Jonasson, general store, Sleipner ; succeeded by Johnson & Sigfusson.

Miller & Hamer, general store, Minga ; burnt out.

N. J. Ryan, general store, Ninga ; burnt out.

MARITIME PROVINCES.

W. C. Currie, general store, Elmsdale, P.E.I.; burned out.

Hugh Hay & Son, dry goods, Woodstock; Hugh Hay retires.

Culbert & Scott, general store, Sussex, N.B.; dissolved partnership.

John S. Ferguson & Sons, Ltd., general store, Newcastle ; incorporated.

Empire Cloak Mfg. Co., St. John ; amalgamated with T. Hoffman & Co.

Cummings & Rennie and Wm. Cummings & Sons, retail and wholesale dry goods, respectively, Truro, N.S.; Wm. Cummings, deceased.

BRITISH COLUMBIA.

C. J. Moore & Co., general store, Cumberland ; succeeded by Jos. McPhee & Sons.

MONTREAL BOARD OF TRADE OFFICERS.

George Caverhill, of Caverhill & Learmont, was elected president of the Montreal Board of Trade at the annual meeting held January 29. Among the drygoodsmen elected to office were Geo. L. Cains, of Greenshields, Ltd., to the council, and E. B. Greenshields, to the board of arbitration. Other officers are : First vice-president, Thomas J. Drummond ; 2nd vice-president, Farquhar Robertson ; treasurer, C. B. Esdaile. Members of council : A. A. Ayer, J. R. Binning, W. W. Craig, J. S. N. Dougall, Geo. A. Kohl, J. P. Mullarkey, J. L. McCulloch, Edgar McDougall, Alex. McLaurin, Alex. Orsali, and J. A. Richardson. Members of board of arbitration : Jas. Carruthers, Sir George Drummond, Geo. E. Drummond, W. I. Gear, A. J. Hodgson, F. H. Mathewson, R. W. MacDougall, Alex. McFee, John McKergow, Alex. Ramsay and Jas. Thom.

MALE ATTIRE, LIMITED.

A Dominion charter has been granted Male Attire, Limited, Montreal, with a capital of $200,000, divided in $100 shares. The incoporators were F. C. Shorey, manufacturer, Montreal ; Charles A. Duclos, K.C., Westmount ; J. E. Coulin, advocate ; Patrick Kieran, designer ; and Robert Farrell, clerk, of Montreal. The object of the company is "to carry on business as wholesale and retail clothiers, and as wholesale and retail dry goods merchants, manufacturers, manufacturers' agents and commission merchants ; to manufacture, buy, sell and otherwise deal in and trade in all articles of men's wear, and without limiting the generality of the foregoing, the same shall be deemed to include men's clothing, hats, caps, furs, boots, shoes, shirts, collars, cuffs, ties and gentlemen's furnishings generally."

J. W. Woods was elected treasurer, by acclamation, of the Toronto Board of Trade.

ITEMS FROM ALL CANADA.

QUEBEC.

B. B. Cronyn, vice-president of the W. R. Brock C., Limited, was in Montreal recently.

Mr. Albright, Brock's dress goods buyer, left for England on January 23rd on a buying trip.

W. R. Brock, president of the W. R. Brock Co., Limited, spent several days in Montreal recently.

Jas. A. Catto, secretary of the W. R. Brock Co., Limited, spent January 29th and 30th in Montreal.

R. L. Taylor, representing Claman Waterproof Garment Co., is now covering the far western ground.

Jas. A. Sage, with Waldron, Drouin Co., Ltd., Montreal, has returned from a buying trip through the American markets.

H. M. Belcher, managing director of Gault Bros., Montreal, entertained the heads of departments and travelers at dinner.

The National Rubber Co., Montreal, held the first annual ball given to their employes on January 13, and it was most successful.

J. H. Palmer, with Debenham's (Canada), Ltd., Montreal, who has spent some weeks in European fashion centres, has returned.

W. A. Williams, with Gault Bros., Ltd., Montreal, is at present in Europe buying for the housefurnishings department of that firm.

The North Western Fur Mfg. Co., 393 St. Paul St., Montreal, are elaborating their premises in preparation for the opening of the season.

G. L. LaFoley, with Mark Fisher, Sons & Co., Montreal, has returned from an extensive trip through the woolen markets of Great Britain.

H. P. Sterne, of the Leak Fur Mnfg. Co., Montreal, spent some time last month in New York and other centres in the interests of the firm.

Geo. Kent, T. B. Williams, and W. B. Matthews, with Greenshields, Ltd., Montreal, have left for European centres to buy for their various departments.

James Ramsey, assistant manager of Perrin Freres, Montreal, has been transfered to the New York office of the firm and will occupy a similar position there.

G. S. Cleghorn, with the W. R. Brock Co., Ltd., Montreal, who recently underwent an operation for appendicitis, is now convalescent and has returned to his position.

H. W. Austin, with Perrin Freres, Toronto, has been appointed foreign buyer for the firm. He will make Montreal his headquarters and will buy gloves and hosiery for the firm.

C. Ernest Gault is in the field as the Conservative candidate for the Quebec Legislative Assembly for St. Antoine division, the seat becoming vacant through the death of Alderman Carter of Montreal.

The S. Carsley Co., Montreal, has purchased a large piece of property on University street, almost the entire block up to Burnside Place. A considerable part of the property is under lease and will not be available for some time.

W. J. Graham, superintendent, and A. Mungall, head dyer, of the St. Croix Mills, Milltown, N.B., have returned from an extended trip to Europe and spent a few days in Montreal at the offices of the Canadian Colored Cotton Co., Ltd.

A. B. Mole, manager of the Dominion Textile Co., Ltd., Montreal, has been appointed to the executive committee of the American Cotton Manufacturers' Association. This association will hold an exhibition in Philadelphia during the week of May the 15th.

A. G. Biett is now in Western Ontario as representative for W. H. Barry, 234 McGill St., Montreal. Mr. Biett has had a varied experience in the ribbon trade and has a splendid connection, having beeen formerly connected with Belding, Paul & Co., Ltd., Montreal.

W. T. Whitehead at the beginning of the year resigned from the position of assistant general manager of the Dominion Textile Co., Ltd., Montreal. Incidental to this his name has been mentioned in connection with the persistent rumors regarding another large cotton company being formed.

Charles E. Howard, who for 25 years was connected with Gault Bros., Montreal, latterly as manager of the men's furnishing department, has become a partner in a firm of manufacturers' agents to be known as Woods & Howard. Gault Bros. and employes presented him with a gold watch upon his departure.

ONTARIO.

Fire in the hat and fur store of T. Nolan, Ottawa, did $10,000 damage.

Hodgens Bros., of Goderich and Clinton, are now occupying their new store at the former place.

Walter McLennan, formerly with R. Fair & Co., Peterborough, is now on the road for Ladies Wear, Limited.

The death occurred at Victoria Hospital, Hamilton, of A. T. Collyer, manager of the Empire Straw Hat Works.

F. E. Dynes, European buyer for the C. Ross Co., Ottawa, accompanied by Mrs. Dynes, is on a trip to Europe.

The Patinson Woolen Mills, at Preston, were shut down for a few days on account of a flood damaging the raceway.

The business of Inksater Bros., St. Catharines, is being wound up, owing to the death of one of the brothers.

Norman Gowdy, formerly with Eckenswiller & Co., Clifford, has taken a position in the warehouse of Gordon, Mackay & Co.

M. Taylor, who was in Peterboro, is now engaged in the clothing and furnishing department of Crawford & McCullough, Brampton.

Williams, Greene & Rome, Berlin, have opened savings bank accounts for each of their 430 employes. It means an outlay of $1,835.

The Davies Manufacturing Tailoring Company, of Stratford, is removing to Toronto because of the scarcity of hands in the smaller centre.

Jas. H. Wylie, for some years the leading merchant of Almonte, died recently. He was interested in Jas. H Wylie, Limited, and several other industries.

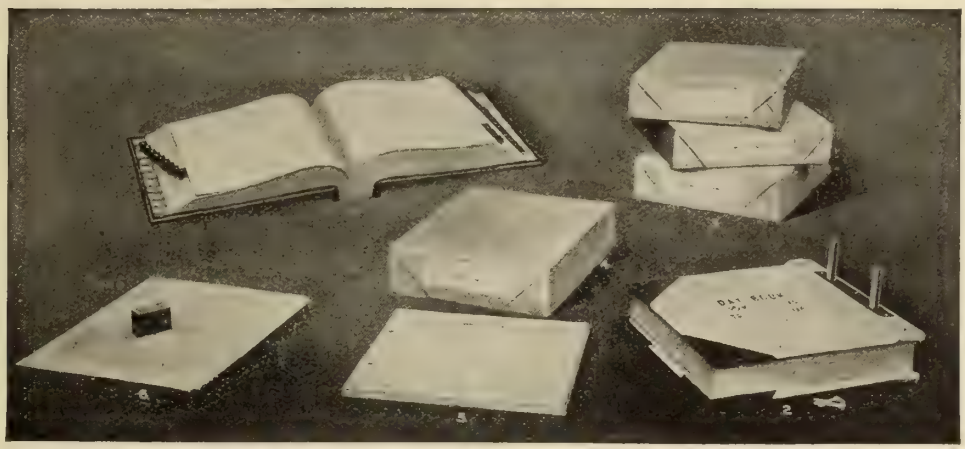
Chas. W. Grogan, formerly of Brampton, has gone to Berlin to take an interest in the clothing manufacturing business of W. E. Southgate & Co., Limited.

Hodgens Bros., of Goderich and Clinton, have sold their clothing business at the latter place to A. J. Morrish and John Crooks, the transfer to take effect on February 16.

Employes of the M. Langmuir Manufacturing Company, Toronto, presented Mr. Langmuir with a silver tea set and address, marking half a century's work by him for the firm.

An action brought by H. Vano, Hamilton, against the Canada Colored Cotton Co., to recover $10,000 for the loss of his hand, has been settled out of court, the plaintiff receiving $800 and life employment at $8 per week.

A GOOD INVESTMENT



You've probably paid for the goods you have sold to your customers — you received a statement for them promptly, and kept your credit good by making a prompt payment. ¶ Do your customers get their statements the first of every month? Are you able to get them out without extra effort? Do you know right now just what is outstanding on your books? ¶ Our system for Retail Stores arranges all this. It is absolutely the best labor-saving and time-saving proposition on the market—you assist in making out the monthly statement and charge up the goods with one writing—posting to the ledger leaf, which is opposite this statement in the Perpetual Book, with one debit entry the month. The ledger entry is explained by the itemized, detailed statement, a duplicate of which is in the Transfer Binder. The original statement, which is made directly from the Counter Book from day to day, is totalled and detached at the perforated line and mailed to the customer on the last day of each month. ¶ We have these retail systems in several different styles of binding, starting at fifteen dollars and fifty cents ($15.50). ¶ The outfit shown above is our $15.50 system. It is just as complete as the more expensive outfits, the binding and higher quality of paper making the difference in price. ¶ Write for particulars and catalogues.

COPELAND-CHATTERSON

WORKS: BRAMPTON Branches everywhere GENERAL OFFICES: TORONTO

L. N. E. Lafontaine, who has for some years conducted a retail fur establishment in Guelph, proposes to manufacture fur garments and mantles. He has purchased a factory site.

A Retail Merchants' Association was organized recently at Blenheim. Among other things, it was decided to protest to the Postmaster General against the proposed parcel post system.

A clerk in the store of J. E. Tallons, Cornwall. dropped a match while lighting the gas. A fire resulted which caused $800 damage to the building and $1,000 to $1,500 damage to stock, both covered by insurance.

Two men went into Acres' hat and fur store, Hamilton, and while Mr. Acres was showing goods to one the other slipped a fur stole under his coat. He was detected by the proprietor, who grabbed the stole. The thief struck him and ran out of the store. He was captured a short time later.

The Slingsby Manufacturing Company of Brantford gave a very pleasant banquet to their employes and friends. The tables were set in the spinning room of the main building. Among the numbers on the program was a mock trial. Handsome smoking sets were presented to General Manager Varey and Superintendent Knoefli. The evening's enjoyment closed with a dance.

Fire broke out in the factory of Rhys D. Fairbairn, Limited, Toronto, about one o'clock on the afternoon of January 19, and damage to the extent of $2,000—not $10,000, as stated by the daily papers—was done. The plant was running again at full strength on Monday morning, so that no delay was occasioned by the blaze. This firm has since moved from Wellington East to Simcoe Street, in the Allan Building, where they have splendid premises.

MARITIME PROVINCES.

James Reynolds, for many years a prominent merchant tailor of St. John, N.B., died recently in his 87th year.

Brock & Paterson, of St. John, who last year opened a branch warehouse at Halifax, have secured much larger quarters there.

Jas. Ried, representative of the Corticelli Silk Co. in the maritime provinces, was in St. John recently on his semi-annual trip.

Henry Mamey, who conducted a dry goods business in Bridgetown, N.S., for a number of years, has removed to New Glasgow.

Angus Davidson, representing the Irving Umbrella Co., Toronto, with headquarters at Halifax, visited his mother in Toronto recently.

The retail dry goods and men's furnishing business of W. L. Kane & Co., Halifax, has been sold to an incorporated company, W. L. Kane & Co., Ltd.

Moses C. Barbour, aged 80 years, died at St. John. He was formerly in the wholesale dry goods business with T. R. Jones & Co., and then with W. C. Pitfield & Co., and was finally agent for several western firms.

Andrew B. Boak, senior member of the wholesale dry goods firm of A. B. Boak & Co., Halifax, is dead. Mr. Boak was one of the best known dry goods men in Nova Scotia and all his life devoted his attention to that business.

The York and Cornwall Cotton Mill directors (St. John) have declared a dividend of 3 per cent. on the capital stock of $500,000. This is the first dividend. An addition to the mill is being erected, and 100 looms will be installed.

"Made in Canada"

WE MANUFACTURE

Canvas Gloves and Padded Mitts

Carpenters' Aprons

Overalls and Jumpers

at prices to suit the trade.

Letter orders filled promptly.

The Canadian Glove & Mitten Co. Limited

Ingersoll, Ont.



Spring is almost come and you will need new Mantle Racks and other Fixtures to display your new stock. We can supply your needs for anything in this line. Our Wax Figures are most artistic, and FORMS OF LATEST SHAPES

BRITISH PLATE MIRRORS

We are experts in the manufacture of METAL FIXTURES

Beautiful Metal Mantle Racks, four styles, at $9.00, $10.00, $11.00 and $12.00. $1.00 extra for card holders

Write for Catalogue

CLATWORTHY & SON

38-40 West Adelaide

TORONTO - ONTARIO

Transient Traders and Pedlars

They do a Good Deal of Harm to Legitimate Merchants—A By-law Which is Used in Ontario.

In a great many communities the merchants are troubled more or less by transient traders and pedlars operating without licenses, in some cases carrying away thousands of dollars in a year, without expending a cent by way of fee to the municipalities where they get the business. They enter directly into competition with local retailers, who are obliged to pay heavy taxes for the privilege of selling goods to the public. Where such conditions exist in Ontario the fault lies with the merchants themselves, for an Act passed at the last session of the Provincial Legislature provides a means whereby they can have transients put on such footing that their competition need not be feared. All municipalities are empowered to pass by-laws imposing fee up to a certain substantial amount. Other provinces may secure legislation of like nature if the merchants present the matter to their local House.

* * *

Numbers of Ontario municipalities have by-laws and see that they are enforced, with results that are satisfying to the merchants. Others have passed by-laws, but they exist in name only. In one town that The Review visited recently we were told that transient traders and pedlars were much more injurious to local trade interests than the catalogue houses. "We have a by-law," said one of the leading drygoodsmen, "but the authorities pay no attention to it. As a matter of fact, one of the members of our council rents premises to a good many transients who come in with stocks. A fellow went through this district some time ago selling furs, and claiming that as he represented a wholesaler he could quote very cheap prices. Lots of people took the bait. We have had men in here taking orders for shirts and they did good business. One of the hardest knocks, however, that we ever got was the sale of suit lengths by two Englishmen. They had a good line of talk and the people in this vicinity snapped up the goods in a way that made our tailoring department look sick for a season. Now we would have been very glad to supply the same goods at prices just as low. Of course we have the usual number of rug and other pedlars."

If this merchant and the others in his town get together and go after the municipal council they can secure the enforcement of the by-law. An eye should constantly be kept on the constable to see that he is on the alert for transients.

* * *

Following are some extracts from the by-law which has been passed by a number of Ontario municipalities:

1. No person shall carry on the business mentioned in the next succeeding section of this by-law unless and until he shall procure a license so to do, and every person so licensed shall be subject to the provisions of this by-law.

2. There shall be taken out by:

(a) All hawkers, pedlars, petty chapmen or other persons carrying on petty trades or who go from place to place or to other men's houses on foot or with any animal bearing or drawing any goods, wares or merchandise, for sale or in or with any boat, vessel or other craft, otherwise carry goods, wares or merchandise for sale (except that no such license shall be required for hawking, peddling or selling from any vehicle or other conveyance goods, wares or merchandise to any retail dealer or for hawking or peddling goods, wares, or merchandise, the growth, produce or manufacture of this Province, not being liquors within the meaning of the law relating to taverns or tavern licenses, if the same are being hawked or peddled by the manufacturer or producer of such goods, wares or merchandise, or by his bona fide servants or employes having written authority in that behalf and such servant or employe shall produce and exhibit his written authority when required so to do by any municipal or peace officer, and provided that in any prosecution for a violation of any such by-law against any hawker, pedlar or petty chapman or other person mentioned in this sub-section on the ground that any such person has not obtained a license in pursuance of any by-law passed thereunder and the defence is set up that such person does not require any such license by reason of the fact that he is peddling goods, wares or other merchandise to a retail dealer, or is hawking or peddling goods, wares or merchandise the growth, produce of manufacture of this Province, not being liquors within the meaning of the law relating to taverns or tavern licenses, and is the manufacturer or producer thereof or the bona fide servant or employe of such manufacturer or producer thereof having written authority in that behalf, then and in such case it shall not be necessary for the complainant to show affirmatively that the person so prosecuted does not come with the defence so set up, but the onus of proving that he does come within such defence shall rest upon the person so prosecuted and in the event of his failing to establish at his trial that he does so come within such defence he may be convicted of a violation of this sub-section; but no such license shall be required from any tinker, cooper, glazier, harness-mender or any person usually trading or mending kettles, tubs, household goods or umbrellas, or going about carrying with him proper materials for such mending.

(b) The word "Hawkers" in this clause shall include all persons who, being agents for persons not resident within the County, sell or offer for sale tea, dry goods, watches, plated war, silverware, furniture, carpets, upholstery, millinery or jewellery, or carry and expose samples or patterns of any such goods to be afterwards deliverd within the county to any person not being a wholsale or retail dealer in such goods, wares or merchandise.

(c) Every Transient Trader or other person whose name has not been duly entered on the assessment roll in respect of income or business assessment for the then current year, and who may offer goods or merchandise of any description for sale by auction or in any other manner, conducted by himself or by a licensed auctioneer, or by his agent or otherwise; but no license to any Transient Trader shall affect, apply to or restrict the sale of the stock of an insolvent estate which is being sold or disposed of within the City or Town in which the insolvent carried on business therewith at the time of the issue of a writ of attachment or of the execution of an assignment.

(d) The words "Transient Trader" wherever they occur shall extend to and include any person commencing in the municipality the business in the said clauses mentioned who has not resided continuously in such

municipality for a period of at least three months next preceding the time of the commencement by him of such business therein.

8. DISPLAYING BADGES—Every Hawker, Pedlar, Transient Trader or other person licensed under this by-law who carries on his business or calling with any wagon, cart or other vehicle, shall, at the time of the issue of his license, receive from the Chief Constable two plates bearing a number, which shall be affixed on a prominent place on the right and left hand side of the outside of such wagon, cart or other vehicle, and shall remain thereon during the period for which the license is granted; and no other device displaying a number shall be exhibited upon the outside of such wagon, cart or other vehicle, and such plates shall be returned to the Chief Constable at the expiration of the term of the license; and every such licensed person shall have his name and address legibly painted on each side of his vehicle in letters at least three inches long.

11. FEES—There shall be levied and collected from the applicant for every license granted for the business or object are specified in this by-law, a license fee as follows:

(1) For a license for a Hawker, Pedlar or Petty Chapman selling on foot, any fee you deem advisable.

(2) For a license for a Hawker, Pedlar or Petty Chapman selling with a vehicle or with a horse or horses or other animal with a vehicle, any fee you deem advisable.

(3) For a license to carry on the business of a Transient Trader selling from stationery premises or on foot or with a vehicle or with a horse or horses or other animal with a vehicle, not to exceed in Cities and Towns $250, and in other Municipalities $100.

Providing that the sum so paid for a license shall be credited to the Transient Trader paying the same upon and on account of taxes for the unexpired portion of the then current year, as well as any subsequent taxes, should such Trader remain in the Municipality a sufficient time for taxes to become due and payable by him and in any other event to be taken and used by the Municipality as a portion of the license fund of such Municipality.

Provided, nevertheless, that the license fee imposed by any by-law of any village, situated within any territorial district may be a sum not exceeding $200.

12. PENALTY—Except as hereinafter provided, any person convicted of a breach of any of the provisions of this by-law shall forfeit and pay, at the discretion of the convicting Magistrate, a penalty not exceeding the sum of Fifty Dollars for each offense exclusive of costs; and in default of payment of the said penalty and costs forthwith, the said penalty and costs, or costs only, may be levied by distress and sale of the goods and chattels of the offender; and case of there being no distress found out of which such penalty can be levied, the convicting Magistrate may commit the offender to the common gaol of the City or Town of..... ..... with or without hard labor, for any period not exceeding six calendar months, unless the said penalty and costs be sooner paid.

* * *

The by-law as it stands can be enforced against a merchant going into a place and purchasing a business. He may be regarded as a transient until he has resided there three months. His license fee, in case he remains, will apply on taxes. This clause will be amended at the present session of the Ontario Legislature so that legitimate retailers cannot be subjected to such annoyance.

ALLEGES THREATS AND INTIMIDATION.

The case of Montgomery Ward & Company, Chicago, v. The South Dakota Retail Merchants' Association and Hardware Dealers' Association is the first of its kind ever instituted by a retail catalogue house in the United States. The suit was instituted by Montgomery Ward & Company for the purpose of attempting to secure an injunction from the federal court restraining the defendants from continuing their warfare against mail-order houses in general and Montgomery Ward & Company in particular, and from maintaining what is alleged to be a boycott from the Chicago concern.

The plaintiff company alleges that by threats and intimidation the officers of the South Dakota Merchants' Association have coerced wholesalers and jobbers not to sell goods to the plaintiff company, and that by reason of this action the plaintiff company is unable to purchase goods which it requires to fill the orders of its customers.

Climax of Long Fight.

While the fight against mail-order houses in general has been in progress in South Dakota for eight or nine years, it was not until the annual convention of the South Dakota Retail Merchants' and Hardware Dealers' Association, held at Mitchell, in January, 1906, that the strong sentiment of the business interests of the state against the retail mail order concerns found expression.

Even then matters did not reach a climax until February and March of last year, when L. S. Tyler, of Chicago, secretary of the association, prepared and sent to a total of two hundred and eighty-three manufacturers, jobbers and wholesale copies of a letter, which read as follows:

"The South Dakota retail merchants, in convention assembled, at Mitchell, South Dakota, January 23, 24, 25, 1906, expressed strong sentiments and were unanimous on the subject of the selling of merchandise by the jobber and manufacturer to the catalogue or mail order houses; that it was unfair treatment on the part of the wholesaler towards the retailer. The retail merchant of South Dakota feels that the cause of the catalogue house has been advanced by the wholesaler, inasmuch as the stock of the mail order house is carried by the wholesaler. The retail merchants have suffered in consequence of this arrangement.

"Will you not act with the retail merchants? Do you at the present time encourage and help the catalogue house business? Will you not refuse to sell to the mail order house, and will you confine your trade to the legitimate retail dealer?

"Any suggestions for co-operation for our mutual interests of both the wholesaler and retailer we would as a body of merchants be glad to receive and consider.

"This letter is endorsed by the board of directors as above named and sent out under their instructions."

These letters were sent out on the official stationary of the association and were signed by L. S. Tyler as secretary.

Some of the firms to which the letters were sent made prompt replies, while others delayed in answering them. After waiting a reasonable time, Secretary Tyler, wishing to make a report to the members of the association, prepared a list giving the names of the firms which, through neglect or otherwise, had failed to reply to the letters.

These letters, containing the list, which in the complaint of Montgomery Ward and Company, is alleged to be a blacklist, were sent to between 1,400 and 1,500 of the retail merchants of South Dakota.

The Winnipeg Fur Co., Winnipeg, presented each of its employes with a souvenir gold ring.

Another Fire in Montreal

Damage Done to the Extent of $400,000—Several Dry Goods Firms Were Wiped Out.

It has become proverbial in Montreal that ere the new year is very old a disastrous fire visits the city. This year the fiend played havoc around the district that had newly been completed, and on which several large buildings had been erected. On January 3 the new Stephens Building, which was built on St. Antoine St., one of the promising districts of Montreal, was wiped out. The flames spread to St. James St. and worked havoc among several large firms. Apart from the financial loss, the firms involved have had great difficulty in finding offices and factory space, of which at present there is a dearth in Montreal.

The Montreal Cotton Company's offices were completely destroyed and they are now located in the Imperial Bank Building, St. James St.

The Boas, Felsen Co., manufacturers of ladies' garments, had their stock and samples entirely destroyed and were compelled to cancel all orders for spring. The firm secured temporary offices in the Temple Building, and factory space in the Shorey Building, Notre Dame St., and are now busily preparing samples for fall trade.

I. Mishkin & Co., manufacturers of ladies' waists, suffered from smoke and water. Fortunately their samples were undamaged, and within a few days they were in running order. Although they are hampered they will be able to fill orders in due time. This firm had been making extensive alterations in their plant, and with added facilities they will be able to make greater speed in filling orders.

The New York Silk Waist Mfg. Co., Limited, had their plant completely gutted and their stock was entirely lost. Very soon they established a temporary office on Notre Dame St. and secured a better factory at the corner of Montcalm and St. Catherine Sts. The firm has installed new machinery, with which they hope to catch up with their orders. New and better samples have been made, and they are now in a position to handle orders with even greater facility than ever before. Their new quarters are more spacious than the old ones, and with everything up-to-date they purpose turning out their stock in such a manner as to give satisfaction to all customers.

Allan S. Bain, wholesale dry goods, had his entire stock destroyed. New quarters have been secured at 8 St. Peter St., and new stock is arriving daily.

Standard Clothing Co. suffered severe loss, and have secured temporary quarters in the Shorey Building, Notre Dame St.

A branch factory of the Hudson Bay Knitting Co. was damaged to a considerable extent, but in no way has business been interfered with.

The Bargain Clothing Co. stock was damaged by smoke and water, but they were enabled to resume operations after a few days delay.

The Beaver Rubber Clothing Co. suffered some inconvenience through smoke and water, but continued business in the old premises after a slight delay.

DEBENHAM'S (CANADA), LTD., EXTENDING PREMISES.

Debenham's (Canada) Ltd., Montreal, quarters have been undergoing many changes recently. Besides the occupation of four flats at No. 18 St. Helen St., the firm has secured three flats of No. 20 on the same street. With the new floor space the firm have many advantages in building up a good house trade, which is one of its chief aims. Display of goods, it is realized, is essential to successful house selling and every department has been given attention. There is nothing cramped; sufficient space in the aisles has been given so that a number of people can be shown around with comfort. Not only does the additional room afford this, but it will facilitate the handling of customers' shipments.

The ground floor is given over to the ribbons, silks, dress goods and infants' wear. The private offices are situated on this floor. Immediately at the entrance are display cases in which are shown the novelties in ribbons, and on each side are tables and shelves containing the stock. In the rear are the silk and infants' wear departments. The firm has access to the best ribbon and silk markets of the world, through its connection with the London house of Debenham's, and consequently is enabled to secure the best for its customers.

On the second floor is the ladies' ready-to-wear department. The firm is specializing this department and has banked heavily on a rich line of blouses. Skirts are also one of its specialties. The range of waists is so large that to display them properly handsome fixtures will be installed and forms will be used to a great extent. The silk and lawn waists are made specially for this house by its own staff on its own models, and nothing is being left undone to make this department successful. Children's ready-to-wear, overalls, cashmere and serge coats are carried in a large variety. Fancy dress trimmings, laces, veilings, chiffons and fancy dress goods, in which the firm is building up an extensive business, are given splendid display on this floor. A full line of ladies' small furs is also carried.

The third floor is devoted to millinery. Long tables are used for the display of flowers, feathers, trimmings and ornaments. On racks, on the top of these tables, are open boxes containing the goods, placed in a sloping position so that they can easily be seen. There is plenty of space on this floor to accommodate a large number at an opening and the arrangement of the goods facilitates the showing of them.

The top floor is occupied by the general offices, country order department, marking- off room and millinery workrooms. The value of space in the warerooms is one of the firm's beliefs, and the offices were not thought an attraction on any of the display floors. For the convenience of customers a new elevator is being installed, and in no way will the offices on the top floor be found inconvenient.

EMPLOYES RECOGNIZED.

Swift, Copeland & Co., Montreal, has been changed into a limited company and it is now styled Swift, Copeland Co., Ltd. The members of the firm are W. A. M. Swift, J. P. Copeland, John J. Louson, A. T. Mathews and C. H. Ross. The three first-named were previously in the firm, while Mr. Mathews and Mr. Ross, travelers for the firm, have been given an interest as a reward for their good service. This move on the part of the original members of the firm is in keeping with modern progressive methods. As a limited firm they have made extensive preparations for 1907.

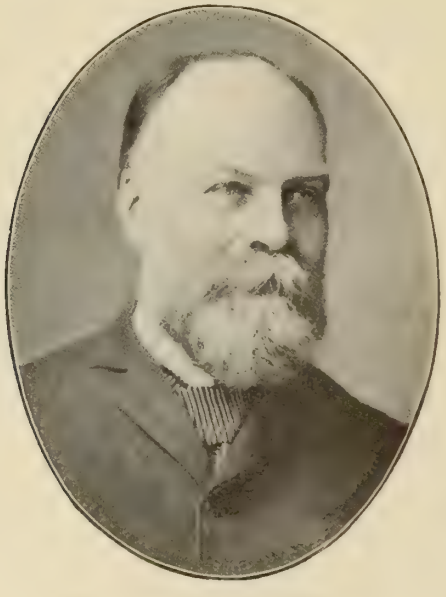
Geo. B. Fraser, of Greenshields, Ltd., Montreal, spent some time last month at the western branch of the firm at Winnipeg attending the annual meeting of the directors of that branch.

The Late Timothy Eaton

Timothy Eaton, founder of the T. Eaton Co., died at his home in Toronto on Thursday, January 31, in his 71st year. He contracted a cold about two weeks previous and pneumonia quickly developed, with fatal results. The obsequies took place on Saturday afternoon at three o'clock.

* * *

Mr. Eaton was of Scotch-Irish extraction. Two centuries ago his ancestors moved from Scotland to Ireland, and at Clogher, thirthy miles from Belfast, he was born, the youngest of nine. His father died shortly before his birth, and his mother faced the world with nine children. Like most of the families around them, the Eatons were making a scanty living on the land, and when calamity, in the form of a crop failure, overtook them, they were in the direst need. The worst of such calamities for many years was the famine of 1846, when the potato crop was ruined by rot. The famine caused a great emigration, and among those who eventually left Ireland was the elder brother of the Eaton family. At this time or a little earlier, Timothy was getting his earliest experience in the business world as an apprentice to a draper at Portglenone, a small merket town on the banks of the River Bann. When his apprenticeship of five years was over, he received his wages in a lump sum, amounting to about £100, and came to Canada. This was fifty years ago. He arrived here in 1857 and opened a store at Kirkton, Perth county, moving in a short time to St. Marys. In those days in Ontario there was little money in circulation. Produce was traded for goods and goods were in turn bought for produce. Railways did not exist and the merchant had to do his own freighting. With wagon and oxen he hauled his produce to the nearest port, and returned laden with merchandise, which was again exchanged for produce.



THE LATE TIMOTHY EATON.

* * *

Mr. Eaton started business in Toronto in 1869, on an unpretentious scale, but on a cash basis, both as to buying and selling. The manner in which, with the development of the department store idea, the business has expanded, is generally well known.

The late Mr. Eaton was in many respects a remarkable man. His outstanding business quality was, perhaps, a genius for organization, and the wonderful system that exists in the company's stores is an eloquent tribute to his abilities. His death removes one of the foremost figures in Canadian mercantile life.

* * *

J. C. Eaton, vice-president of the T. Eaton Company, will succeed his father. He is in his thirty-second year.

News from St. John.

With the beginning of the year a tone of confidence is generally noticeable among the local drygoodsmen. A review of the year 1906 affords some justification for this confidence, for that period was one of an eminently satisfactory character. The conditions prevailing at the close of the year were such as might be taken to warrant an optimistic feeling for 1907. And the year has begun well. Naturally the present season is not the busiest of the year, for the dry goods merchant, but the business now being done, here and elsewhere throughout the province, is, on the whole, excellent. Collections throughout the year just closed were generally satisfactory. The outlook at the time of writing is splendid, and, to judge from collections, conditions will continue good.

The travelers now on the road are reported to be booking good sized orders. These include not only orders for the Spring trade, but also some for the early Fall business. The millinery travelers are finding that the predictions re the increasing favor in which ribbons and flowers are to be held this year have been predictions evidently well founded. The most striking feature in this regard is the demand that seems certain to be for flowers. It is clear that flowers are to come back into favor for millinery uses. In St. John the millinery openings will probably take place at the outset of March. This will be a trifle earlier than in other years. For this fact the earliness of Easter may be said to be accountable. The likelihood is, moreover, that the openings will this year be more pretentious than formerly. This is but to be expected, for these openings have steadily grown in importance in St. John of late years.

New Brunswick merchants, in common with those elsewhere, don't look with any favor on the proposed change in the postal system, under which the scope of the parcels post system would be enlarged. The local men are actively opposing the proposed lew necessary to the change. Under the innovation, it is claimed, postmasters would be practically the agents of large departmental houses. The effect of this upon the business of the other merchants can readily be seen and its importance appreciated by the dealers in New Brunswick as in other parts of the Dominion.

The indications are that the firmness in price that has been noticeable for some time past is to continue here. Indeed it is probable that advanced quotations will be the order. But the question of price does not cause the dealer the same thought now that the other question—Can my orders be filled in a reasonable time?—is causing. Busy days are apparently still ahead of the manufacturers.

Brock and Paterson have been compelled to seek larger quarters for their Halifax branch.

Walter H. Golding, who has for several years been advertising manager for Manchester, Robertson, Allison, has given up his position with the firm. He is now ad. manager for the Sun Publishing Company, though he still handles the M., R., A. advertising.

THE EUROPEAN MARKETS.

J. H. Palmer, with Debenham's (Canada) Ltd., who has recently returned from a buying trip to European centres, in speaking of the general conditions, said :— "Buyers going to Europe at present with big orders in their pockets, which they expect will be easily accepted, are greatly mistaken. A few years ago a man with a good order would be received with open arms, but now it is with the utmost difficulty that one can secure a hearing. Prices are very steep and buyers often hesitate to place an order when informed that there has been an advance of say 7½ per cent., but on going to the same house the next day with the hope of getting better prices, he is informed that there has been another advance of 5 per cent. This is not an exaggeration of the conditions in all parts of Europe. A glance at the invoices will prove that prices at present are higher than they have ever been. The demand is simply astounding. The orders going to Canada and Australia and the repeat orders arriving by every mail cannot be filled with the same ease as a few years ago. Mills and factories throughout the United Kingdom are kept running night and day, and prosperity is reflected everywhere."

A PIONEER OF D. G. TRADE.

Captain McMaster, for Some Time Engaged in Wholesale Business at Toronto, is Dead.

Captain William Fenton McMaster, secretary of the Bureau of Industries in the Ontario Agricultural Department, died at Toronto on January 7. He was born in Omagh, Tyrone, Ireland, in 1822, his father, who was a brother of the late Senator William McMaster, being a merchant there. The latter, who was the founder of McMaster University, came to Canada and started a dry goods business in Toronto. Deceased later was with his father in the general store business at Beamsville, and at his father's death spent some time in the dry goods business at both Niagara Falls and Buffalo. Afterwards he had a store of his own at Grimsby, and then at Keene, east of Peterborough. Going back to Toronto he went into the wholesale business with his uncle, as did also his brothers, Arthur (since dead) and James Short McMaster, now treasurer of McMaster University. The firm was later known as McMaster, Darling & Co. The latter became the Old Country agent, and Captain McMaster managed it in this country. His business career ended about twenty-five years ago. In April, 1886, he was appointed to the position in the provincial service.

Organized Naval Brigade.

Captain McMaster, though he never forgot the land of his birth, was in all things a true Canadian. During his residence at Grimsby he was a member of Conklin's troop of the Grimsby and Clinton Cavalry. At the time of the Trent affair, in 1861, he organized and equipped, largely at his own expense the Toronto Naval Brigade, and was made captain of that body. It was a fine corps, composed chiefly of well-known young men, very much in earnest. They were excellently drilled. In 1866, during the Fenian troubles, he fitted up an old twin-screw tugboat, the Rescue, as a gunboat, at his own expense, equipped it for service, placed his naval company on board, and was despatched by the General in command of the British forces to patrol Lake Erie, whereon, it was feared, Fenian vessels might appear, until his gunboat was relieved by several regular vessels of war. For this service, though he several times appealed to the then Government, he was never recompensed. He was given the rank of Major, a title which he never used, preferring always to call himself Captain. He was elected an honorary officer of the Queen's Own Rifles shortly after the Fenian raid.

Active Director of Exhibition.

Captain McMaster was one of the pioneers of the Toronto Industrial Exhibition Association, a charter member, was once its president, afterwards the first vice-president, and for many years a most active director of that body. He retired a few years ago, and had since been an honorary director. In many other organizations and associations of a financial, business and social nature he was very prominent before entering upon his duties in the employ of the Government.

SWIFT, COPLAND & CO.

A Dominion charter has been granted Swift, Copland & Co., Limited, Montreal, with a capital of $200,000, divided into $100 shares. The incorporators were W. A. M. Swift, merchant, of Westmount ; John P. Copland, merchant, of Montreal ; John J. Louson, merchant, of Westmount ; Arthur T. Mathews, salesman, of Montreal ; and C. H. Ross, salesman, of Westmount. The object of the company is "to carry on the business of importers, exporters, manufacturers' agents and dealers in furs, skins, hats, caps and all kinds of garments and wearing apparel, and as general furriers, clothiers, and outfitters, and as dressers and dyers of furs."

WHERE TRAVELERS ARE TAXED.

The London, England, Board of Trade has issued a very useful bluebook, which tells the British commercial traveler what fate is in store for him when he goes into British possessions abroad, or into foreign countries in search of orders.

The following is a list of British colonies where there are regulations or taxes upon travelers, with the annual amount payable :

New Zealand (£5); Cape Colony (£25); Natal (£10); Transvaal (£10); Orangia (£20); Pr. Ed. Island ($20) ; Quebec ($50 and upwards); Br. Columbia ($1.00); Br. Honduras ($10); Bechuanaland (£10).

In New Zealand the fee is held as a guarantee that the income tax due on the business done in the colony will be repaid. In Prince Edward Island and British Columbia the licenses are much higher for travelers selling intoxicating liquors or cigars.

In all other parts of the British Empire commercial travelers can carry on their work without let or hindrance.

Appended is a list of foreign countries which impose taxes on travelers, together with the annual amount charged :

Argentine Republic (varies in different provinces) ; Bolivia ($300); Rrazil (varies according to province); Bulgaria (£6); Congo Free State (£6); Denmark (£9); Germany (1s); Mexico (varies according to province; Norway (£5 11s. per month) ; Paraguay (£10 to £15) ; Russia (£26 7s. 6d.) ; Sweden (£5 11s. per month) ; Uruguay (£21).

The commercial traveler in Russia has no fewer than four separate payments to make every year.

Mr. Gibson, of Foy & Gibson, dry goods merchants, Melbourne, Australia, called on many of his business friends in Montreal on his return trip from England.

Fancy Goods and Notions

(Continued from page 116.)

gloves, handkerchiefs, fancy work, and also is being largely used for the high-class confectionery trade. These boxes are made in a large variety of shapes, designs and sizes, and are proving an active line. Baskets made in straw and bamboo are also having a great sale at present, and the business in them is bound to increase as their many excellent qualities become better known. In the fine straw goods there is also made the suit cases and baskets which took so well with the tourists last year. These goods have the strength of the leather goods and still are much lighter. Large orders have been placed for Spring in these lines and a good season is ahead.

HOUSEHOLD DECORATIONS.

Silk drapes for piano or mantle are again coming into favor, and should prove a good line at this time. There is a great variety of these in plain and fancy silks. Some have very effective tinsel decorations, figure and floral designs, handsomely embroidered borders and rich fringes. Fancy screens made of cotton, paper or silk, in a great number of sizes, from the little fire screen to the high boudoir screen are evidently in for a long stay. These lines are selling well in the larger centres, and the smaller centres are being attracted by their merits as a household decorative and useful article.

With the growing fashion of holding five o'clock teas there is much which can be added to the department to attract the better class of customers. Hand-carved tables made of Japanese wood are considered good property for this purpose. These are made in many shapes and sizes and are quick sellers in large centres. Wooden trays to match the tables are also selling well, and these combination pieces are still considered as the coming thing for these afternoon functions.

In chinaware there have been many new and novel effects introduced in the five o'clock tea sets. Japanese figures are used largely, and many effective combinations of figures and floral designs are being shown in the novelties of the year. Many new designs in jardinieres, vases, pots and pedestals should be good lines for the department, as they are more than ever recognized as desirable ornaments in homes. Jap figures and floral decorations are used largely in these articles. The colorings are above the average, and the handles are in the form of dragons.

Veiling Prospects for Spring

Excellent Business Developing—A Good Outlook for the Spring Season.

Though there are few real novelties showing, the Spring outlook for veilings is excellent. The general run will be on Tuxedo and hair-line mesh goods with small figures. Chenille dotted goods will be sellers, though velvet dots and rings, either in combination with chenille or alone, will also be a feature. Black is to be the best seller, but brown, grey, garnet and green are also leading colors for the early trade.

Though they have had a good run in Paris and New York, lace veils are a novelty on this market. They come in both medium and in high priced goods, and if the store's trade warrants it both should be shown at the Spring openings.

Chantilly is the leading lace for veils, but many other handsome effects are featured. As in other veils, the colors for the early trade are black, brown, grey, garnet, green and navy, with champagne or twine color and pale blue for later in the season.

Though the chiffon veil will not be used for general wear, as was the case a few seasons ago, it will be a big seller for automobiling and outing wear. For this purpose the lighter shades promise to be strongest, and light blue, champagne and grey are to be the big sellers. As for the dark shades, they will follow the general veiling demand.

It is claimed that this department is, in the main, rather slow in pushing novelties, particularly when they run rather higher than the usual popular prices. In the present state of trade it is to the interest of the department to push these goods, as not only are better profits made upon them, but it keeps trade at home. The veiling stock, it should be borne in mind, is a luxury in dress which appeals almost exclusively to the well dressed woman—the woman with money to spend—and as this class of customer is not only increasing the amount of her purchases, but she is also buying higher priced goods, if your department is to keep her trade you will have to stock goods now that you could not with safety touch a few years ago.

Mainly About Ourselves

"We have subscribed to pretty nearly everything in the line of trade papers dealing with the dry goods business and we get more real solid information out of The Dry Goods Review than any of the others."—Bigelow Bros., Trenton.

* * *

"We now take occasion to congratulate you on the January number of The Dry Goods Review. It is the best compiled that has ever been issued by you."—R. Flaws & Son, Toronto.

* * *

"Enclosed find $2, subscription to The Review. While all numbers are good, I think the last one was particularly so. I am pleased to see the stand you are taking on the proposed parcel post legislation."—J. L. Peters, Digby, N.S.

* * *

In asking The Review to correct a report that their mills had been damaged by a flood, Stanfield's, Limited, Truro, N.S., say: "One thing certain, your paper must have quite a circulation, as customers from all over Canada have written us, expressing regrets that our plant was damaged, and some even offered to help us by selling the damaged goods."

TRAVELERS' BENEFIT SOCIETY.

The annual meeting of the Commercial Travelers' Mutual Benefit Society was held in Toronto on January 28. It was reported that during the society's 26 years' existence there had been paid in beneficiaries no less than $440,000. The election of officers for 1907 resulted as follows; President, S. R. Wickett; vice-president, Joseph Oliver; treasurer, H. Goodman; secretary, E. M. Rowley; superintendent of agencies, Richard Ivens; trustees, John Gibson, Charles Parsons, R. G. Hector, S. M. Sterling, A. J. Tipping, Robert Maxwell, C. E. Kyle, R. Forbes and John A. Ross; auditors, C. N. Sutherland and F. W. Thompson.

WESTERN NOTES.

Archibald Wright, of Winnipeg, is in Europe.

The city tavelers of Winnipeg held their fourth annual ball on Jan. 29.

The Mackenzie Millinery Co., of Regina, have sold their business to two Toronto ladies.

During the year ended December 10, 1906, there were 232,250 pounds of wool shipped from Medicine Hat district alone.

A. Gagnon, of the dry goods department of Gariepy & Lessard, Edmonton, was run down by a team of horses and somewhat severely injured.

The warerooms of the Copeland, Chatterson Company at Winnipeg were damaged by fire on January 28, and the firm's loss is estimated at $2,000.

D. G. McKay and Robt. G. McEwen, buyers for Greenshields Western, Winnipeg, are visiting English and other European markets in the interests of their firm.

The dry goods, grocery and boot and shoe sections of the W. B. Marshall Company's store, Medicine Hat, have been purchased by W. C. Harris, formerly proprietor of the Medicine Hat Times, and Joseph Leonard, who was manager of these departments. Extensive alterations will be made in the store. The style of the new firm will be Leonard & Harris.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

The W. R. Brock Co., Toronto.

The W, R. Brock Co. are again to the fore in the raincoat section, with their special lines, two each in ladies' and gent's, to retail at $5.50 or $6, easily the best to be had at the price. They also have a full stock of other lines.

See their lines in ladies' and children's underwear, They carry the most complete range in styles and qualities to be had. Prices are popular ones.

As usual, they are right up to the mark in the hosiery section, and are prepared to handle an exceptional Spring trade. "Kantuch," a plain black cotton hose to retail at 25c., is, as the name implies, unapproachable for value, as is also "Cache," plain black cotton, with natural wool foot, to retail at 25 cents. See these two lines. 446, to retail at 15 cents, all sizes, is also a leader, in plain black cotton.

The smallware stock, containing as it does all kinds of supplies required by dry goods merchants and dressmakers, was never more complete than it is to-day : Some special lines of pearl buttons, done up in cabinet form, assorted sizes and popular prices, are receiving the attention of keen buyers, and their sale is very active. "Austria," a two-hole button, 100 dozen in cabinet, can be retailed at 3c. per dozen ; "Berlin," a four-hole, can be retailed at 5c. per dozen ; "Murray," a four-hole, can be retailed at 7c. per dozen; "White," a four-hole, can be retailed at 10c. per dozen ; also Japanese ball pearls in self shank, and two-hole, put up in cabinet form, All handsome counter cabinets, extra weight and finish. Send for sample cabinet.

New York novelties in celluloid and horn hair pins, side and back combs are being continually received per express, which keeps this stock up to the minute. New collars and belts from New York, the latest creations, can be retailed at popular prices, 25c., 50c., and 75c. Ladies' leather belts and boys' Buster Brown belts to retail at 25c. to 75c., in every color demanded. See No. 200 ladies' belt, in black or grey, with steel studding, to retail at 50c.

Small cartons of valenciennes and torchon, in assorted widths, patterns and insertions, to retail at from 5c. to 8c. yard. All these laces and embroideries are at old prices. The latter could not be repeated except at advances of 10 to 25 per cent. All are new stock and most attractive, all kinds and all prices.

The umbrella buyer excelled himself this Spring, both in value and durability of cloth, and also in the handle styles. See Brock's self-openers. "Shoofly" retails at $1, "Skiddoo" at $1,25, "Gohome" at $1.50 in men's. "Shoot," to retail at $1 in ladies'. S83 ladies' and S115 in men's, to retail at $1, are dandies in the regular bulb openers.

When in Manchester their expert secured 700 pieces of white muslins at a price, and their customers are, in consequence, getting the benefit of 20 per cent. to 25 per cent. in many lines. They are selling fast. Send for samples. Thirty-two inch pongenette in white, sky, rose and black is one of the new creations in sheer muslins, to retail at 25c. Mercerized mattings and vestings are also shown in a large variety. Swiss spot muslins are scarce. Brock's have a large stock to retail at 15, 20, 25 and up to 75 cents per yard. Indian linens—see X62, to retail ar 10 cents, X63 at 15 cents, and X65 at 25 cents. Brock's have lines up to 50 cents. In Persian lawns there is a large stock. See G20, to retail at 15 cents, G11, to retail at 25 cents, and G13, to retail at 50 cents. Blacks also in India linens and Persian lawns.

They have long kid gloves in stock; suede, in black, white and grey ; glace, in white, (black glaces to arrive in about a month).

Full stock of Buster Brown, hercules and rock-rib cotton hose, together with their well-known Invader, seamless and stainless black, that can be retailed from 10 to 12½ cents.

John Macdonald & Co.

John Macdonald & Co., Limited, state that "Andora" is the name of a fully guaranteed kid glove they are showing to retail at $1, in black, tan and white. Since their last purchase this line has so far advanced in price that if the same margin of profit is to be secured, it would have to be retailed at $1.25. Their dress goods department is now well stocked with the latest and most stylish cloths for Spring season business, including toiles, taffetas, Panamas and a splendid range of both imported and domestic tweed effects. For the Easter trade they are showing a beautiful assortment of ribbons and veilings. Their stock of lingerie is complete with A1 value in corset covers, drawers, gowns and underskirts. They are showing a fine dimity dressing sacque, nicely trimmed with mercerized stitching, rich flowers or light ground, neat patterns on light ground, $7.50 per dozen.

John Macdonald & Co., Limited, have been most successful in securing some of the very latest novelties in haberdashery and men's furnishings, such as : Ladies' fancy hat pins, a beautiful range to select from, all the newest designs and colorings, can be retailed at from 5 cents to 50 cents each ; three specials in ladies' embroidered belts (washable), retails at 15c., 25c. and 35c. each ; a grand display of ladies' fancy combs, all the newest shapes, some nicely set with brilliants, others with metal trimmings, from 80c. to $4.50 per dozen ; a nice assortment of ladies' beauty pins, done up in cabinets, one dozen pins on a card, assorted colors, retails at 5c. a card ; special line of men's imported natural wool underwear, Spring weight, guaranteed unshrinkable, sizes 34 to 46, retails at 75c. a garment ; a complete range of men's fancy cotton and cashmere half-hose in spots, stripes and checks, all new patterns, $2.25, $3, $3.25, $3.75, $4.50 per dozen ; special line of men's unlined kid gloves, imported, sizes 7½ to 10, to retail at $1 per pair.

John Macdonald & Co., Limited, are showing a beautiful range of dress muslins in spots, stripes and figures on light, medium and dark grounds, to retail at 7c., 8c., 10c. and 12½c., and several lines of colored, figured dotted Swiss muslins to retail at 12½c., 15c. and 20c. per yard. They are showing a plain colored dimity in all the wanted shades, including black and white, and also a figured dimity, both of which can be retailed at 12½c. to 15c. per yard. Their

stock of Scotch zephyrs is now complete in stripes, checks and fancy tartan patterns, to be retailed at 12½c., 15c., 20c. and 25c. per yard. There still seems to be a great demand for the cotton delaines, of which they are showing a large range on cream, black and navy ground, in various size spots and patterns, which can be retailed at 8c., 10c., 12½c. and 15c. per yard. Their stock of white cottons is now complete including their "Globe cotton." They have a line of extra heavy wrapperette in all colors, with beautiful designs, which is being jobbed at a price to retail at 12½c. per yard.

This is the season for the carpet and house furnishing department. They are showing a larger range of goods than ever before in carpets, linoleums and squares, new designs and colorings. In the square trade they have stocked almost all sizes in jute tapestry, Brussels, velvet and Axminster. The famous Crossley velvet squares, which are noted for their brilliancy and good wearing qualities, the department has made the leader for the Spring season and is stocking a magnificent range. This line has proven a very ready seller and the new designs are richer than ever. In lace curtains, bed spreads and tapestry curtains a complete new range is now in stock. The quilt values are the best in the trade. Linoleums and oil-cloths. all widths, endless variety of patterns, in fancy and wood designs, are shown. Wood stripes are the newest goods for surrounds of rugs. They carry these patterns from cheapest oil-cloth to inlaid quality linoleum. Write for samples. Goods always in stock.

Alfred Weyerstall.

Alfred Weyerstall, with head office 77 York street, Toronto, has just received his new import samples of dress, neckwear, and fur trimmings, among which are the latest fashions brought out especially for the American market. He also shows a splendid range of laces, dress goods, linings, and taffetas ; his metal, crochet, velvet, and fancy buttons are particularly good. Mr. Weyerstall carries on an up-to-date manufacturers' and importing business, representing some of the best European, American, as well as domestic houses. His large stock and variety of tailoring and trimming buttons (made in Canada) is at all times complete, and he often has some of the best job lots in different lines available.

A Clever Novelty in Coat Linings.

Now that the lined coat promises to be a big factor in the Fall of 1907, the subject of suitable linings is one that will have to be carefully gone into. A clever novelty that has been brought under the notice of The Review is a twill damas lining put upon the market by a London firm, H. W. Wilson & Co., of Kingly and Regent Sts. This handsome lining is a combination of cotton and silk, the silk being thrown upon the surface and completely covering the cotton backing, that gives the necessary weight and body to the fabric. This lining is brought out in a big variety of handsome damas patterns, an effect, by the way, that has never before been obtainable in this class of lining, as it has hitherto been impossible to form a pattern with a twill ground. This is a lining that should be seen by all cloak manufacturers and furriers, as it is well calculated to take the place of the more expensive brocades. A white twill ground with a narrow black stripe has been a great seller with this firm, which is also showing a range of 25 colors in prepared suedes for trimming purposes.

E. Jobin & Co.

"A specialty millinery firm" well describes E. Jobin & Co., 152 Notre Dame street west, Montreal. As a result of years of earnest work and specialization, they have an enviable reputation for many lines of millinery trimmings. Ostrich feathers in particular is a line that makes this firm known to Quebec trade. The house has no traveling representatives. Merchants visiting the city and desirous of buying these lines right should make a point of calling at the above address.



Form For Draping—Manufactured by Delfosse & Co.

Paton's Alloa Yarns.

With the present upward tendency of the yarn market there is much "doctoring" of yarns done in order to keep down the price as much as possible. There is one line of yarns which still holds to its purity, and that is Paton's Alloa yarns. They are the best of Scotch yarns and stand the test of durability and purity and add much value to the goods made from them. Their quality is being sustained, even in this time of cheapening of all lines of wool. The spinning mills of the firm manufacturing these yarns are always filled up with orders, but as they have recently extended their plant, and are yet adding to it, they are in a position to meet the demand for Alloa yarns. Philip DeGruchy, Montreal, is the Canadian representative for Paton's Alloa yarns.

The Canadian Underwear Co.

This firm under new management is now located at 505 St. Paul street, Montreal, where they removed after the disastrous St. Helen street fire, which destroyed almost their entire stock. The firm has enlarged quarters, and an entire new stock of "J" brand collars, cuffs and shirts has already arrived. They will maintain the agency for the Empire linen-mesh underwear.

S. A. Jacobs, thoroughly known in Canadian trade circles, and who some two years ago was proprietor of the New York Silk Waist Company, selling out the plant in order to go south for his health, is the new manager of the Canadian Underwear Co. Mr. Jacobs brings to bear upon his new work renewed health, a splendid connection and business ability of a high order.

In speaking with The Review he states that the settlement of the Austrian labor troubles means they will have no further difficulty in regard to deliveries of "J" brand goods. The firm will shortly commence an energetic and forcible advertising campaign designed to make the "J" brand goods even better known to consumers. Their idea is to co-operate with retail merchants.

Greenshields, Ltd., Montreal.

In the wash dress goods department of this house shipments are being received daily, and from now on there will be improved deliveries from the mills. Customers' orders will be given every attention, and the firm is doing its utmost to meet the demand for early Spring delivery. An exclusive range of organdie muslins in all the salable lines and colorings is of special interest to the retailer. Samples are now in the hands of the travelers and are well worth careful inspection. Qualities are better than in previous years and prices about the same. Sheer white waistings, Victoria and Persian lawns are selling at a great rate. Their qualities merit every success, and the select lines of waistings are shown in so wide a range that all requirements can be met.

"A" department has many pleasing lines to offer to the trade at this season of the year, and while there is a splendid chance to cover all requirements early ordering is advisable. A complete line of staple goods is now on hand, and some exceptionally good values are to be had in flannelettes and ginghams. Some job cases of printed goods are on hand to attract buyers. There has been a great scarcity of goods, but this firm has been singularly fortunate in having secured very good deliveries.

An extensive range of furs is now being shown by the travelers. The line embraces the latest designs in muffs, stoles and collars made of marmot, hare and other popular furs. The "Shield" brand waists in white lawn, in the latest styles, with various lengths of sleeves, and at all prices, will radily make selling easy for the retailer who handles them

Condensed Advertisements

AGENTS WANTED.

GOOD Agent Wanted by St. Gall manufacturer of embroidery, edgings and insertions, allovers and flouncings, blouses and robes. Please address offers to O. F. 2316 Orell Fussili, Annoncen, Zurich, Switzerland. [12]

A BARMEN (Germany) ribbon factory, special in linen, underwear, laces, embroidered and woven linen marks and shirt labels wants a live agent for Canada. He must visit linen underwear factories and the wholesale firms. Apply with offers to No. 5 Orell Fussli, Annoncen, Zurich, Switzerland.

AGENT WANTED by London, England, house, to sell novelties in trimmings and fancy linings. A first-class line for the Dress Department. Write Kingley, care of DRY GOODS REVIEW, 88 Fleet Street, London, England.

WANTED

BUYER of Montreal dry goods store, residing in Paris, speaking French, English, German and Spanish, is open to represent a good Canadian firm. Apply Box P, DRY GOODS REVIEW, Montreal.

WANTED—First-class traveller to represent us in Ontario; one having knowledge of clothing trade preferred. Commission and expenses. Address, Weir Wardrobe Co. of Canada, Limited Mount Forest, Ont.

BRIGHT intelligent boy wanted in every town and village in Canada, good pay besides the gift of a watch for good work. Apply The MacLean Pub. Co., 10 Front St. East, Toronto.

LADIES' GARMENTS.

MERCHANTS desiring to have surplus stock of materials made up into Ladies' elegantly tailored suits, Coats, Shirt Waists, Raincoats, etc. at very moderate prices, should write us for catalogue of designs and price list. Special order garments promptly attended to Self measuring charts on application. The Canadian Skirt Co., 27 Wyndham St. Guelph, Ont.

MENS' CLOTHING.

MERCHANTS everywhere should have our samples and catalogues for Men's special order high class tailored Clothing. Your own materials made if desired. Prices, etc., on application. Royal Tailoring, 25 Wyndham St. Guelph, Ont.

BUYERS of Montreal Dry Goods Store, residing in Paris, speaking French, English, German and Spanish, is open to represent a good Canadian Firm. Apply Box P. DRY GOODS REVIEW, Montreal.

DRESS Goods Salesman Wanted—Large Western Ontario Town. One able to dress windows preferred. Good position for right man. Applications confidential. Apply to Box A, care of DRY GOODS REVIEW, 10 Front St. E., Toronto.

WHOLESALE HOUSES

BROCK & PATERSON
ST. JOHN, N.B. HALIFAX, N.S.
LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

GILMOUR, NEPHEW & CO.
Wholesale Dry Goods and Smallwares.
Are clearing
TABLE COVERS, CHENILLE and TAPESTRY CURTAINS
and all winter goods at bargain prices.
366 St. Paul St., MONTREAL.
TELEPHONE MAIN 2202.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate an Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

PERCY P. DAVENPORT,
Chartered Accountant and Assignee,
622 McIntyre Block - WINNIPEG, MAN.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cottons, Dress Goods, Shoulder Pads, etc
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favora' le terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
IMPORTER of all kinds of Buttons, Laces, Neckwear, Belts, Dress Trimmings, etc. Complete stock of Buttons and Tailors' Trimmings always on hand.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

DAVIDSON & GATEHOUSE
COMMISSION MERCHANTS
Open to accept agencies for first-class Canadian and foreign manufacturers.
Correspondence invited
30 St. John St. - - - Montreal

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH
207 St. James Street, - Montreal
SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson, John R. Green, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

A special line of Jap silk waists is of particularly good value, and should be inspected by those seeking good stock at reasonable prices. A full range of boys' Summer blouses at prices that cannot be beaten, and on which the firm has specialized this season, is a certain line for the progressive retailer. Boys' suits for Summer wear are carried in a pleasing variety of styles and patterns. A full line of ladies' mantles will soon be ready and these customers will find a most attractive line. The buyer of this department has selected from the best markets abroad a complete range of children's bearskin coats, which will be sold at attractive prices.

"E." department has some very good attractions to offer at this season of the year, and is in a position to give satisfactory deliveries on many of the lines which have been hard to secure during the past few months. It has in stock a big range of plain white and open-work hosiery to choose from at prices to suit all requirements. The Duchess lace ankle cashmere hosiery at $6.26 and the Victoria embroidered special at the same price are genuine bargains. Domestic and imported cotton, lisle, plain, fancy, wool and cashmere hose are carried in a large stock in all colors and prices to choose from. A big season for laces is ahead, and this firm is prepared to supply the demand at prices which are comparatively cheap, having bought their stock previous to the rise in the market prices. The popular Vals. are selling rapidly, and the department has some genuine bargains to offer in some box lots. Orientals in white and butter colors, and with all-overs to match, are being carried in a large selection. The demand at present is for the better qualities of laces, and the firm has banked heavily on white Vals., and there will be no difficulty in supplying the wants of customers. The guipure laces, which have again taken well with the trade, are also carried in most pleasing designs, which are ready sellers.

The carpet and house furnishings department has a better stock than ever before. It presents to the visitor a scene of activity, and the large Spring shipments give evidence of the satisfactory qualities of the goods offered. Merchants who have not yet placed their Spring orders would do well to do so at once, as further deliveries from the mills and factories are uncertain. The firm is in a position at present to deliver orders promptly and its stock is replete with the best that the market affords. Prices are right. Everything required in carpets, curtains, oil-cloths, linoleums, squares, mattings, mats, cretonnes and art muslins will be found in this department.

A Progressive Millinery Firm.

A comparatively new millinery firm is that of George D. Harper & Co., Montreal. Since its beginning, not much more than a year ago, it has made rapid strides which reflect great credit upon its progressive methods of business. The head of the firm, George D. Harper, has found his past experience as foreign buyer for a leading millinery house of great benefit to the firm during this year when goods were hard to secure, owing to the heavy demand and scarcity of millinery lines. Judicious buying has been the result of thorough training and the stock bought for the coming Spring has been carefully selected and is bound to meet with the approval of thr large following the firm has secured through progressive dealing.

R. C. Wilkins.

This progressive firm have had an exceptional volume of Spring orders. Already more than twice the orders over last year's figures have been booked. The full lines of Summer pants, for outing purposes, tweed pants, shirts and fancy vests are meeting with the approval of the trade. The lines are fully up to the high standard of the firm and are easy sellers for the retailer to handle.

The W. R. Brock Co., Ltd., Montreal.

Millinery season opens very shortly now and Brock's Montreal house is showing a very nice range of ribbons suitable for the purpose of hat trimmings, etc. With three large warehouses to supply, they are able to obtain concessions from manufacturers which enable them to defy competition and merchants dealing with them can be sure of getting good value. 300-60 taffeta ribbon, to retail at 25 cents, should make a hit with the millinery trade, as should also the "Wonder," to retail at 25 cents, and 871 to sell at 20 cents. A great many milliners buy their requisites from the retail merchants and store-keepers would do well to put in a stock of these goods. In children's headgear, they also have quite a range in the way of tams, and hoods in silk, lawn, muslin, etc., and as these goods always sell well they are quite a useful article of stock to the milliner.

In chiffons, too, the stock leaves nothing to be desired, lines to retail at 25, 35 and 50 cents being shown, while three lines of Japanese silks to retail at 25, 50 and 75 cents are features in the department. There are several lines of sarsenets retailing at 10, 18 and 35 cents, and also a line of China hat linings to retail at 8½ cents, very good value.

Plaid silks are still in high favor and Brock's are, as usual, to the front with a very complete range to retail at 50 cents. 42nd is still the favorite. A white and black overcheck line to sell at 50 cents is also finding a ready sale, while messalines to retail at 85 cents and $1.10 are going very well indeed for the Spring trade.

Some time ago the Brock Co. predicted stiff advances in staple cotton goods, and their prophecy, unfortunately, has come true. Cottons and linens have advanced very much during the past few months, linen yarns in particular having advanced over 100 per cent. For a few weeks yet the Brock Company will sell their stock at old prices, but their advice still is to place your orders now. Their range has not yet been broken and they have some pretty nice things in table linens, particularly in table cloth and napkin sets.

Messrs. Vyse, Sons & Co.

The demand for the smart blouse seems greater than ever. Messrs. Vyse, Sons & Co., Ltd., of Wood St., London, England, are showing an immense variety of these goods for the season. Especially attractive is the range of tailor-made blouses, which will be largely worn. Patterns and prices represent great variety.

Crepe de chines and Jap silks, in all shades, are very noticeable, and a novelty for the season is a fine quality alpaca blouse in all colors, with embroidered taffeta silk panel, which has a particularly smart effect.

In the corset department close by, we were shown many new shapes, some especially designed to give a long-waisted effect, cut rather low in the bust and with plenty of depth over the hips. The demand for shorter corsets is steadily maintained, in fact, seems to be increasing.

CONTENTS

	PAGE
A	
After the Shutters are up	
Art of Display	43
B	
Business Management	103
Business Notes	130
Brief Talks on Advertising	22
D	
Dress Goods	61
Dress Accessories	69
E	
Editorial	64
F	
Furs	117
Fancy Goods and Notions	115
G	
Good Advertising	24
H	
Housefurnishings	109
Hints to Buyers	141
I	
Items from All Canada	132
K	
Knitted Goods	29
L	
Late Timothy Eaton	
London Letter	86
M	
Men and Methods	19
Millinery	87
Men's Furnisher	121
Mainly About Ourselves	140
N	
New York Letter	98
P	
Paris Fashions	100
Pedlars and Transcients	135
Parcel Post Situation	53
R	
Ready-to-wear	79
S	
Show Card Writing	50
Staples	105
T	
Trade Inquiries	112
W	
Wall Paper	110

CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants, Auditors.
Davenport, P. P., Winnipeg.
Jenkins & Hardy, Toronto.

Artificial Flowers, Foliage, Etc.
Netschert, Carl, Chicago, Ill.

Awnings, Tents, Etc.
Bartlett, Wm., & Son, Toronto.

Blankets, Quilts, Traveling Rugs, etc.
Dr. Jaeger's Sanitary Woollen System Co., Limited, Montreal.
Toronto Feather & Down Co., Toronto.

Button Machines and Buttons.
Defiance Button Machine Co., New York.

Calendars—Cards.
Tuck, Raphael, & Sons Co., Montreal.

Carpets, Curtains, Rugs, Window Shades, etc.
Brock, W. R. Co., Toronto and Montreal.
Daly & Morin, Montreal.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec
Hees, Geo. H., Son & Co., Montreal and Toronto.
Imperial Carpet Co., Toronto.
Ishikawa, K., & Co., Toronto.
Knox, John & Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
McRae & Walker, Winnipeg.
McDowell, A. H., & Co., Montreal.
Moore Carpet Co , Sherbrooke, Que.

Cloaks, Costumes, Skirts, Shirt Waists, Raincoats, etc
American Silk Waist Co., Montreal.
Boas-Felson Co., Montreal.
Brock, W. R., Co., Toronto and Montreal.
China & Japan Silk Co., Montreal.
Empire Mfg. Co , Montreal.
Fairbairn, Rhys. D., Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Mishkin, I., & Co., Montreal.
New York Silk Waist Mfg, Co., Montreal.
Rylands & Sons, Manchester, Eng.
Waldman, J. H., & Co., Montreal.

Corsets.
Konig & Stuffman, Montreal.
Parisian Corset Mfg. Co., Quebec.

Cottons, Prints, Muslins, Shirtings, etc.
Dominion Textile Co., Montreal.
Haworth, Richard, & Sons, "Spero," Manchester, Eng.
Horrockses, Crewdson & Co., Manchester and London, Eng.
"Kingcot" Cottons.
Knox, John, & Co., Hamilton.
Montreal Cotton Co., Montreal.
Rylands & Sons, Manchester, Eng.
Victor Mfg. Co., Quebec.

Cotton Batting.
Dominion Wadding Co., Montreal.

Dress Goods, Silks, etc.
Bradford Dyers Association, Bradford, Eng.
Brock, W. R., Co., Toronto and Montreal.
Brophy-Cains, Limited, Montreal.
China & Japan Silk Co., Ltd., Montreal.
Debenhams (Canada) Limited, Montreal and Toronto.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Harris & Co., Rockwood, Ont.
Hirshson, L., & Co., Montreal.
Ishikawa, K., & Co., Toronto.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
McDowell, A. H., & Co., Montreal.
Montreal Cotton Co., Montreal.
Priestleys'—Greenshields Limited, Montreal.
Priestlys'—Greenshields Western Limited, Winnipeg.
Rylands & Sons, Manchester, Eng.

Dress Shields, etc.
Kleinert, I. B., Rubber Co., Toronto.

Dryers, Cleaners, etc.
Bradford Dyers Ass'n., London, Eng.
British American Dyeing Co., Montreal, Toronto, Ottawa and Quebec.
Hermsdorf, Louis, New York.
Parker, R., & Co., Toronto.

Embroidery Hoops.
Gibbs Mfg. Co., Canton, Ohio.

Fancy Leather Goods.
Walsh, W. E., Montreal.

Flannels, Flannelettes, etc.
Brock, W. R., Co., Toronto.
Brophy-Cains, Limited, Montreal.
Debenhams (Canada) Limited, Toronto.
Dominion Textile Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Haworth, Richard, & Sons, "Spero," Manchester, Eng.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Knox, John, & Co., Hamilton.
Vineberg, Albert, Fur Co., Montreal.

Frillings.
Fairbairn, Rhys D., Toronto.
Plantagenet Frillings (C. H. Hill & Co.), Nottingham, Eng.

Furs.
Alexandor, A. J., Montreal.
Hirshson, L., & Co., Montreal
Orr, Wm. E., & Co., Toronto.
Paquet, J. Arthur, Quebec.
Vineberg Albert, Fur Co., Montreal.

General Dry Goods.
Brock, W. R., Co., Montreal and Toronto.
Brophy-Cains, Limited, Montreal.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hirshson, L., & Co., Montreal.
Knox, John, Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
Rylands & Sons, Manchester, Eng.

Gloves, Mittens, etc.
Fownes Bros. & Co., Montreal.
Paquet, J. Arthur, Quebec.
Pewny's Kid Gloves—Greenshields Limited, Montreal.
Storey, W. H. & Sons, Acton.
Wreyford & Co., Toronto.

Hammocks.
Dominion Hammock Co., Dunnville.

Hats, Caps, Etc.
Clement, A E., Montreal.
Garland, John M., Son & Co., Ottawa.
Paquet, J. Arthur, Quebec.
Strachan Bros., Toronto.
Wreyford & Co., Toronto.
Vyse, Sons & Co., Ltd., London, Eng.

Hose Supporters.
Eisman Novelty Mfg. Co., Toronto.
Kleinert, I. B., Rubber Co., Toronto.

Knit Underwaists.
Nazareth Waist Co., New York.

Laces and Veils.
Brophy-Cains Limited, Montreal.
Debenhams (Canada) Limited, Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, & Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
Sandersons, Limited, Toronto.

Ladies' Neckwear.
Fairbairn, Rhys D. Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, & Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Ladies' Wear, Ltd., Toronto.
Sandersons, Limited, Toronto.

Mending Wools, Silk, Cotton and Linen Thread, etc.
Baldwin & Partners, J. & J., Leicester, Eng.
De Gruchy, Philip, Montreal.
Frank & Bryce, Montreal.

Men's and Boys' Ready-Made Clothing (Overalls, Leather and Rain-coats, Sweaters, etc.).
Brock, W. R., Co., Toronto and Montreal.
Campbell Clad Co., Moncton, N.B.
Garland, John M., Son, & Co., Ottawa.
Garnett, J. F., & Son, Idle, Bradford.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Imperial Mills Co., Dunnville, Ont.
Knox, John, & Co., Hamilton, Ont.
Mishkin, I & Co., Montreal.
National Rubber Co., Montreal.
Rylands & Son, Manchester, Eng.
Rock Island Overall Co., Rock Island.
Wilkins, Robert C., Montreal.

Millinery, Ribbons, etc.
Barry, W. H., & Co., Montreal.
Brophy-Cains Limited, Montreal.
Caverhill, John B., & Co.. Montreal.
Debenhams (Canada) Limited, Montreal. and Toronto.
Francois & Co., London, Eng.
Garland, John M., Son & Co., Ottawa.
Goulding, G., & Sons, Toronto, Montreal, Winnipeg.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Harper, G., & Co., Montreal.
Jobin, E., & Co., Montreal.
Kyle, Cheesbrough & Co., Montreal.
McCall, D., Toronto.
Vyse, Sons & Co., Ltd., London, Eng.

Neckwear.
Niagara Neckwear Co., Niagara Falls, Ont.

Needles and Pins.
Morrall, Abel, Redditch, Eng.
Nicklin, J., & Co., Birmingham, Eng.

Novelties and Notions.
Ladies' Wear, Ltd., Toronto.
Nicklin, J., & Co., Birmingham, Eng.
Sandersons Limited, Toronto.
Weyerstall, Alfred, Toronto.
Wrinch, McLaren & Co., Toronto.

Nurseryman.
Brown Bros. Co., Ltd., Brown's Nurseries, Ont.

Office Supplies.
Business Systems Ltd., Toronto.
Universal Systems Ltd., Toronto.

Oil Cloths, Linoleums and Mattings.
China & Japan Silk Co., Montreal.
Dominion Oilcloth Co., Montreal.
Imperial Carpet Co., Toronto.

Papier Mache Forms, Wax Figures, etc.
Palmenberg's, J. R., Sons, New York.

Picture Post Cards and Albums.
Walsh, W E., Montreal.

Raw Materials.
Sloan, N. P., & Co., Montreal.
Davidson & Gatehouse, Montreal.

Shipping, Railway Insurance and Commission Agents.
Whittingham, W. M., & Co., Liverpool, Eng.

Shirts, Collars, Ties, etc.
Brock, W. R., Toronto.
Brown & Aschroft, Montreal.
Canadian Underwear Co., Montreal.
Cellular Clothing Co., London, Eng.
Colossus Brand Shirts.
Empire Mfg. Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Greenshields Western Limited, Winnipeg.
Ishikawa, K., & Co., Toronto.
Knox, John & Co., Hamilton.
Niagara Neckwear Co., Niagara Falls, Ont.
"Success" Brand Collars and Cuffs, Montreal.
Wilkins, Robert C , Montreal.
Wreyford & Co., Toronto.

Silks and Satins.
British American, The, Import Co., Montreal

Smallwares.
Brock, W. R., Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co,, Montreal.
Knox, John & Co., Hamilton.
Morrall, Abel, Redditch, Eng.
Newey Bros., Ltd., Birmingham, Eng.
Nicklin, J., & Co., Birmingham, Eng.
Wrinch, McLaren & Co., Toronto.

Staples and Linens.
Brock, W. R., Co., Toronto and Montreal.
Brophy-Cains, Limited, Montreal.
Dominion Linen Mills, Bracebridge, Ont.
Garland, John M., Son & Co., Ottawa.
Garneau, P. Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Liddell, Wm., & Co., Belfast, Ireland.
McDowell, A. H., & Co., Montreal.
Rylands & Sons, Manchester, Eng,
Wallace, Blake & Shouldice, Toronto.

Store Fixtures and Show Cards.
Clatworthy & Son, Toronto.
Delfosse & Co. Montreal.
Martel-Stewart Co., Montreal.
Richardson, A. S., Toronto.
Russell, A. N., & Son Co,, Ilion, N.Y.
Thayer and Chandler Co., Chicago.
Toronto Brass Mfg. Co., Toronto.

Store Lighting.
Lamson Consolidated Store Service Co., Toronto.
Luxfer Prism Co., Montreal and Toronto.

Suspenders.
Brock, W. R., Co., Montreal.
Globe Suspender Co., Rock Island.
Dominion Suspender Co., Niagara Falls, Ont.

Towellings, etc.
Brock, W. R. Co. Toronto.
Brophy-Cains, Limited, Montreal.
Cosbie, R. H., Toronto.
Garland, J. M., Son & Co., Ottawa.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.

Umbrellas, Parasols, etc.
Irving Umbrella Co., Toronto.

Underwear, Hosiery and Knitted Goods.
Cartwright & Warners, Loughborough, Eng.
"Ceetee" brand—Turnbull, C., Co., Galt.
Cellular Clothing Co., London, Eng.
Chipman-Holton Knitting Co., Hamilton.
Clinton Knitting Co., Clinton, Ont.
"Crescent" brand—Lennard, S., & Sons, Dundas.
Eagle Knitting Co., Hamilton.
Ellis Mfg. Co., Hamilton.
Galt Knitting Co., Galt, Ont.
Garland, John M., Son & Co., Ottawa.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Henderson, A., & Co., Montreal.
Imperial Mills Co., Dunnville, Ont.
Jaeger, Dr., Co., Montreal.
Knox, John & Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Lennard, S., & Sons, Dundas, Ont.
Macdonald, John, & Co., Toronto.
McDowell, A. H., & Co., Montreal.
Peerless Underwear Co., Hamilton.
Penman Co., Paris, Ont.
Raven, W., & Co., Ltd., Leicester, Eng.
Simpson, J., Sons, Toronto
Stanfields Limited, Truro, N S.
Watson, Mfg., Co., Paris.
Williams, Walter, & Co., Montreal.
Wreyford & Co., Toronto.

Upholsterers' Supplies
Hees, Geo. H., Son & Co., Toronto.

Wall Paper.
Menzie Wall Paper Co., Toronto.
Stauntons Limited, Toronto.
Watson-Foster Co., Montreal.

Wardrobes
Weir Wardrobe Co, Winnipeg, Man.

Waterproof and Rubber Goods.
Brock, W. R. Co., Montreal.
Cravenette Co., Bradford, Eng.
McRae & Walker, Winnipeg.
National Rubber Co., Montreal.

Whitewear.
Laurentian Whitewear Co., Levis, Que.
Victor Mfg. Co., Quebec.

Window Shades, Curtain Poles, etc.
Daly & Morin, Montreal
Hees, Geo. H., Son & Co., Montreal and Toronto.

Woolens and Tailors' Trimmings.
British American, The, Import Co., Montreal
Harris & Co., Rockwood, Ont.
Hewson Woolen Mills, Amherst, N.S.
Wilson, H. W., & Co., London, Eng.

INDEX TO ADVERTISERS.

A	PAGE
Accountants' Directory	143
Alexandor, A. J.	118
American Silk Waist Co.	83
Australasian Draper	10
B	
Baldwin, J. & J., & Partners	28
Barry, W. H., & Co	101
Bartlett, Wm., & Son	97
Bell Telephone Co.	10
Boas-Felson Co.	84
Bradford Dyers' Ass'n.	11
British-America Assurance Co.	10
British American Dyeing Co.	49
Brock, W. R., Co.	18, 93
Brock & Paterson.	143
Brophy-Cains, Limited	23
Brown Bros. Co., Ltd.	14
Business Systems Ltd.	48
Busy Man's Magazine	10
C	
Campbell Clad Co.	128
Canada Haircloth Co	143
Canada Paper Co.	11
Canadian Glove & Mitten Co	134
Canadian Underwear Co.	126
Cartwright & Warners	26
Cellular Clothing Co.	127
China & Japan Silk Co.	114
Chipman Holton Knitting Co	26
Clement, A. E.	127
Clatworthy & Son	134
Clinton Knitting Co.	39
Confederation Life Association	11
Copeland-Chatterson Co	133
Cosbie, R. H.	116
D	
Daly & Morin	108
Davidson & Gatehouse	143
Debenhams (Canada) Limited	17, 90
Defiance Button Machine Co.	11
De Gruchy, Philip.	39
Delfosse & Co	47
Dominion Hammock Co.	16
Dominion Linen Mills	16
Dominion Oilcloth Co	111
Dominion Suspender Co.	122
Dominion Textile Co.	107
Dominion Wadding Co.	5
E	
Eagle Knitting Co.	33, 34
Ellis Mfg. Co	36
Empire Mfg. Co.	85
F	
Fairbairn, Rhys D.	68
Financial Post	12
Flaws, R., & Son.	143
Fownes Bros. & Co.	73
Francois & Co.	101

G	PAGE
Garland, John M., Son & Co.	3
Garnett, Joshua F., & Son	129
Gibbs Mfg. Co.	116
	PAGE
Gilmour, Nephew & Co	143
Globe Suspender Co	127
Goulding, G., & Sons	97
Greenshields Western Ltd.	6, 7, 8 and inside back cover
Greenshields.	1, 2, 74
H	
Harper, G., & Co.	87
Harris & Co	63
Haworth, Richard, & Sons.	17
Hees, Geo. H., Son & Co.	113
Henderson, R., & Co.	26
Hermsdorf, Louis	35
Hewson Woolen Mills	40
Horrockses, Crewsdon & Co.	4
Hotel Directory	143
I	
Imperial Carpet Co.	108
Imperial Mills Co.	39
Irving Umbrella Co.	inside front cover
Ishikawa, K., & Co.	16
J	
Jaeger, Dr., Co.	35
Jay Finish Underwear	31
Jobin, C. & Co.	101
K	
King, John, & Son	108
Kingcot	104
Kleinert, I. B., Rubber Co.	14
Knox, John, Co.	25
Konig & Stuffman	41
Kyle, Cheesbrough & Co.	5
L	
Laces & Braids Ltd	75
Lamson Consolidated Store Service Co.	49
Ladies' Wear Ltd.	76
Laurentian Whitewear Co.	77
Law Russell & Co.	60
Legal Directory	143
Lennard, S., & Sons.	35
Liddell, William, & Co.	116
Luxfer Prism Co.	48
M	
Macdonald, John & Co.	outside back cover
Martel-Stewart Co.	46
McCall, D., Co.	68, 89
McDowell, A. H., & Co.	229
McRae & Walker	63
Merchants Mercantile Co	143
Metropolitan Bank	10
Mishkin, I., & Co.	84
Montreal Cotton Co.	63
Morrall, Abel	15
Moulton & Co.	143

N	PAGE
National Rubber Co.	83
Nazareth Waist Co.	38
Netschert, Carl.	47
Newey Bros. Ltd.	67
New York Silk Waist Mfg. Co., Ltd.	82
Niagara Neckwear Co	122
Nicklin, J., & Co.	11
O	
Orr, W. E., & Co.,	119
Oxford Mfg. Co	129
P	
Palmenberg's Sons, J. R	47
Paquet, J. Arthur.	123
Parisian Corset Co.	82
Parker, R., & Co.	inside front cover
Paton, John, Son & Co.	39
Peerless Underwear Co	37
Penman Mfg. Co.	120
Pewny's Kid Gloves	5
R	
Raven, W., & Co., Ltd.	26
Rock Island Overall Co.	127
Russell, A. N., & Son Co.	42
Rylands & Sons	9
S	
Sanderson's Limited	75
Simpson, J., Sons	27
Smith, J. Sproule	143
Standard Shirt Co.	125
Stanfields Limited	26
Stauntons Limited.	110
Storey, W. H., & Son.	73
Strachan Bros.	130
T	
Thayer & Chandler Co.	46
Toronto Brass Mfg. Co.	49
Toronto Feather & Down Co.	110
Tuck, Raphael, & Sons Co., Ltd.	114
Turnbull, C., Co., of Galt.	36
U	
Universal Systems, Limited.	42
V	
Victor Mfg. Co.	77
Vineberg, Albert, Fur Co.	119
Vyse Sons & Co., Ltd.	97
W	
Waldman, J. H., & Co.	78
Wallace Blake & Shouldice	16
Walsh, E. H.	26
Walsh, W. E.	143
Watson Mfg. Co.	32
Weir Wardrobe Co.	48
Western Assurance Co.	10
Weyerstall, Alfred	143
Whittingham, W. M., & Co.	11
Wilkins, Robert C.	inside front cover
Williams, Walter, & Co.	36
Wilson, H. W., & Co.	73
Wreyford & Co.	129
Wrinch, McLaren & Co	11

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Priestleys' Cravenette

Many poor cloths are stamped Cravenette. Cravenetting is a process that can be applied to either good cloth or inferior cloth. A cheap Cravenette is a bad investment, for the simple reason that the colors are not fast and it will only keep out the rain for a short time.

Should you want rainproof material that will give all round satisfaction, then buy Priestleys' Cravenettes. They are made from the best of wool and are guaranteed fast dye.

Our Mail Order Department is up-to-date

54, 56, 58, 60 Arthur Street | Winnipeg | 53, 55, 57, 59 King Street

February, 1907

TO THE TRADE:

The Great Assorting House of Canada

Language cannot express the advantages merchants have in placing their orders for

General Dry Goods, Men's Furnishings, Haberdashery, Carpets, Housefurnishings and Ready-to-Wear Goods

With Us.

Filling Letter Orders a Specialty.

JOHN MACDONALD & CO., Limited

Wellington and Front Streets East,

TORONTO

SPECIAL FEATURE

FURS

THE DRY GOODS REVIEW AND MEN'S FURNISHER

March

1907



18TH YEAR

NUMBER 3

Office of Publication
10 Front St. E., Toronto

PRICE 25 CENTS

THE MACLEAN PUBLISHING CO. LIMITED
MONTREAL, TORONTO, WINNIPEG.

Keeping Clean Stocks Always

What more satisfactory to realize than that every piece of material on your shelves is saleable. If soiled or off color this is not the case. But there is no reason that these conditions should exist. We keep clean and fresh the stocks of hundreds of Dry Goods Merchants and Milliners all over the country because from time to time they gather up these off-lines, ship them to these works and have them returned to their shelves as good, saleable lines. Why not join the procession ?

R. PARKER & CO., DYERS and FINISHERS

TORONTO - - - CANADA

ESTABLISHED OVER 30 YEARS

FANCY PARASOLS

We look for a large increase in the sale of Fancy Parasols and have anticipated your requirements with the most complete line we have yet shown.

We solicit your orders—

Samples now in the hands of our travellers.

The Irving Umbrella Company LIMITED

MANUFACTURERS

79-83 Wellington St. W., Toronto

"ROOSTER BRAND"

Best 

Made

Travellers now out for Fall.

Heavy Working Pants
Heavy Working Shirts
Heavy Winter Smox
Overalls and Jackets
White Coats and Sleeve Vests
Boys' Knickers

ROBT. C. WILKINS

MONTREAL.

N.B.—All lines of Summer goods for assorting.

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads. on pages 6, 7, 8 and inside back cover.

This is the time

Each Department a complete Specialty House in itself.

when retailers appreciate the advantages of our large stocks. Buyers of dry goods who are well posted in their business know that there exists at the present time a scarcity of desirable merchandise. The greatest trouble to-day is to get goods from either foreign or domestic markets.

The most comprehensive and best selected lines.

We have a large and complete assortment of Cottons, Ginghams, Prints and Wash Goods.

Large and attractive lines of Carpets and House-furnishings.

Men's Furnishings in endless variety.

When you want a thing and need it quick, order from us.

Special attention is directed to our thoroughly equipped Smallwares department.

Every department equipped to fill your wants. We shall be glad to have you look at our travellers' samples or send us a list of your wants.

GREENSHIELDS LIMITED
MONTREAL

Greenshields Western Limited
Winnipeg.

Greenshields & Co. Limited
Vancouver

PRIESTLEYS' HUGUENOT CLOTH

THEIR LATEST CREATION



PRIESTLEYS' ALL WOOL

"HUGUENOT" CLOTH is a combination of beauty, suppleness, and durability, which will add to the reputation of these celebrated makers.

"HUGUENOT" CLOTH

PRIESTLEYS' unrivalled dyeing and finishing has produced a cloth sure of immediate appeal to present day demands. " HUGUENOT" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a Fench Cashmere.

FASHION'S FAVORITE

Colours include the latest shades in various profusion rich tints of red, green, blue and brown, and new evening shades, Rich dye and permanent finish characterize every yard.

FOR HARD AND DRESSY WEAR

It will be the Spring leader and liven up the interest in your Dress Goods Department.
You need it—Your customers want it.

SAMPLES AND PARTICULARS UPON REQUEST

SOLE AGENTS FOR CANADA

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited.
Winnipeg, Man.

Greenshields & Co., Limited,
Vancouver, B. C.

JOHN M. GARLAND, SON & CO.

Wholesale Dry Goods

146, 148, 150 and 152 Queen St.
45, 47, 49 and 51 O'Connor St.
OTTAWA, CAN.



We are Ready to Show You

FOR IMMEDIATE SHIPMENT

The most comprehensive and well selected lines of Dress Goods, Wash Goods, Staple and Fancy Dress Linens, White Goods, Handkerchiefs, Laces, Embroideries, Insertions, Etc.

The latest productions from the best makers in Skirts, Rain Coats and Ready-to-wear Blouses.

This Will Be a Strictly White Season

ARE YOU PREPARED FOR IT?

In view of this we have made preparations for the same in due time, and will show an unusually large range of Special Finish Lawns, India Linons, Mulls, Nainsooks, Corded Lawns, Ulster and Munster Linens, Irish Costume Linens, Special Embroidery Linens for Blouse purposes.

The above lines come in reasonable lengths, and at prices which will enable you to retail them at a good profit.

Buyers visiting the markets in this city will be shown through the various departments with pleasure, as we are confident that we have lines that will interest the keenest buyer.

P.S.—Mail Orders will receive our most careful attention.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS:

Heapey,

Longford Works,

Gorton.



WORKS:

Swinton,

Wigan,

Chorley.

Capital, $14,500,000; Employees, 12,000

The Birley Patent Knock Down Box

is the best ***CLOTHING BOX*** on the market

BECAUSE

It is the strongest Folding Box made;

It is very quickly set up;

It is the neatest Box on the market;

It is a standing advertisement wherever used;

It will carry by express without further wrapping;

The material and workmanship are of the very best.

It is ABSOLUTELY DUSTPROOF which very few are and consequently is the most desirable Box to use in the house;

When once set up it will always retain its shape;

Considering the quality of material and work it is the cheapest Box in the country;

Your customer will prefer it to any other Box, so it is the one you should buy.

IT IS USED BY ALL THE BEST HOUSES FROM THE ATLANTIC TO THE PACIFIC

DOMINION PAPER BOX CO., LIMITED

469 to 483 KING ST. WEST, TORONTO

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



THREE SELLING QUALITIES IN

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides every pair is guaranteed.

Fall Samples Ready for Inspection

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Have you seen

PRIESTLEY'S New Spring range of Dress Goods? If not it will repay you to do so and will be well worth your while.

The complete range is now in the hands of all our travellers and it is well worth an inspection.

54, 56, 58, 60 Arthur Street

Winnipeg

53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

DRESS GINGHAMS

AT A BARGAIN

500 pieces Dress Ginghams, good variety of colors and patterns. Regular 10 cent and 12 cent lines. To clear, 8 cents.

SCOTCH GINGHAMS

A shipment of 1,000 pieces has arrived from the Old Country and we are prepared to make immediate shipments. This line comprises all colors in PLAIN and CHECK CHAMBRAYS, CORDED STRIPES and CHECKS, REAL SCOTCH PLAIDS. Latest effects in checks.

The real Scotch Gingham is shown all over the world for its wearing and washing qualities.

COTTONS

SHEETINGS

PILLOW COTTONS

This is the time to plan your order for these lines. Since we have placed our order prices have advanced from 5 per cent. to 10 per cent. If you wish to buy at the old prices buy at once.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Household Linen Department

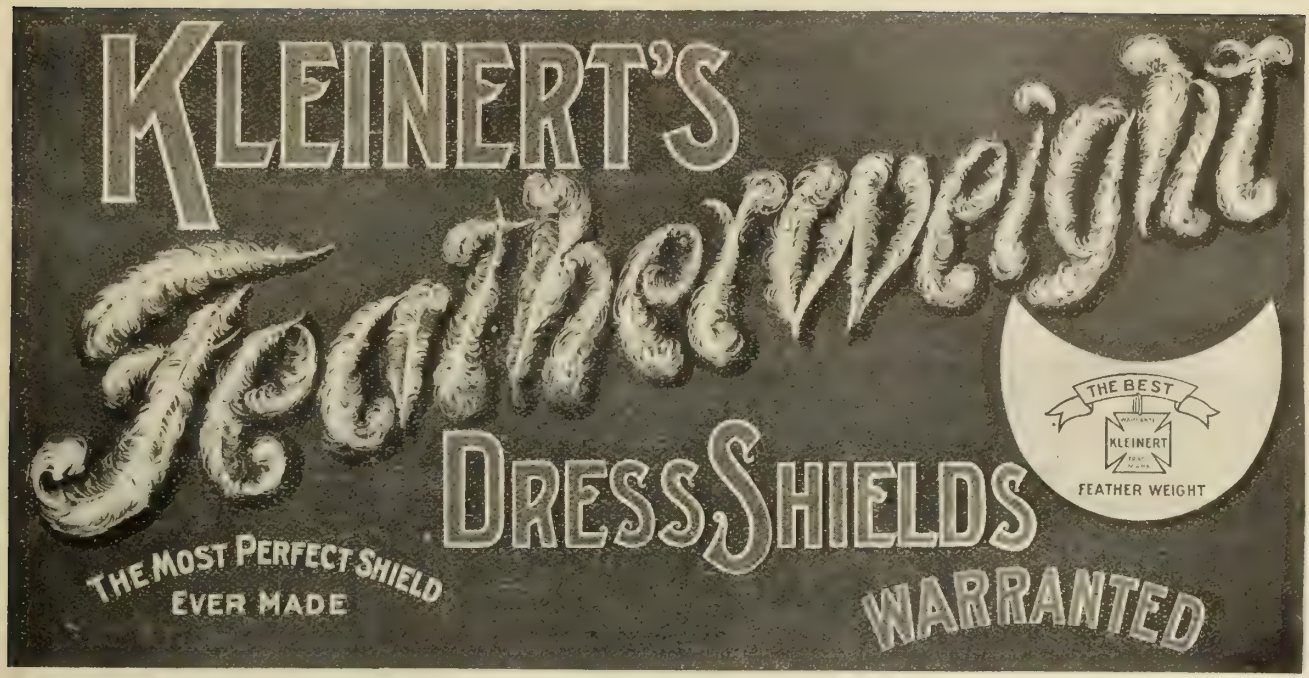
We beg to inform the trade of a special purchase of DAMASK which we can offer at an exceptionally low price. Ask our travellers to show you No. L. 225.

We carry a full range of Fringed, Hemmed and Hemstitched Towels, Turkish Towels, Colored and Bleached Crash and Turkish Towelling, Hollands, Tablecloths and Napkins.

Also Embroidery Linens, Fronting Linens, Apron Dowlas, bleached and unbleached.

Let us have your linen order—we guarantee to give you satisfaction.

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street



If not obtainable from your jobber send direct to us for sample dozen.

I. B. KLEINERT RUBBER COMPANY

Toronto, - - Canada

SPRING '07

LACES,

We have just passed into stock a complete assortment of High Class Lace Novelties, Latest Designs.

Valenciennes Laces, Edgings,
Allovers, Embroideries,
Embroidered Vals, Cluny, etc.

"DEBENHAMS FOR NOVELTIES"

DEBENHAMS (CANADA) LIMITED

Bay and Wellington Streets,
TORONTO.

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

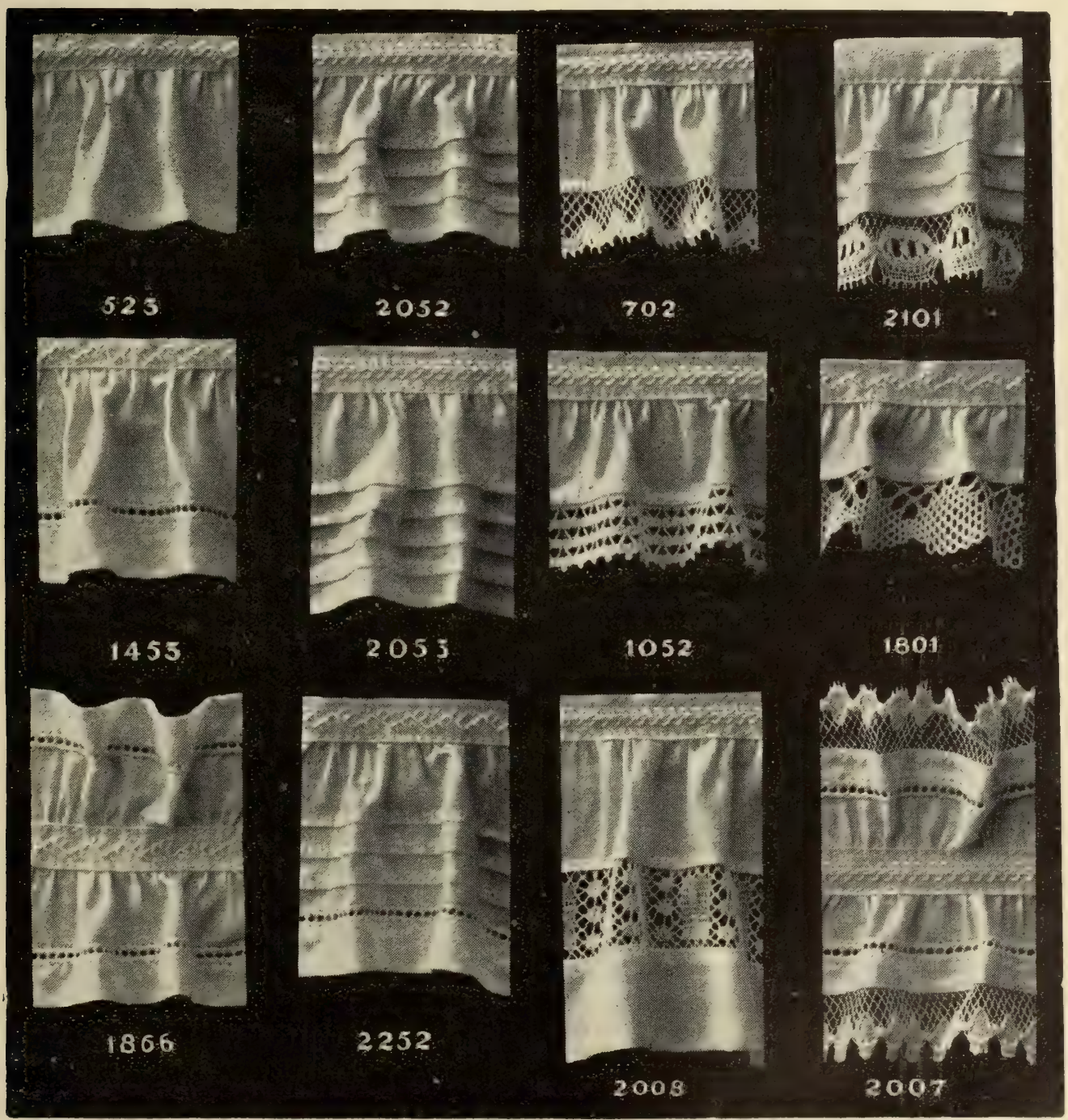
PRESTON, MANCHESTER, LONDON, ENGLAND.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET,"
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

Mr. Busy Man

You may not have much time for reading but it is essential that you read

The BUSY MAN'S MAGAZINE

It will acquaint you with what the successful business men have accomplished. It will keep you in touch with existing conditions in other countries as well as your own. Every article will suggest ideas, which, combined with your own, cannot fail to bring you success.

h is many-in-one magazine will interest you deeply, as it embodies the best features of the world's publications. The cream of hundreds. Have your subscription commence with our March issue.

THE BUSY MAN'S MAGAZINE

Toronto, Canada

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

THE METROPOLITAN BANK

Capital Paid Up, - - $1,000,000
Reserve Fund, - - - $1,000,000
Undivided Profits, - - $ 133,133

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc.	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St.
New York, 1 Broadway

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $1,500,000.00
Assets, over - - 3,460,000.00
Income for 1905, over 3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

W. M. Whittingham & Co.

GENERAL

Shipping, Forwarding, Railway, Insurance, and Commission Agents and Warehousemen.

ESTABLISHED 1890

Head Office: Liverpool, 20 Chapel St.

and at

London, Manchester, Birmingham, Hanley, Swansea, Cardiff, Newport, and Hamburg

AGENTS IN CANADA:

H. V. COWIE, 476 Temple Bldg., Montreal

W. R. BEGG, 88 Bay Street, Toronto



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S. A.

Wrinch, McLaren & Co.
SMALLWARES
52 Bay St., TORONTO

TRADE MARK

This design a guarantee of quality

WRAPPING PAPERS

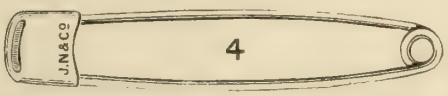
SAMPLES AND PRICES FOR THE ASKING.

—ALL GRADES AND BEST OF EACH—
GREY, RED-BROWN, MANILLA, FIBRE, TEA, ETC.

CANADA PAPER CO.
TORONTO LIMITED MONTREAL

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



NICKELED STEEL in 5 sizes

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

The Dominion Linen Mfg. Co., Limited

BRACEBRIDGE, ONTARIO

MANUFACTURERS

Cream and Bleached Damask Tablings.
Bleached Damask Cloths.
Napkins, Towels and Towellings.
Dress Linens, Dowlas, Tea Cloths.

The best value in the trade. Write us for samples.

COMPLETE STOCK CARRIED IN TORONTO

Sole Selling Agents for the Dominion

WALLACE, BLAKE & SHOULDICE

Successors to E. B. WALLACE & CO.

79 Wellington Street W., - TORONTO, ONT.

"Spero"

Accept no substitute for
"SPERO" Bleached Calicoes
Every yard made of highest grade cotton — every yard unrivalled in wear.

Be on the safe side!
"SPERO" Flannelette
is not only of excellent quality and durability, but almost fire-proof.

SPERO "MAKE" Regd

For Ladies' Overalls and Children's Dresses, get
"SPERO" Apron Cloths
Real Indigo dyed; printed in newest designs; the last word in utility.

For Skirt Linings, buy 44-inch
"SPERO" Cambric Linenette
Light in texture, Bright in finish, will not drag.

Manchester

"Old Bleach" Linens

ALL GRASS BLEACHED

"All in the Spring was the brown Flax Spun,
All in the Summer it bleached in the Sun."—Phœbe Cary.

TOWELS
HUCKABUCKS
DIAPERS
DRESS LINENS
SHEETS
SHEETINGS
PILLOW LINENS
EMBROIDERY LINENS
H.S. SQUARES
H.S. RUNNERS
H.S. SHAMS



Bleach Green (100 acres), Randalstown.

NOTE—THE TRADE MARK

"OLD BLEACH"

IS STAMPED ON EVERY TOWEL and ON EVERY YARD OF LINEN, HUCK AND DIAPER

COMPARE THE BEAUTIFUL SILKY LUSTRE OF THESE GOODS WITH ANY OTHER MAKE

R. H. COSBIE, 30 West Wellington Street, TORONTO
IRISH LINEN AGENCY

Dominion Hammock Manufacturing Co.

There's something about our Hammocks which hold the reputation for Quality their excellence gained as soon as marketed.

You'll have the Hammock the people insist on having---if you place our name on your order list NOW.

WRITE FOR OUR CATALOGUE

Feature Tapestry Curtains
if you want more business.

Ignore your curtain department and you woo commercial disaster.

We don't pretend to manufacture all good curtains---but we do manufacture the best. Write NOW.

Dominion Hammock Manufacturing Company :: :: Dunnville, Ont.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates :

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address :

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

The W. R. Brock Company (Limited) Toronto

are offering the following popular numbers of Dress fabrics at old prices as long as their present stock exists. They all bear the Victorian brand, which is a guarantee of reliable quality and dyes.

Z329.	Victorian Lustre, all shades, to retail for	$0 35
Z290.	Victorian Lustre, all shades, to retail for	50
JA118.	Victorian Satin Cloth, fine wool, to retail for	50
JA133.	Victorian Voile, fine even weave, to retail for	50
FE52.	Victorian Khantona, black and blue, to retail for	50
JA110.	Victorian Black and White Shepherd's Check, pure wool to retail for	50
JW86.	Victorian Black and White Shepherd's Check, pure wool, to retail for	75
DM3.	Victorian Venetian, full range of shades, to retail for	75
KG47-8-9.	Victorian Black Pauline Cloth, to retail for	75c., 85c., 1 00
LM33-34-35.	Victorian Black Voiles, chiffon finish, to retail for	75c., 85c., 1 00
V80.	Victorian Chiffon Broadcloth, all shades, to retail for	1 50
52-inch Worsted Suiting, new styles, all shades, to retail for		75c., $1.00, $1 25, 1 50
48 and 50-inch Cream Ground Suiting, assorted colored checks and stripes, to retail for		$1.00, $1.25, 1 50

Her Ladyship Garments

New ideas in Plaited Skirts, which are exclusive in style and make and must be seen to be appreciated, to retail from		$4.00 to $7 00
265.	Black Silk Underskirt, accordian plaited flounce, dust ruffle, to retail for	5 00
205.	Colored Silk Underskirt, accordian plaited flounce, all colors, to retail for	5 00
D215.	White Japanese Silk Waists, silk embroidered, to retail for	3 50
D237.	White Swiss Spot Muslin Waists, three-quarter sleeves, lace trimmed, to retail for	1 00

MEN AND METHODS

Splendid Store and System of the Playfair, Preston Co., Midland—Why Mail Orders fall off in One Town—Where Cash Business could not Succeed and Why—Other Items of Interest.

A MODERN STORE IN SMALL TOWN.

In the "Art of Display" section of this issue we reproduce a series of photos of Easter displays in the store of the Playfair, Preston Co., Midland. Considering the population of the town—3,500—this is one of the very best retail dry goods establishments that we have visited. Some idea of its size may be obtained from the accompanying cut. The dry goods section opens on the street to the right, while the entrances to the grocery, boot and shoe and men's wear stores are shown at the extreme left of the illustration. The store carries pretty nearly everything but hardware.

Business is done entirely on a cash basis, although the credit system was in operation up till nearly a year ago. Book debts were heavy, and a good many of them are still unpaid. The change made very little difference in the volume of business, even at first, and it is expected that the year will close with a good increase.



SHOWING STORE OF THE PLAYFAIR, PRESTON CO., MIDLAND

"It might be expected," said Mr. Preston to The Review, "that a family buying from you on credit would confine their whole trade to your store. My experience has taught me that people running accounts with us usually owed money at all the other dry goods stores in town. I resolved to take a chance on getting a fair share of the business on the cash basis. The results are very satisfactory."

Some time before the change was made a circular letter was sent to everyone who had ever received five cents worth of credit at the store, announcing the firm's intentions and enumerating the advantages which the cash plan would bring to both merchant and customer.

"We can make just as good profits now as we could under the credit system," and lose nothing through bad debts." He said further: "I believe there lies in the strictly cash business great capacity for good. There are thousands of men in Canada now of a rather shiftless character, who do not hesitate to quit work for a day or two now and again, knowing that their families can get credit and need not be hungry. He promises himself that he will make up for it later on. We'll suppose his wages to be $2 per day and his family's cost of living for a day $1. He really goes $3 behind, and the fact does not impress itself upon him because the groceries, etc., need not be paid for on the spot. His wife seldom buys anything for cash and she may not have a good idea for the value of money. Let him hand her $5 or $10, and tell her how long and hard he had to work to earn it, and then see the difference. He knows he must pay as he goes and will develop an industry that he never showed before, while his wife will see the purchasing power of a dollar in a new light and become a better and more economical buyer. The fact that they ask no credit will make them better father and mother, husband and wife, than they otherwise would be, and a good influence would be exerted on the lives of their children.

"Then the merchant who does a large credit business

has to listen to the narration of family troubles as excuses for non-payment of accounts and it is not at all pleasant to say the least."

The store has a c.o.d. system, and four rigs deliver in the town and for three or four miles around.

Quite a trade is done with farmers, fishermen and Indians. In connection with this the firm have adopted a barter coin system. Metal discs are marked $1, 50c., 25c., 10c., and 5c. Produce is taken in and a due bill issued to the seller. At the office he may have part of it converted into actual cash, and receive barter coin for the remainder to such an amount as he desires to expend in the store. The use of this coin sustains the cash basis right through the transaction and saves book-keeping.

A formal opening is held in the millinery department. Mr. Preston was much impressed with a point in connection with A. Beattie & Co.'s millinery department at St. Marys; a guarantee that every hat sold will have some feature to distinguish it from every other one sent out.

Little trouble is experienced with windows freezing over. They are well ventilated and protected from the warm air.

Each department is conducted as a separate store, and the cost of doing business is figured out exactly. For a further reference to this matter we would refer our readers to the "Business Management" department.

GROCERIES HELP DRY GOODS.

Sargent & Smith, of Barrie, hold a formal opening each season in their millinery department. In advertising special sales they generally supplement their newspaper ads. by sending circulars or cards to a large list of customers. They have their own delivery wagon. A dressmaking department is maintained chiefly for the benefit it is to dress goods and trimmings. In estimating the cost of doing business, general expenses are not divided amongst the various departments, but are reckoned as a lump sum. The firm are anxious to adopt a system that will enable them to conduct each section as a separate store. One thing that bothers them is the valuation of floor space, taking location into consideration. We would refer them to "Business Management" in this issue, and matter that we shall run from time to time regarding systems used in similar stores. Goods bought, and the sales, are kept track of by departments and the information available through this plan is found exceedingly valuable.

The firm have a separate store for groceries. Farmers bring in produce and receive due bills, the greater part of which they usually spend in the dry goods section next door.

A NEW MIDLAND STORE.

Osborne & Ferrier, Midland, are erecting a new store building about which there are some interesting features. The dimensions are 55 x 113 feet, and the walls are of solid concrete, reinforced. Across the front are several arches, behind which the windows are set back six feet. This will obviate the necessity of using an awning. The windows are six feet deep and there are two entrances, the recess in each case being square.

General dry goods, groceries, boots and shoes, etc., will occupy the main floor and housefurnishings a section of the basement. In the present store groceries are in the basement, which is reached by a broad staircase descending from within a few feet of the main entrance. The firm would like to continue this arrangement, but groceries are an important line with them and must be given more prominence. We pointed out what an advantage it would if this department could be located across the back, but this space has already been taken up with offices.

The fixtures now in use include a number of rather high counters, partitioned off to form bins for the display of underwear, socks, hosiery, gloves, notions, etc. In the new store these will be done away with, and in their place will be silent salesmen with glass running about a foot down the sides and ends, and a glass top. The bottom section can be used for drawers, lockers or shelves. There will be over 200 feet of silent salesmen altogether. "We like to show our goods," remarked Mr. Osborne.

The basement is well lighted, both from the sides and front. In the windows the flooring is cut away for about three feet, and prism glass in the bottom section of the window-front throws the light down.

This firm uses space in the local papers and circulars as well. The latter are put in envelopes and distributed as far as 18 miles away, by a man sent out with a horse and rig. This is considered much better than using the mail.

CATALOGUE BUSINESS DECREASING.

J. B. Horrell & Son, Midland, state that business done by catalogue houses in their territory is decreasing steadily. The reason given is that local stores have improved greatly in appearance and service, larger and better-assorted stocks are carried and business is getting down pretty much to a cash basis. Five years ago this firm had a stock worth $20,000, while now they carry one valued at $40,000 to $45,000. Such a change is bound to have a strong influence in the direction of keeping trade at home.

Groceries, glassware, boots and shoes and wall paper occupy one store. Other lines are general dry goods, men's wear, ready-to-wear garments and housefurnishings. Men's clothing is confined to a room in the rear of the dry goods section.

Circulars are used occasionally, to supplement news paper advertising on the occasion of special sales.

A NEAT BARRIE STORE.

Geo. Vickers, of Barrie, has a neat, well-kept store. The corset department is one of his best. In the February Review we described how the trade was built and how it is maintained. Men's wear is carried in an exclusive store. One thing we noticed particularly here was the prominence given jewelry. There is splendid profit on this class of goods and it pays to display them.

MORE SPACE FOR READY-TO-WEAR.

Perry & Alport of Orillia, do not find millinery a very profitable department in itself, but it is valuable because it attracts people to the store and holds trade together. Dressmaking is maintained because it helps the dress goods and trimmings department very materially.

This firm carry general dry goods, millinery, ready-to-wear garments, men's wear, boots and shoes and groceries. The three last-named departments are confined to an exclusive store.

It is found easy to curtail credits; in fact, there are not a great many people asking for credit. The monthly account system is used.

Ads. are run in all three of the local papers, and occasionally a circular is sent out.

The stores in Orillia close at 6 o'clock ordinarily and 9 o'clock Saturday evening.

The ready-to-wear business is growing rapidly and the firm are figuring on devoting a good deal more space to this department.

Price tickets and show cards are used quite profusely throughout the store.

CASH STORE IN ORILLIA.

The Northway Co.'s store in Orillia handles general dry goods, millinery, ready-to-wear, boots and shoes, groceries, etc.—about everything, except hardware, that is usually found in a general store. The building is 35 x 125 feet and three storeys in height. Ready-to-wear and millinery are located on the second floor and house-furnishings on the third.

The business is on an exclusively cash basis. This, of course, makes the lot of the manager very much easier than it would otherwise be.

Salespeople generally stay in their own departments, and parcels are all checked over and wrapped at a central desk. Customers wishing to leave parcels and call for them later on may have them checked. The company have their own rigs, and four deliveries are made every day.

A passenger elevator is found necessary in view of the three floors being utilized.

CORSET BUSINESS DOUBLED.

The Orillia store of Geo. Vickers, Barrie, has heretofore carried a general stock, but groceries are now being cleared out, and dry goods and men's wear only will be handled. It will be made as much a ladies' store as possible. Millinery will be added within the next year. Mr. Vickers bought this business last Fall and is conducting it along the same progressive lines that have brought him success in Barrie. Here also corsets form an important department, and the trade in this line has been at least doubled. In discussing the way in which this was accomplished, E. W. Cooley, the manager, said: "We have the goods and we advertise them thoroughly. To do a corset business you've got to keep a good stock. One thing that every merchant should remember is this: If a woman wants a certain size don't try to give the next one to it if the other is sold out."

CASH BUSINESS WOULDN'T GO.

D. A. Lahey, Penetanguishene, tried to conduct his business on the exclusively cash plan but was unsuccessful. After six months, during which no credit was granted, he found that trade had dropped off to a serious extent. "It is impossible," he told The Review, to sell here for cash only. The greater part of our population is composed of day laborers, and there are times when we must carry them. I believe very strongly in the contention that it is possible to sell for cash almost anywhere, and prosper. We had a branch store some time ago in a village of less than 400 population, and at the end of two years there was less than $50 on our books, although one year our turn-over amounted to $28,000. This village was in the centre of a splendid farming district and that accounted for the good showing. Under similar conditions a town of Penetang's population—3,500—would win out without any trouble."

NOT SO MANY MAIL ORDERS.

W. M. Thompson, Penetanguishene, has a nice roomy store, with an exclusive section for groceries and glassware. The monthly account system is in use. Mr. Thompson does not think that the catalogue houses do as much business in his field as they did some time ago.

NOTES.

Howell & Co., of Barrie, operate a monthly account system. They carry millinery, and of the other departments ready-to-wear is growing most rapidly.

W. A. Pae of Barrie, carries general dry goods, ready-to-wear garments and housefurnishings. This business is one of the oldest in the town, having been established fifty-five years ago.

Devlin & Murchison, of Barrie, carry staples principally. They also do a good business in men's clothing.

Wood's, Orillia, makes a specialty of fancy dry goods and art goods. Millinery and mantles are also good lines. Orillia attracts a large number of Summer visitors, and their souvenir goods are pushed strongly.

Charlebois, Penetanguishene, carries general dry goods, boots and shoes, groceries and clothing. In ladies' ready-to-wear skirts and waists only are handled.

A. H. Carter, Penetanguishene, who conducts his business under the name of the Toronto Jobbing House Co., will move across the street from his present premises.

MOUNT ROYAL SPINNING CO.

A Dominion charter has been granted the Mount Royal Spinning Company, Limited, Montreal, with a capital of $3,000,000, divided into $100 shares. The incorporators were William C. McIntyre, merchant; Herbert M. Marler, notary public; Alphonse Racine, merchant; William T. Whitehead, gentleman, all of Montreal. The object of the company is "to carry on the business of manufacturers of and dealers in textile fabrics of all kinds, to deal in the raw materials thereof and in all manufactured products thereof, and to engage in any business incidental thereto."

It is expected that the mills will be completed within eighteen months and work will then be found for about 800 hands. The capacity will be upwards of 1,200 looms, with a bleaching and printing works in connection.

THE PACKAGE DUTY.

The Montreal Wholesale Dry Goods Association have protested to the Government against the imposition of the duty on packages in which goods are imported into Canada. On February 14 a deputation from the association held a lengthy conference at Ottawa with Hon. Wm. Paterson, Minister of Customs. The association, in their protest, pointed out the injustice of the Government placing a duty of fifteen and twenty per cent. on packages, the former figure under the preferential tariff, and the latter under the general tariff. The Canadian merchants have to pay to the exporter from twelve to twenty shillings on every package coming into the country, and there should be no further charge.

The grievance of the association was placed before the Minister by R. A. Brock, Geo. B. Fraser, Leslie Gault and Geo. Summers.

Hon. Mr. Paterson said that he appreciated the situation, and would bring the matter to the attention of the Government.

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

"The man who expects to create and carry on a successful business in this world without advertising is just about innocent enough to expect good skating in the next."

It's a shame to throw the responsibility of that remark on the shoulders of another fellow; but Uncle Dudley, or Uncle Somebody made a statement tolerably like that in the dim and distant past and it has impressed itself on my memory because of its truthfulness, as well as because of the picturesque suggestion underlying the words. There may be good skating for a sparse number sometime, somewhere; but the majority of us know our catechism too well to expect such luxuries. And while there may be good business for the man who does not advertise here and now I would rather not argue the point with any relics of a past civilization. Because it's too much like hammering away on the slim chances an old maid has of landing an atom of the worst half of creation, when one's audience is largely composed of virgins on the last lap of life's race. I used to be a preacher and I know. The truth is "excruciatingly funny" sometimes.

* * *

If business is slow—you must advertise. If business is only fair—you must advertise. And if things are humming, the only way to keep them humming is—to advertise. Up till now we have discovered no other way. Every dollar you invest in advertising is a premium paid on the only known policy which assures success.

* * *

But the subject of this talk is "Descriptive Advertising," and in order to be consistent I must sail right into the facts concerning it. There isn't a single retailer doing business in Canada or the Empire who can afford to ignore this subject. Your very existence as retailers in the dry goods business depends largely—far more so than many seem to suppose—on your grasp of this phase of advertising. It is not enough that you carry just as good lines as the big mail order houses, you must be able to create the same interest in your goods as they do in theirs. The only books read by many women in your town are the Bible and the splendid catalogues produced by such concerns as the Eaton and Simpson Companies. Some retailers are foolish enough to rave, in none too choice language, whenever such houses are mentioned. Don't waste your energy in that fashion. You cannot all conduct concerns like the T. Eaton Company, but every level-headed retailer in the country must admire the genius which conceived and created the largest business of its kind in the Dominion. And yet when the story of that company is finally written and carefully analyzed—after according a good deal of its success to the marvellous organising ability of the late Mr. Eaton—all men of ordinary perception will attribute the major success of the business to advertising, and descriptive advertising at that. The Eaton men are capable of creating a desire for a certain, or any line of goods where no such desire ever existed. They actually sell goods with every drop of printer's ink they pay for. Rob that store of its advertising department and by some method keep it from employing advertising experts in the future, and you practically ruin it. And just as the commercial existence of the T. Eaton Company depends on advertising, so does your success as a retailer. You must advertise so as to create as strong a desire for your lines as the mail order house creates for its lines. Retailers in most towns can meet the prices of the catalogue houses in almost every case. Just remember, Mr. Retailer, when you write your next ad. that most of your customers are familiar with the inside of good catalogues produced by good houses. These houses are butting into a game you ought to play and win. If you can talk as convincingly of the merits of your wares and quote anything like the same price you're bound to win. A woman, living in Lacombe, Alta., for instance, will not buy a postal order and mail it to Eaton's in Winnipeg for a white blouse if the Bee Hive Supply Store in Lacombe prints a telling, sales-compelling description of a white blouse at or near the same price. No, sir, the average woman will go to the Bee Hive Store—pay her cash down and secure the blouse, while her interest in the article is warm enough to cause a raid on the treasury. Besides, it's far more satisfactory to do business with a man one can say nice things to, if the article is not as represented, and no woman on earth forgets that point for a single minute.

* * *

We reproduce Cressman's ad. for the purpose of illustrating and emphasizing this talk. From the motto—and incidentally that motto beats the motto of most bigger stores—to the signature there isn't a word wasted. The ad. might be changed around, other words and phrases probably would make it stronger in places; but as a whole, it is pretty effective advertising. Take that "Dainty Whitewear" item. The price stands out clearly and the few words of descriptive matter are bound to influence women greatly. There is just enough said. The art of that item lies in what has not been said. The women who did go to Cressman's saw "A perfect dream of loveliness" before they reached the store. Let's hope that Mr. Cressman made good. The influence of that ad. is far reaching—far more so than appears on the surface. There were women who could not attend Mr. Cressman's whitewear sale. But that vision of loveliness stayed



IT'S A POINTER



It's a pointer worth noting that repeat orders are coming in from all over the country for what are deemed desirable lines of goods, even although the original orders are practically unbroken. The significance of this fact is plain, and wise retailers will lay it to heart.

Our general stock is well prepared to meet the stress and strain which this condition indicates, and, in calling attention to the following lines, our customers are assured of our best possible service in the matter, both of prices and deliveries :

DRESS GOODS

Mohairs and Lustres, in plains and fancies. Full range of shades in Cashmeres, Satin Cloths, Nun's Veilings Serges, Silk Warps, in Crepolines, Voiles' Eoliennes, Henriettas, and Fine Poplins'.

Extensive assortment of Fancy Tweeds, Check and Striped effects, white and black Checks, black and white Checks, etc., in light weight materials.

WHITE GOODS

Excellent showing of Sheer Dress Muslins, White Dress Linens, Nainsooks, Mulls, India Linens, Victoria Lawns, Plain Organdies and Book Muslins. Complete range of Fancies in Wash Goods, and in Swiss Spot and Spring Muslins.

SILKS

Immense stock of all the leading weaves in plain and fancy.

Extra value in Blacks while present stock lasts.

RIBBONS and FANCY GOODS

Full stock Black and Colored Taffetas and Baby Ribbons, Frillings in black, white and colors.

Side and Back Combs, plain and trimmed.

Full line of Smallwares.

Large range of Handkerchiefs.

Special values in Linen Handkerchiefs, Silk and Muslin Blouses.

STAPLES

Grey and White Cottons, Sheetings, Pillow Cottons, Flannelettes, Shakers, Domets, Shirtings, Tickings, Cottonades, Flannelette Blankets, Overalls, Smocks.

LINENS

Crash and Huck Towellings, Glass Towellings, Striped and White Terry Towellings.

Full range Table Linens, bleached and unbleached.

Table Cloths and Napkins, plain and hemstitched.

Towels, plain, fringed and Turkish.

COTTONS

Full range Prints, Muslins, Wash Goods and Wrapperettes, Linings, Sateens, Art Muslins, Art Sateens, Cretonnes.

GLOVES, HOSIERY UNDERWEAR

Complete stock of Lisle, Taffeta and Silk Gloves in plains and fancies, with or without dome.

Full range of Evening Gloves (all gloves in ½ doz. boxes, solid sizes.)

All leading lines of Spring Hosiery in plain Cottons, Lisle Threads, Open Work, Silks, Embroideries, and Mercerized.

Novelties in fancy dots, stripes and checks, all colors, popular-priced lines in white.

Unrivalled range of Ladies' Vests in Cottons, Mercerized Cottons, Silks and Wools.

Write for Samples. **Letters orders receive special and prompt attention.**

BROPHY-CAINS, LIMITED

WHOLESALE DRY GOODS. MONTREAL.

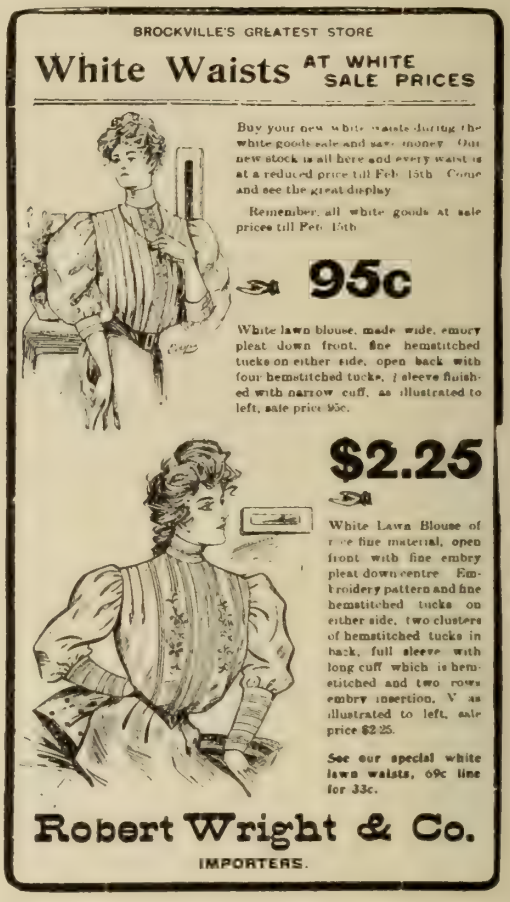
QUICK SHIPPERS

with them and will stay untill Cressman has a similar sale. The effect of a pleasing thought is sometimes just as powerful as the most matter-of-fact logic. Fancy always joins hands with logic in advertising of a high order.

* * *

The Robert Wright & Co. ad. lends strength to our argument that descriptive advertising is the most potent factor in the commercial world to-day. There is nothing strong or extraordinary about this ad., not one phrase which the ordinary retailer could not produce. And that's just why we have reproduced it. The strength of this ad. lies in its simplicity and straightforwardness. Just as soon as a woman sees a white lawn blouse advertised at 95c. she wants to know something about it. And the Wright Co., realizing this, sailed right into an interesting description, from the buyer's point of view, about that blouse. That's the whole story. Retailers all over their values. You want to arouse an intelligent, reasoning curiosity—a curiosity which can only be satisfied in your store. Don't over-do descriptive advertising. It is quite possible to do so. The best manned advertising agency in Canada reached the limit in descriptive advertising some time ago. The agency undertook to boost the sale of a piano—a worthy instrument*at that. Everything about that piano, down to the piston rod and safety valves, was described and described minutely. A few skilled engineers read the ads. and declared that the defects of the piano were as lucidly described as the good points of Mark Twain's Holy Land horse, surnamed Jericho. The few engineers who read the ads. did not want that piano. The many people, who wanted pianos, could not understand the ads.—even if they did read them. The name of the firm saved that descriptive advertising campaign from absolute and dismal failure. The house sold its pianos in spite of the advertising. Of





the country must study the buying public. Pretty ads. are not essential to business success. Flowery language can be only handled safely by a master. The people who want to buy—the people who are influenced by pointed salesmanship like a straightforward story. If you won't tell it your competitor will. The ads. we have reproduced are not reproduced because of their originality or brilliancy. They are reproduced because we know that they have actually sold goods. Such ads. can be produced by the average retailer—as long as he makes good—that kind of advertising will be effective.

* * *

Just a few words about the dangers of descriptive advertising—dangers which the catalogue houses rarely, but sometimes, overlook. What's the object of your advertising? You want to call attention to your goods—course the piano ad-writer hasn't arrived. No word-wizard has appeared in the advertising arena as yet. When he arrives we'll read piano advertising just as varied and as soul-stirring as the melodies of the masters. However, the point is this: If trained specialists can over-do descriptive advertising you can depend upon it that it will be practically easy for you to do so.

* * *

There are quite a number of ads. lying on my desk, which have been forwarded for criticism. We have only the time and space to mention a few. All have points of strength which might be commented on very favorably. Most are weak in places as if the men who wrote the ads. were not very sure about the quality of their goods. You're not giving yourselves a square deal when you write hesitatingly about your values. There isn't a

man of you who would dare to talk in that unconvincing style to a single customer. Your ad. is nothing more or nothing less than a talk to your customers—not one of them but all of them, probably customers included. Get enthusiastic. Enthusiasm convinces where logic fails. I tell you that if you believe with your whole heart and soul that you have splendid values behind your counters for all the people in your community, you can produce good strong copy, copy that will fill your store with eager buyers any day in the week. There's no doubt about it. There can be no doubt about such a statement. Enthusiasm, not cold, dry facts, has ruled the world. Enthusiasm has created immense businesses, built empires, and swayed entire races to the will of one man. And, if I may be permitted to use an American verb, enthusiastic advertising is making this old world hump as she never humped before. Brother ! it is up to you to do some of that advertising. Once you get to the point where you believe and believe intensely that the people of your community can find best values in your store—your advertising will be flat and stale no more.

* * *

We received your newspaper ad. and circular, Mr. Hoffman ! The former is good enough to make us believe that you can do much better. The introduction is too wordy and, in our opinion, too loud. Had I been a resident of your town I'm afraid that I wouldn't have read more than two sentences of that introduction. Had I managed down to the sentence, "We have cut and cut and slashed," I would have felt mean and sneaking to have taken advantage of such pulverised prices. I would have said : "No, I can't buy at that store. I can't understand that method of doing business. Jones does not 'cut and cut and slash' prices ; but his goods are A.1. in quality and easy priced. Guess I'll try Jones."

Mr. Hoffman you would be surprised at the number of people who figure things out that way. The central part of your newspaper ad. probably did the trick. The arrangement is not so good as it might be and the name of each article as well as the price should be displayed in an ad. like that. The circular is very badly arranged. Get after the printer. He'll help you with the arrangement rather than lose the work.

The Bee Hive Store of Lacombe, Alta., has hit on a fairly good plan of supplementing their newspaper advertising. This store sends out a mimeograph letter once a month and a small, neatly printed circular drawing attention to and emphasizing their newspaper ads. Of course "the results have been very satisfactory" because both circular and letter are neat and attractive. Besides, the people of your community take kindly to such courteous attention. You certainly have the right idea. It would pay most retailers to get up a mailing list and do the same. Keep that up and you're bound to win.

* * *

The Editor of The Review has kindly granted us, I write advisedly, a little more space and we simply have to make this the most interesting advertising department, from the retailers' view-point, published anywhere on this continent, and we're going to do it. If you have an idea that we can make this department more interesting, we want to know about it. Suggestions thankfully received and acknowledged. There must be at least one hundred pretty able ad-men among the retailers of the dry goods business. You may be one of the best. Would you mind telling us your advertising experience, how you build your ads.; in fact, anything that you think it would be advantageous for a retail dry goods merchant to know. Confine your story to anything under 300 words and you can rest assured that it will be appreciated by every reader of Good Advertising.

Let's hear from you.

Useful Phrases and Ideas

E. B. Crompton & Co., Brantford, held a "Big Parcel Week." These words formed the main headline of their ads. Below they remarked : "Yes, indeed ; you'll get a bigger and better parcel at the Crompton store next week for a given sum than you have ever before had."

"Tuesday will be the silk day here."—Young's, Brantford.

"A little shopping flurry after the holiday—something to help you carry out your economy resolutions. It's another one of our sample sales. You know how fruitful they always are in genuine bargains."—Manchester, Robertson, Allison, Limited, St. John, N.B.

"Every garment in this stock is fresh and new."—Campbell's Clothing, Montreal.

"Dressing jackets. Prices begin as low as $6.50, and rise in easy stages to $25. You never saw better values."—E. Chapman, Vancouver.

"Want a storm coat ? Here it is ; tough or fine, or both—warm anyway. The toughest is frieze, comfortable as can be, and handsome—made with large storm collar that keeps the cold from biting your ears, and it reaches away down to your shoe-tops and protects your shins."—Greater Oak Hall, Scovil Bros., St. John, N.B.

"Watch for the red sale tickets ; they mean big savings for you."—G. E. Fraser Sons, Picton.

"The big sale opened up with a rush, which shows the result of having a reputation for truthful advertising. Everybody knows that our reductions are genuine reductions."—Thornton & Douglas, Stratford.

"There is nothing as comfortable for girls going to school as a knitted blouse."

"We sell everything that men and boys wear."—F. C. McDiarmid, Carleton Place.

"This list is eloquent of economy—and goods to suit all persons are included."—John White Co., Limited, Woodstock.

"Everything as advertised or yours for nothing."—G. B. Ryan & Co., Guelph. This store's motto is : "We do what we say."

"A lonely sale Saturday. All the lonelys in ladies' separate skirts, that is the odd sizes in every line of skirts, etc."—Ingraham's, Sydney, C.B.

"Mail orders given prompt attention."—Lewis & Patterson, Brockville.

"Come to the sale that draws the crowds."—Wheadon, Germann & Co., Guelph.

" 'The Little Giant,' Galt's cheapest store, R. A. Briscoe: 'Bargain King.' "

"For cash only. No goods on approbation."—Glanville's, Calgary.

"Scroggie's aftermath sale. Watch for the green ticket."—Scroggie's, Montreal.

"No sale goods charged. No sale goods on approval. These prices mean cash."—R. H. Williams & Sons, Ltd., Regina.

"A mild weather sale of cold weather goods starts here Wednesday evening at 7 o'clock. Store closed at 1

o'clock in order to mark down goods that will go on sale ar 7 o'clock. Burley's orchestra will furnish music for the evening."—Newcombe's, Niagara Falls.

"A phenomenal January thaw—in prices."—Budge's, Port Hope.

"What we advertise, we do."—Rutledge & Jackson, Fort William.

"Understand, please, just what we offer you. Every item we quote is from our own carefully bought stocks. Every reduction is for the purpose of clearing broken lots. There is a saving to you, and we gain the room we need."—Campbell Bros., Woodstock.

"January at Crompton's is the family supply month —a time when housewives make by spending. It would oay you to borrow from the bank to invest here in household and personal equipment."—E. B. Crompton & Co., Brantford.

"The economy 'red tag' sale."—P. McSweeney Co., Ltd., Moncton, N.B.

"All goods at sale prices are for cash. Goods charged will be at regular prices."—Robt. Wright & Co., Brockville.

"Watch this space every day ; the goods you want will only be advertised once."—D. E. Macdonald & Bros., "The Lion," Guelph.

"The talk of the town is not who will be chairman of No. 1 committee, but the new range of Swiss embroideries at the Big Cash Store. We would like every woman who admires nice embroideries to see this collection. We believe it is the finest range ever shown in this city."—The Anderson Co., Limited, St. Thomas.

"Everything now in the fur department must find its way out of our front door. Notwithstanding the fact that we have yet two and a half months of cold weather before us, we have decided to let everything in this department go, as we have already advices of many cases of new Spring goods coming to hand, and in a short time will want the space now occupied by the furs. When you look over our reductions, please do not think that the difference between the former and the reduced prices represents the profit we had on each article, for such is not the case. We tell you plainly that in many instances the reduced price is less than the goods cost us, and we would ask you to please bear in mind that we handle only first-clasc goods, and as well, if you can find an instance where the reductions are not exactly as represented by us, you may take the article that you may be looking at for nothing."—G. B. Ryan & Co., Guelph.

"Do we believe in advertising ? Indeed we do, but it is far more important to believe in the goods advertised. We believe in the goods we advertise."—Caudwell & Peckett, Brantford.

"Special cut prices on all dressmaking during this sale."—J. M. Young & Co., Brantford.

"The lowness of the prices cannot but make thoughtful people marvel."—The Robert Simpson Co., Toronto.

"All alterations charged for."—The John Murphy Co., Montreal.

"Extra 10 per cent. discount for cash."—Jas. A. Ogilvy & Sons, Montreal.

"Extreme high quality and good taste are evident in every garment. Nothing is skimpy or indifferently made. Every garment is fresh and new, full and generously proportioned, and every stitch is true, every button firm."—G. D. McKay & Co., Winnipeg.

"Even if not prepared to buy, come and see the very latest styles."—John Laidlaw & Son.

"What we do, we do it well."—Michaud & Levesques, Sturgeon Falls.

"Goods right or money back. Cash and one price. Freight paid on orders over $10."—The Binkley Co., New Liskeard.

"After supper sale."—John Laidlaw & Son., Kingston.

"Taking the cover off and having a look at every piece of merchandise in this store, trying to get a good square look at our financial position. We like to know exactly where we're at. Lots of waifs, strays, left-overs, odd lines and oddments receive double-quick marching orders. Drop around and pick up some bargains."—The Anderson Co., St. Thomas.

"Only the most beautiful grades of the new, dainty and stylish lingerie, of the very highest class, have been included in our immense purchases for our special whitewear exhibits. A new department of whitewear only, and no manufacturers' samples or 'seconds' on any part of our showing. Only the best regular lines the manufacturers are capable of making are permitted to enter our store. Let our exhibit tell its own true story to you."—Hudson's Bay Company, Winnipeg.

ADVISE EARLY BUYING.

In the course of an interesting interview with The Dry Goods Review, a director of Greenshields Western Winnipeg, emphasized the importance to the retail trade of early buying of all staple lines, particularly cottons.

"The new fall price lists which will be out very soon," said he, "will show a sharp advance in nearly all staple lines. All through the season the demand for cottons has been enormous, and even in the assorting season it has not fallen off to any appreciable extent. Other staple lines, such as Saxony flannelettes, apron ginghams and shirtings and fine dress ginghams have never before been in such strong demand, and the assorting trade now going on surpases all previous records.

"Manufacturers of cotton goods claim that they have orders ahead for more than six months, and it is evident that they cannot begin to meet the present demands. Under these circumstances even a decline in raw cotton would not materially affect prices, for when the manufacturers have more orders on hand than they can fill in several months prices are sure to be high. A decline in raw cotton wouldn't help very much.

These conditions do not obtain in Canada alone; it is the same in the United States and Great Britain. In those countries it is next to impossible at present to buy any manufactured cotton goods for delivery in less than six to nine months.

"In fact," he concluded, "the retailer who can place his order early for fall and also keep his present stock well assorted in cottons will be ahead of the game for the coming season both as regards prices and as regards delivery and under present conditions delivery is as important as price. No doubt the average retailer is inclined to be timid of such stories of expected advances and delayed delivery of goods, but I insist that this is no cry of 'wolf.' The trade are up against it this year as they never have been before. My advice to the retail trade is to buy early for fall."

CASH OR CREDIT.

Women should not get credit. Neither should men. Cash is the cure. Tradesmen, maybe, would have a bad time for six or twelve months, and many a lady would have to "lie low," but in the end we would get both our trade and our money, and she would get her dress, and at far less cost.—Godfrey Jackson, secretary, Redfern, Limited, in London Opinion.

"American Boy"

This is the name of the best value in Boys' Rib Cotton Hose to sell at 25 cents. Sizes 6 to 10. A profit earning line combined with highest quality and finish. Every pair guaranteed. Try a sample range, (9 dozen).

"Silkolines"

A beautiful range of 40-inch goods in about 30 designs and colorings. Retail at 20 cents.

"Cathedral Madras"

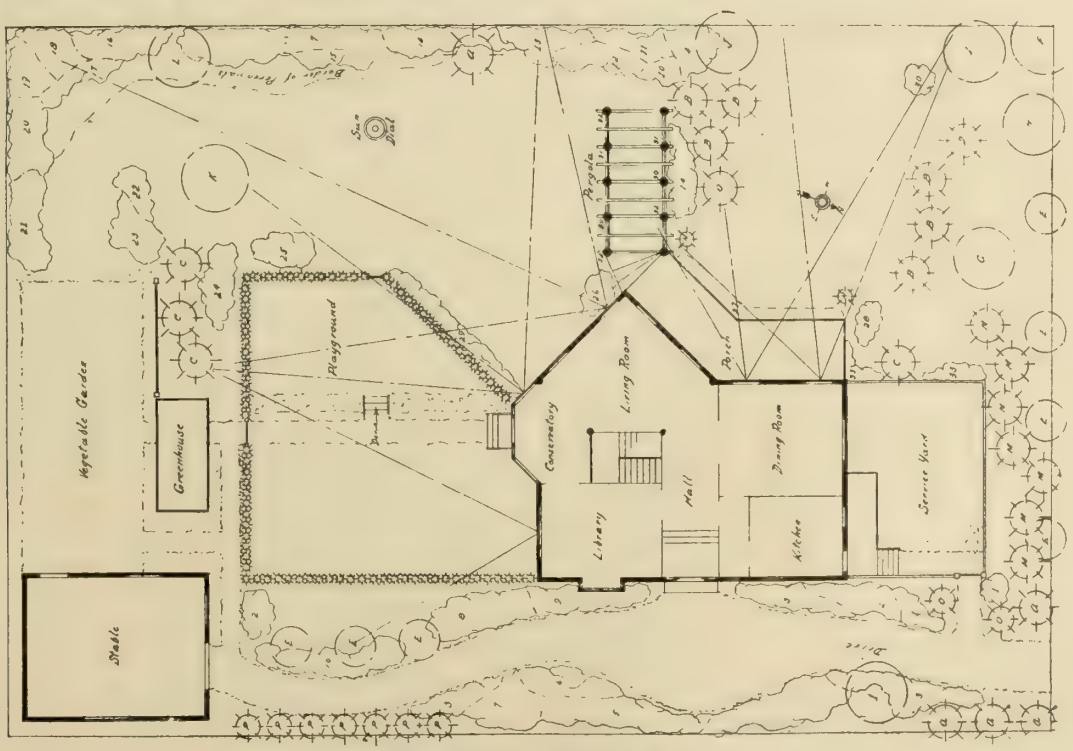
A large selection of these drapings in newest styles to retail from 25 cents up.

John Knox Company, Limited

Wholesale Dry Goods, - - Hamilton, Ontario

Landscape Engineers

We are the Largest Canadian Nursery Company in this line of work.
We supply working drawings and also supervise plantings.



SET YOUR HOME IN A FRAME OF FOLIAGE

Ornamental Trees, Shrubs, Roses and Vines.

write for Terms and Prices.

BROWN BROTHERS CO., Limited, Nurserymen
BROWN'S NURSERIES P. O., ONT.

Business Management

By HOWARD R. WELLINGTON.

The Cost of Doing Business

In the special Spring number of The Review—which, by the way, is filled with interesting reading—an article appeared under the head of "The Cost of Doing Business," which should prove of inestimable value to the merchant who has not already installed some system enabling him to arrive at what his goods cost him "net," what his total sales are "net," and what each indivdual expense amounts to in each department of his business.

There seems to be some difference of opinion as to whether the proprietor's remuneration should be a fixed charge against the profits, the advance on cost including this charge, as well as all other charges, to arrive at the selling value of goods. It would be only fair to the business to charge in with the other salaries a certain fixed amount for the proprietor, just the same as it would be necessary to charge salary for a manager if one were employed. The gross profits, then, less the "overhead" expenses, the selling expense, salaries, etc., would show the net profit which the merchant earns.

The percentage to advance on cost depends largely on the cost of doing business and the amount of business done. When a business is thoroughly organized, and a system installed which will obviate all unnecessary detail work, a turn-over of $50,000 may be made almost as readily as $25,000, with but very little extra expense, thus increasing the net profit by a very substantial amount, as the "overhead" expenses, such as rent, taxes, manager's salary, etc., remain practically the same under both conditions.

A merchant must learn from an expeerience of two or three years, or perhaps more, what percentage must be added to cost to net a fair margin of profit. Few retail businesses, in those days of increased cost of doing business, can be managed successfully on a less margin than 33 1-3 per cent.

In a business which could be departmentized we would suggest a purchase journal, in which all purchase invoices should be entered monthly, the totals only being posted at the end of each month. A columnar book may be procured at a nominal cost, and the various columns used as found necessary, as follows:

Dept. A.

Jan. 1, 1906—Stock on hand		$2,500	
	Purchases	6,000	
	Sales		$8,500
	Rent or taxes	225	
	Salaries	950	
	Insurance	65	
	Light and heat	55	
	Advertising	65	
	Fright and packing	200	
	Office expense	275	
	Interest	155	
	Depreciation	75	
Jan. 1, 1907—Stock on hand			2,600
	Net profit in department	535	
		$11,100	$11,100

It will be noticed that such items as rent and taxes, insurance, office expenses, interest, depreciation, heat and light, etc., all appear as a charge against the department. There are various methods of arriving at the proportion chargeable to each: first, by the amount of the sales; second, by the situation of the department in the store; and third, by the ratio of expense in maintaining the department. It is hardly fair to base the proportion on the total sales, as the department having the largest sales might be working on the closest margin of profit, and, again, it might cost a great deal more for office expense or light and heat in one department than in another.

The only practical method is to collect these general expense items, take each individually and apportion what may seem a fair amount over each department.

Of course some expenses, such as insurance and sundry items of expense for the department may be charged direct, and the remarks above only refer to general charges.

In the illustration above, the goods cost $2,500 plus $6,000, or $8,500, less stock on hand, $2,600 or a net cost of goods sold of $5,900, an advance of 44 per cent. on cost, and yet the merchant only makes a net percentage

Purchase Jour nal—Jan. 31, 1907.

How settled	Terms	Seller	Amount	Dept. A	Dept. B	Dept. C	Dept. D	Dept. E.
Dft. 15, 1, 07	5, 30	J. Brown	$550 50		$550.50			
Ch. 15, 2, 07	2½, 30	J. Smith	420 25			$420.25		
Note 15, 3, 07	3, 30	J. Jones	375 20	$375.20				
Dft. 20, 1, 07	5, 30	J. Thomas	150 40				$150.40	
Dft. 1, 6, 07	3, 30	J. Ames	260 50					$260.50

Each department column may be further subdivided to provide for expenses, such as stationery, insurance, light and heat. This same idea may be carried out in the cash book, sales record and journal.

At the end of the period, then, we have a set of accounts for each department collected as follows:

of 9 per cent. Evidently expense accounts require careful inspection.

Valuation of Floor Space.

The Playfair, Preston Co., Midland, whose splendid store is illustrated in another section of this issue, have

an up-to-date system of estimating what it costs them to do business. Each department of the several distinct sections—dry goods, groceries, boots and shoes, etc.—is conducted as a separate store. Insurance is charged according to the value of the stock, and general expenses on the basis of location and the amount of floor space occupied. Salespeople seldom go out of their own departments. When it is found necessary to transfer a clerk from one department to another temporarily his salary account is not transferred unless the change lasts for a week or more.

Several merchants have told The Review recently that they would like to know just exactly what is is costing them to do business in each of their departments. The point at which they all stick is the method of valuing floor space.

The Playfair, Preston Co. own their store premises, but, as interest on their investment and to cover taxes, insurance, repairs, etc., the business is charged with an amount equal to the rent which they figure they would have to pay as tenants. The amount is $3,000. Before this system was adopted a plan of the whole store was made, showing exactly how much space each department occupied. The value of this space was figured out at $1 per square foot. Then location was considered. Here, perhaps, it would be hard to make the same rule apply to any two stores. Each merchant must work this out for himself. Among other things local conditions will enter into the calculation. Let us say that a general valuation of $1 per square foot has been arrived at. Perhaps it is decided that space on the second floor is only worth half as much as that on the first; the second floor will have to be valued accordingly. Next, the main floor departments must be graded, for the one nearest the entrance has a better location than any of the others, has a chance to attract more business and, consequently, it share of general expenses should be larger.

This valuation of space is not nearly so difficult as it appears on the surface. A merchant has only to feel that he is treating each department fairly and then go ahead with the operation of the system. Minor details may require adjustment later.

We state above that local conditions must be considered. Take, for instance, the Playfair, Preston Co.'s boot and shoe department. It has opposition from a specialty store, and the space which it occupies is valued at the same amount as it is figured the other merchant pays in rent.

Mr. Preston, manager of this company, has a book with a page set aside for each department. Looking back to 1906 we find value of, say, dress goods and trimmings on hand at the beginning of the year, amount purchased during the year, amount of sales, salaries of salespeople, insurance, share of rent, etc. All information can be seen at a glance, including the actual profit which the department paid. Of course records are kept from day to day and once a month the firm know just how each department stands.

This information is a substantial aid to merchants in buying goods.

ONE WAY TO KEEP GLASS CLEAR.

The haberdasher sighed, for his window, full of lovely holiday neckties, was quite opaque with frost.

"I'd give a lot," he said, "for some method to keep my windows from frosting over in cold weather."

"I'll let you have the method you want for nothing," said the patron. "Coat the inside of your window with glycerine, and it will keep as clear in Winter as in Summer. I'm a surveyor, and in my trade we always use glycerine on our glass instruments when it's cold."

TRAVELERS' VOTES.

E. Fielding and L. Howard, representing the Toronto branch of the Commercial Travelers' Association of Canada, asked, through Hon. Mr. Hanna, that the Ontario Government support a measure amending the election act by giving commercial travelers, who happened to be away from their homes on business when elections are in progress, the right to send in their votes by mail. Mr. Hanna suggested that the association appoint a committee to confer with the Government on the matter, and this will be done.

Quebec Store Improved

The Modern Establishment of Faguy, Lepinay & Frere —A Small Beginning a Few Years Ago.

It is hardly fourteen years ago since Faguy, Lepinay & Frere launched out in old Quebec City in a very modest store, but if the beginning was small, the members of the firm were endowed with plenty of energy and progressive business spirit which were soon recognized as the essential qualities in building up a large business. Their customers' confidence was their chief objective asset and once that was gained and held, the way to expansion was assurred and taken advantage of in due time.

The new store as it stands to-day on St. John St. in upper town of Quebec City, is a model one in every sense of the word, lacking nothing which makes for attractiveness, and equipped with the most modern features of the thoroughly up-to-date dry goods store. It has three floors 87x65 feet, and there are no partitions or obstructions to mar the view of the selling and display spaces. The numerous show cases lend to the uniform arrangement in the lay-out of the various departments. The high ceilings and splendid lighting systems give a bright appearance to the three floors. Dark corners and shadows are absent in the store and there is no need of customers requesting to be shown goods in a brighter light, because every inch of selling and display space is evenly lighted. The ground floor has a welcome atmosphere about it, which at once creates a desire on the part of the customer to visit the other departments. Here the lady patrons find a stock of ribbons, dress goods and fancy dry goods, which, in their well arranged sections and show cases, look fresh and clean.

The first floor shows the firm's new departure, which is of especial interest to gentlemen, the clothing department. The stock carried is extensive and varied, containing the best lines produced by the leading clothing manufacturers in the country. The arrangement of display and placing of stock is thoroughly modern. On the same floor are the millinery and ladies' mantle departments. The display here is highly attractive and facilitates the showing of the large and high class lines carried. The main offices are on this floor also. While they are convenient to customers, in no way do they obtrude upon the selling space of the floor.

All the lines which make up the complete housefurnishing department occupy the second floor. Carpets, linoleums, other lines of furnishings and home decorations are carried in a choice and select stock. The latest methods are used in showing these lines and the whole floor is devoted to them.

It was during last summer that the alterations were completed. A visit to the store shows that high ideals have been aimed at. The windows are designed on excellent lines and permit of splendid display.

The members of the firm are, Cyrille Faguy, Elzear Lepinay and F. Lepinay.

Your Book-Keeper Can Do Twice As Much.

BUSINESS SYSTEMS LIMITED
SYSTEM THE SECRET OF SUCCESS
TORONTO.

The end of every month with its accumulation of bills to be sent out, throws your book-keeper behind.

Then he's a week or ten days again catching up.

And in the rush, there's always a chance of making mistakes.

. . . . . .

Our Monthly Account System, especially adapted to retailers, will stop this.

Our Monthly Account System makes out your bills during the month at the same time that the entries are made in your books.

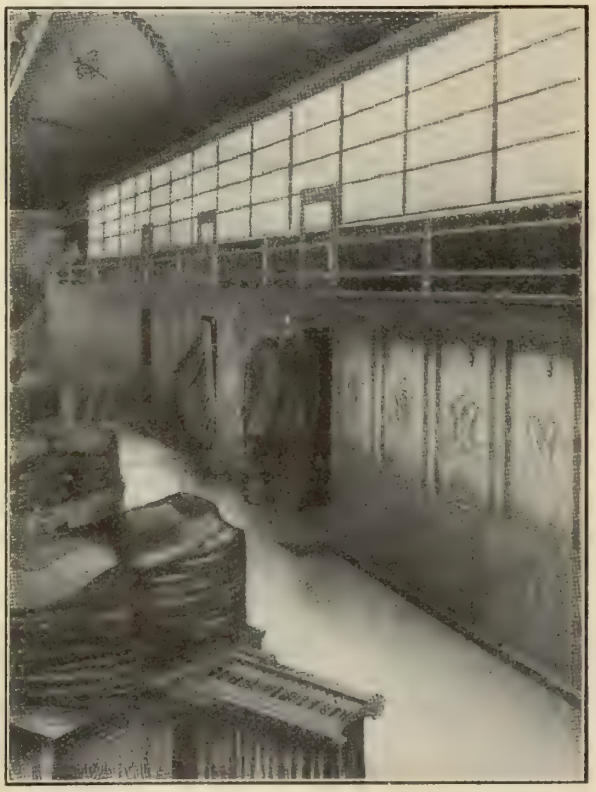
. . . . . .

A request for information about how this is done, will not obligate you to buy.

Write us about it.

To-day.

BUSINESS SYSTEMS
LIMITED
83 SPADINA AVE.
TORONTO, CANADA



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: **Mount Forest, Ont.**
U. S. Factory: **Mason City, Iowa**

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

Winners of Competition

A. A. Garon, H. C. MacDonald, and H. Robinson, Had Best Windows—Judged Chiefly on Selling Merits.

The Review's Christmas competition brought out some splendid examples of the window trimmer's art, and was, on the whole, such a fine success that we are encouraged to hold further contests. Our desire is to stimulate the efforts of trimmers throughout Canada, with the result that their work will reach a higher standard of excellence, their employers will recognize more than ever before the business-drawing possibilities of window display, and The Review will become a more valuable medium for the interchange of ideas. Then we hope to organize a Canadian window trimmers' association, and in this we have been assured of the support of the leading Toronto display artists. We will discuss this matter further next month, and in the meantime we would be glad to receive some expression of opinion from others.

The judges chosen to act in conjunction with the editor of The Review in deciding the winners of the competition were, H. Hollingsworth, the Robert Simpson Co., and A. E. Apted, the T. Eaton Co., Toronto. The decisions were unanimously as follows:

1.—A. A. Garon, with Z. Paquet, Quebec. Prize, $15.



AN EASTER DRESS GOODS TRIM—THE PLAYFAIR, PRESTON CO., MIDLAND

2.—H. C. MacDonald, with Richard Hall & Son, Peterboro. Prize, $12.

3.—H. Robinson, with R. McKay & Co., Hamilton. Prize, $8.

No doubt a number of competitors will be very keenly disappointed, but that is inevitable in every competition. To some the fact that the "selling qualities" of a window were given precedence over its mere attractive-

ness will convey a clear idea of why they were not among the leaders. A window, it must be remembered, may be exceedingly pretty and still not sell goods. "Selling windows" are what the present-day merchant wants. Of course, at Christmas more embellishment is permissable than ordinarily, but even then the sale of goods must be foremost in the trimmer's mind. This point will be made the subject of a special article in an early issue.

Floral Effects for Easter.

To plan ahead is the only safe course for both window and store decorations, as it is important that the putting up of interior decorations cause as little confusion during business hours as possible. Indeed the best and easiest plan is to put them in place when the store is closed to the buying public. All the time that the window is dark is a distinct loss to the store and for that reason alone as little time as possible should be used in arranging your display. To accomplish this careful study is necessary, and a sketch or plan should be made marking just where each portion of the display is to be placed. Close attention to these details will produce satisfactory results, and will enable the work to be done easily and with despatch.

Easter is, from a decorator's point of view, the most important event of the year, for even Christmas, though a great buying festival, does not make so great a demand upon his talents. For one thing, the Christmas crowd is not so critical and it is not chosing for personal wear. At Easter people are buying for a new season, and are buying garments, fabrics, etc., that are to be worn for the greater part of the year. Therefore it is imperative that fabrics shall be so draped as to show their beauties, and that backgrounds chosen shall, while drawing general attention, not over-shadow in interest the goods on display.

No decorator, however true his eye is for color, can afford to give the grouping and harmonizing of his colors anything but the most careful and absorbing attention. Just what colors are to go together should be chosen before the background is finally decided upon, and the materials should be seen in the department, and their draping qualities carefully noted. The decorator has not much trouble here with the materials in vogue now, as they are of such a nature that they naturally fall into soft and graceful folds.



MILLINERY DEPARTMENT AT EASTER—THE PLAYFAIR, PRESTON CO., MIDLAND

City decorators are making very free use of monotone schemes, but it is not every decorator in the small centres who can assemble the materials for a window of this description. He can, however, use the combination idea, and show the different accessories that go with a gown Windows of this class are most interesting, and are big helps in selling the goods.

Not only must the windows of the store receive the greatest of attention, but the whole store must be in gala dress. Fixture trims must be elaborated, and not only the new goods shown, but they may be intermingled with floral and other decorations. Doves and rabbits of

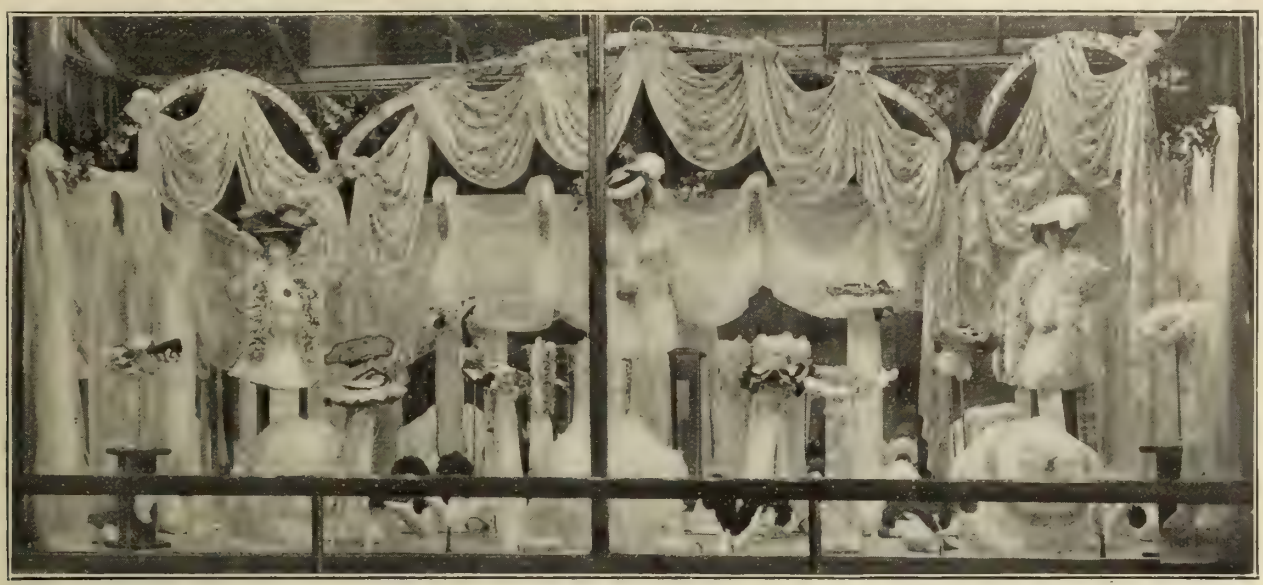
plaster or paper-mache are much used for this purpose as Eastertide. If there is a light wall, the sides are generally handsomely decorated not only with ferns and palms, but also with natural and artificial flowers as well, Easter lilies, of course, predominating.

Flowers naturally come first in the making of the Easter display—they are symbolical of Spring, of the waking of the earth from her long Winter's sleep.

Though many natural flowers are still used they are not used so lavishly as they were a few years ago. The artificial flowers, specially made for the purpose, are taking their place. The natural flowers, though they satisfy at first both the senses of sight and smell, soon fade and lose their freshness, and though a few are still used to mix in, the artificial ones are so satisfactory and so cheap that they are utilized more each year. Each season sees new effects and combinations, and they are more tractable and lend themselves better to display purposes.

Trails and sprays of all the Spring blooms of roses, lilies, smilax and asparagus fern, etc., branches of cherry blossom, apple blossom, large single roses, snowballs, etc., can be had and all at reasonable rates.

To illustrate, one of the largest of the Toronto stores



A MILLINERY WINDOW



RIBBONS, NECKWEAR, ETC., AT EASTER—THE PLAYFAIR, PRESTON CO., MIDLAND

is to use sprays of geranium leaves of white edged with purple for their Easter windows. These are to be posed upon a background of soft silken fabric in Empire green.

The price ticket is of little importance at this season, but even now cannot be totally ignored. Those used should be small, neat and inconspicuous. Show cards are much in evidence and should be ornate. A good idea used by The T. Eaton Co. was to have all the cards in a series of opening windows in ornate gilt frames. The ground of the cards was the same as the colors of the fabrics shown—that is a brown card with brown fabrics; a green card with green, etc. The lettering was of white, with relieving touches of gold. Another pretty idea for an opening show card that came under the notice of The Review had a spray of artificial flowers tied, with a ribbon, onto a card. In those seen the card was of sage green, with tiny roses and buds tied with a pale blue ribbon, but for Easter windows a white card with violet, green and gold lettering, and green ribbon would be highly appropriate. Holes are punched through the card and the ribbon passes through them making all secure.



MEN'S WEAR DEPARTMENT—THE PLAYFAIR, PRESTON CO., MIDLAND

PROFITS OF SEARS, ROEBUCK & CO.

During 1906 the big mail order house of Sears, Roebuck & Co., Chicago, showed a big increase in gross earnings, but it was discovered that increases in expenses caused a falling off in net profits.

Excellent gains in gross profits were shown yesterday by Sears, Roebuck & Co. in the report for the last six months of 1906. With the statement of the company's business during the first half of last year, it was possible to secure a full statement for the entire fiscal year ended Dec. 31, which was shown to be equally satisfactory in displaying big increases in gross earnings. In this yearly statement, however, it was discovered that increases in expenses caused a falling off in net profits.

The report on the six months ended Dec. 31 showed gross profits of $6,196,711, and net profits of $1,837,237, compared with $855,711 for the six months ended June 30, 1906. The disbursements on the preferred stock amounted to $349,982, and the surplus involved $1,487,255, equivalent to 4.95 per cent. earned on the common stock.

The statement on the last fiscal year shows gross profits of $12,068,496, an increase of $2,932,726 over those of the previous year. Expenses involved $9,375,548, an increase of $3,107,839 over those of 1905, and net profits aggregated $2,692,948, a decrease of $175,113, when compared with those for the previous year.

The details of the 1906 statement, compared with those for 1905 and 1904, follow: 1904—Gross profits, $6,928,900; expenses, $4,652,028; net profits, $2,276,872. 1905—Gross profits, $9,135,770; expenses, $6,267,709; net profits, $2,868,061. 1906—Gross profits, $12,068,496; expenses, $9,375,548 (including $50,050 "other income"); net profits, $2,692,948.

The sales for January, 1907, aggregated $3,278,435, compared with $2,742,236 during the corresponding month in 1906.

Manitoba Dry Goods Trade

Business Seriously Handicapped This Winter by Severe Weather, But Prospects Are Bright.

Like all other lines of business, the dry goods trade has been seriously handicapped this Winter by the severity of the weather and the consequent tie-up of the railways. Travelers have been stalled in small towns for days unable to get a train out, the delivery of goods has been seriously delayed, and retail trade itself has suffered very materially. Early in the month the weather moderated and the railway branch lines were opened again, and none too soon, for a serious condition of affairs was developing. While the senational reports telegraphed East and South by correspondents anxious to grind out marketable "copy" conveyed a wrong impression of conditions here, it would be idle to deny that a serious state of affairs existed and that business suffered in consequence.

* * *

The main source of trouble was the break-down of the western railways. Even under the most favorable climatic conditions there would have been unsatisfactory transportation service this year. In the Fall when every car and every engine was required to handle the wheat crop there came a sudden and unexpected demand from the ranchers in Alberta for a great number of cars to carry their cattle east. High prices for cattle caused heavy selling in the Fall and the railways were swamped with business. As a result the close of navigation found the big grain elevators at Fort William and Port Arthur practically empty and the number of cars of wheat shipped 2,443 less than at the same date the previous year. Then followed the most severe Winter in 20 years and the railways had not sufficient engines and snow-plows to keep the lines open. Under these conditions it is not strange that business suffered.

* * *

Nevertheless, although there have been losses, the condition of the country is sound and there is little anxiety among those who are best acquainted with the West. Owing to the failure of the railways to ship the wheat last Fall there has been considerable trouble about collections, but the wheat is in the country and can be realized upon in the Spring. With the opening of lake navigation money will be plentiful again and store bills will be paid.

Buying for Spring has, therefore, been very active and in spite of the adverse conditions mentioned, the volume of trade has been greater than ever before. The demand has been, moreover, for a better class of goods than in previous years.

* * *

Wholesale houses unite in predicting a serious shortage in a number of staple lines. This is particularly the case in regard to cottons and cotton manufactured goods. For these lines there has been an unprecedentedly heavy demand for several months, and the assorting trade is very large. The mills are unable to take care of repeat orders and a serious shortage is expected during the coming months. The advice of the wholesale trade to the retail is to buy early.

* * *

The annual bonspiel brought a great many retail visitors to Winnipeg this month, although probably not quite so many as in previous years, as the uncertain railway service kept the timid and cautious at home. The wholesale houses called in a number of their travelers during the bonspiel and all were busy entertaining their customers.

BEAUTY AND UTILITY

Two factors which no Dry Goods man can afford to ignore.

Our store fixtures are original, chaste and artistic in design, as well as highly useful. The cut shows



No. 156 Display Stand

for ties, gloves, lace veilings, etc. Each arm is independent and adjustable on standard. Standard 32 in. high; cross rods, 24 in. Heavy 8-in. base. Finished in Nickel, Oxidized Copper or Polished Brass.

You ought to have our Catalogue.

Toronto Brass Mfg. Co.

17-21 Temperance St., Toronto

ELECTRIC SIGNS

advertise you night and day. Without question the cheapest and most effective method of advertising to-day

We have an excellent proposition to make in most Canadian cities for merchants to use electric signs.

Let us hear from you, and we will send you circulars.

The Martel-Stewart Co., Limited
Montreal, Canada

Millinery Openings

You need our latest Hat Stands, made in all sizes and prices. Note the new cross top.

Our Wax Figures are unapproachable in expression and finish, and will not melt nor crack in any season. Values the best. Catalog mailed promptly upon request.

CANADA'S GREATEST FIXTURE HOUSE

DELFOSSE & CO.

5 Hermine St. MONTREAL



NICKEL HAT STAND
From $3.50 per dozen upwards

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

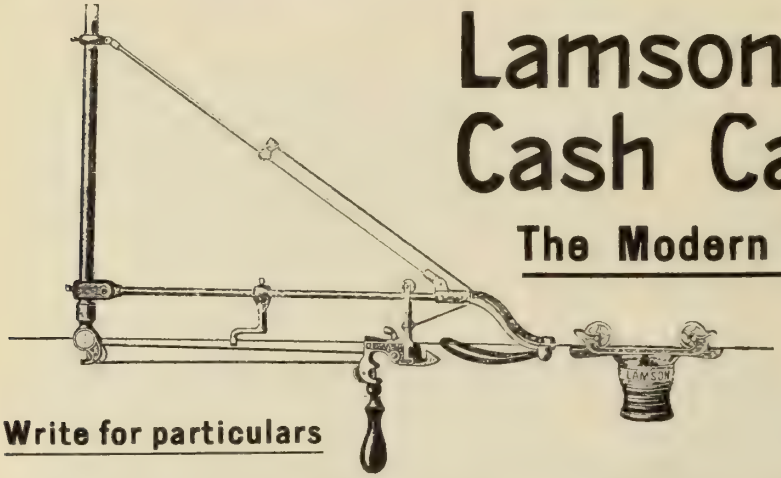
DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC



Lamson Rapid Spring Cash Carrier

The Modern Labor and Money Saver.

LAMSON CONSOLIDATED STORE SERVICE CO.

126 Wellington Street West, TORONTO

Write for particulars



WE ORIGINATE,

manufacture and promptly supply everything we advertise.

As the oldest, largest and only complete house in the display form and fixture line, we are in a position to do this. **Our Cuts** are made from **Our Goods.** Originality is a rare quality and in this respect we are unique.

Write for particulars of our new form models for 1907

Catalogue Mailed upon Application.

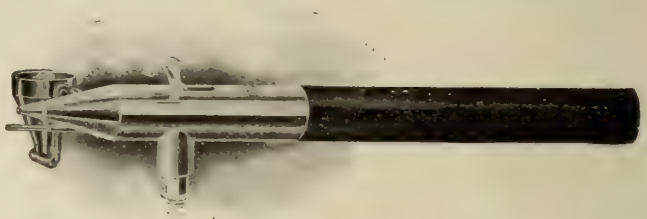
J. R. Palmenberg's Sons

Suit Form No. 60 P.

FACTORY 9-97 W. Third St.

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 50 YEARS)



The most attractive **Show Cards**

ARE MADE WITH THE

FOUNTAIN AIR BRUSH

WRITE FOR CATALOG.

THAYER & CHANDLER, 160-164 W. Jackson Boulevard :: :: CHICAGO

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can in ert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO

232 McGill St. MONTREAL

"UNISYSTEMS"

Systems built to fit into each unit of your organization

SALES OFFICES:

Toronto Montreal Quebec

UNIVERSAL SYSTEMS, LIMITED

8-10 Adelaide Street West

Toronto, - Canada

STORE FRONTS, WINDOW AND SIDEWALK PRISMS, ORNAMENTAL GLASS

If everybody could see our goods we would do far more business. This is the reason we make an **EXHIBIT AT TORONTO FAIR,** as there more people see our goods than possibly could otherwise.



Always ready to show our goods.

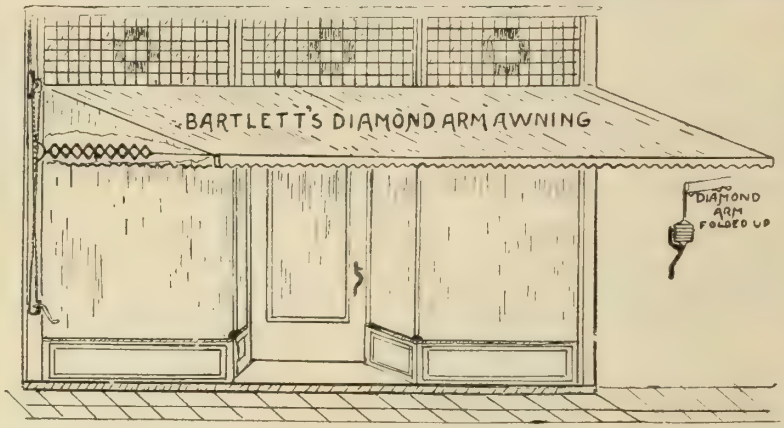
Seeing is Believing.



If you cannot **VISIT US, WRITE US.** We can send you valuable information and designs.

LUXFER PRISM CO., Limited - TORONTO

The Awning for Prism Glass Fronts



This awning overcomes the difficulty in covering low store fronts—or prism glass fronts when the awning is wanted below the prisms.

The Diamond arms allow a very low altitude. They can be arranged to work where no place has been provided by the architect upon which to fix the arms. This awning may be operated with our sprocket gear, or by a rope on spool. Send for measurement sheet and get quotations. For other style see January and February numbers.

WM. BARTLETT & SON,
20 Adelaide Street, W., Toronto

Practical Display Fixtures Dress Up the Store and Concentrate the Stock



No. 3 Ribbon Cabinet

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No		Capacity, Bolts		Cabinet No		Capacity, Bolts	
0	27½ x 6½ x 26½	50	$6 00	4	28¾ x 23½ x 38	325	$23 00
1	28¾ x 14 x 26	100	10 00	5	28¾ x 27¾ x 38	400	26 00
2	28¾ x 14 x 38	150	13 50	6	28¾ x 32½ x 38	475	30 00
3	28¾ x 18¾ x 38	250	18 50	8	28¾ x 42¾ x 43½	700	42 00

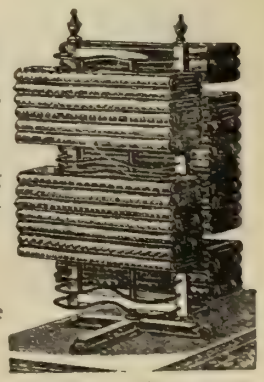
Made of Oak. Sold by the leading jobbers of dry goods and notions

PRACTICAL PIECE GOODS FIXTURES

The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20-inch counter space. Price $6.50
Practical Floor Fixture, height 5 ft. Price - - - - - 7.50

For full description of the Practical Display Fixtures send for a catalogue to the manufacturers.



Counter Fixture

Practical Fixtures are made for all sorts of merchandise
Send for Catalogue to the Manufacturers

A. N. RUSSELL & SONS CO., ILION, N.Y., U.S.A.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from February Number.)

Price Tickets

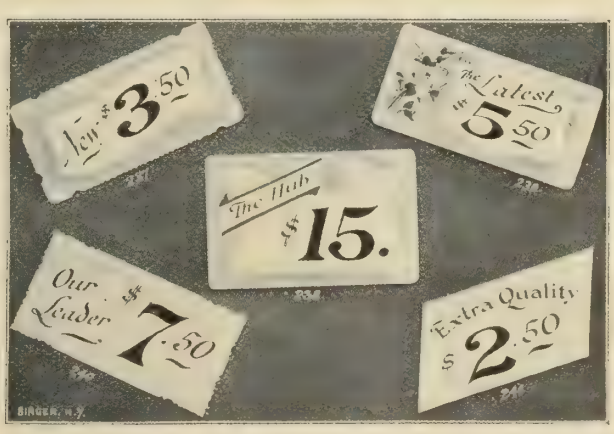
The student who has followed and faithfully practised the preceding alphabets illustrated in this series of articles should now be in a position to execute a fairly good price ticket. The numerous price ticket illustrations in this and the two following articles offer to the student ample opportunity for studying designs of tickets as well as pen and brush lettering.











The colors of the designs from which these photo engravings were made are mentioned in detail. These may, of course, be changed to suit the fancy of the maker or to suit the colors of inks he may have on hand. The card, beveled edges; 209 and 218, plain white with gold bevel; 210, egg-shell mat, with fancy gold bevel edge, embossed gold ornaments, green centre; 211 and 229, white and black hat tickets, with embossed gold circles; 212, pink shield, glued on green shield; 213, shoe ticket, white mat, fancy gold edge, gold ornaments, black cen-

tre ; 214, olive green suit ticket ; 219, gray card, with colored painted floral spray ; 220, heliotrope shoe ticket ; 237, 238 and 239 have shaded back-grounds, made by using an air brush. On number 238 the dark lines are gold, and 239 has a colored floral spray. No. 240 has a fancy edge colored in red in the centre and blue on the ends, and 241 has a glazed bevel edge. No. 221 is a light green egg-shell mat, with fancy gold edge and embossed gold ornaments, the mat is glued on purple beveled card ; 222, heliotrope shoe ticket, with gold embossed frame ; 223, imitation light oak card, with bevel edge ; 224, imitation burlap gray ; 225 and 227, black waterproof, with bevel edges ; 226, white mat, with fancy gold edge and embossed gold ornaments, glued on a white beveled, gray card having a white paper centre ; 228, white mat, with fancy gold edge, mounted on imitation light oak panel ; 230, white card, gold bevel, rococo gold scrolls ; 231, green hat ticket ; 232, and 235, gold embossed hat tickets; 233 and 234, shoe tickets ; 236, green linen, with white bevel. These hat tickets have very thin strips glued on the centre of the back. The glue is only put on one end so that the strip can readily be slipped into the hat band and the ticket project in front of the band.

WELFARE WORK IN CANADIAN FACTORY.

"A pretty safe road to success is the one that leads to a savings bank every pay day," was the remark of the head of Williams, Greene & Rome, of Berlin, Ont., on the occasion of the annual gathering of the employes held recently as a result of the welfare work, which has been inaugurated in this establishment. Mr. Williams then presented each employe with a savings account pass book in the Bank of Toronto and announced that hereafter all wage payments would be by cheque and that bank clerks would be in the factory every pay day to cash the cheques, and take deposits. Each employe received as a present a sum equivalent to one dollar for every year he had been in the service, with which to begin the savings account. Mr. Williams then directed his remarks against the mining, oil well, and wild cat schemes and sharks who were on the hunt for the savings of the people and he warned them to shun as they would poison the loan agents who lend money at from 2 to 10 per cent. per month. He told them that if any one of them were in close circumstances : "You will find no better friends than we are. Come to our front office. We will help you. We are your friends. When in trouble to whom should you go but to your friends ?" The address was concluded by this sound maxim : It is just as important to learn to save as it is to earn.

The incident marks the continuance and success of a very interesting departure made by the firm of Williams, Greene & Rome four years ago, and while the idea has been carried out with success in the United States and England, the instances are sufficiently few, both there and in Canada to warrant a further notice. Since the information is gathered from the reports of employes who are, active in the welfare work, as the association is called, it cannot be considered as tinged with the enthusiasm of the first promoters. Four years ago in the factory there was a good deal of friction and a lack of harmony among the employes. It was felt that there was an absence of responsibility and enthusiasm. A meeting of the heads and subheads of the departments was called, and welfare work was begun and the buildings which had hitherto been regarded among the employes as a factory and a house of work began to be the focus of their social life and a contributor to their enjoyment.

In due course a girl's rest-room was begun. This room was managed by a committee representing each department and was furnished for the comfort of the girls and as a place of repose when they were feeling indisposed. There is a bath in connection and the firm allows each girl 20 minutes off working time each week for a bath. The fee of five cents per bath is collected by the committee and applied to the maintenance of the room.

A library and reading room was soon established and it now contains 300 volumes of the best books, the magazines and newspapers.

The employes' dining room has grown from a lunch counter into a comfortable refectory. An interesting feature is that the waitresses are volunteers from the factory and are chosen weekly. It was equipped by employes with some assistance from the firm.

The men's club room is under the charge of the athletic association and has free for members tub and shower baths and indoor games. A small fee is charged for lockers.

The dry room is used for drying employes' wearing apparel in inclement weather. A supply of skirts, slippers, hose and umbrellas is kept and lent at the rate of one and two cents per article.

The flower and relief fund is the result of voluntary contributions and is managed by a committee who look after sick employes and visit them with flowers, fruit, etc.

The athletic association has the use of the ground in the rear of the factory and encourages bowling, tennis and football. There is a benefit association, formed by the employes, and a dramatic society, a literary and debating society; and the firm has lately built an assembly hall where the employes meet as occasion renders desirable and hold their celebrations as they may occur.

At the meeting a tribute was paid to the National Cash Register Company, of Dayton, to whose establishment a visit was paid by officers of the W.G. & R. welfare work and from whose operations many ideas of value were gathered. A recent departure as a result, in the Berlin factory, is the classes of instruction. The men meet to study mathematics, grammar, composition, reading and parliamentary procedure. The girls' classes embrace plain sewing, basketry and domestic science, for the pursuance of which the firm recently installed a complete equipment.

The most interesting point is yet to be mentioned : the result of the mutual self-help movement. The employes are much more comfortable and happy, and the idea of saving their money in a systematic manner has been gladly welcomed. The results to the firm sound like a fairy tale, but as they were corroborated by both employers and employes they will be readily accepted.

The firm's business in the last four years has increased by 90 per cent., or nearly doubled. The number of employes has decreased from 522 to 430, or nearly 100 less. The number of working hours has been reduced from six days of ten hours each to five days of nine hours each, with a half holiday on Saturday. The 430 employes drew $28,000 more last year than 522 did four years ago. The firm's output, however, not merely doubled, but the quality of workmanship had greatly advanced on account of the good work done and the enthusiastic spirit shown.

The above subject has been treated at some length not merely on account of its being one of interest, but because it shows how the bank can assist the manufacturer in inculcating the saving habit and the spirit of self-help—Financial Post.

"There's a Reason for our Succ ss"



OU can take our word for it; or you can buy some other line of underwear --- Either method will prove that our goods have no equal, for satisfaction to yourself and your customer; and will also prove that there are

"NONE BETTER AT THE PRICE"

JOSEPH SIMPSON SONS

KNITTING MILLS - - - TORONTO



BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

LATEST SPECIALTIES:

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND

AGENT:
DUNCAN BELL
MONTREAL & TORONTO

Established 1785 WHOLESALE ONLY Please Send for Samples.



"The Black that Doesn't Budge"

That's the black in a "Hermsdorf-Dyed" Stocking. It doesn't budge because it *can't*. It just stops there defying suds, sun, wind, water, wear and everything else. And that's why "Hermsdorf-Dyed" Stockings give unlimited satisfaction to every woman. Next time you buy hoisery remember that "Hermsdorf-Dyed" are the *real fast blacks*. None genuine unless my signature is on the toe.

Every buyer, window trimmer, ad-writer, salesman and clerk is invited to send for 48-page Booklet—"The Story of a Successful Hosiery Week." It's free.

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony

American Bureau, 200 Greene St., N.Y.

Electro of above cut will be supplied on request to all dealers who carry Hermsdorf-Dyed Hosiery.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.

Knitted Goods

Hosiery
Underwear
Golfers

Underwear

Sales So Far Indicate Bigger Season Than Last—Market Strengthened During Month.

Comparing sales with the corresponding month of last year it is noticed that the mills have already booked more orders, and their utmost capacity is now assured. During the month, as predicted, sales improved in all lines and indications point towards active ordering from the retailers when jobbers present their full lines. Late orders for Spring are coming in from the dilatory section of the trade, but it is doubtful if deliveries can be made in time. The severity of the closing Winter months tended to clean out the retailers' stocks and the jobbers go out with the assurance of large orders. The few large retailers who have placed their orders for Fall directly with the manufacturer have, without exception, ordered greater quantities and better qualities than last year. Some have more than doubled the quantity, and none have shown, so far, a smaller increase than one-third over the previous year.

There has been open competition on the part of manufacturers, who sell direct to the retail trade, in their $9 lines. Frequently the retailers have had several sets of samples for inspection at the same time in order to choose the best. This, no doubt, is precautionary under the present circumstances, when manufacturers admit that, owing to the high prices of yarns, values are not up to even last year's standard.

The lower grades of cotton underwear have sold remarkably well, especially corset covers at $2.25. While these articles are selling better than ever in white wear, the sales of the knitted goods are not affected. Wool articles at the same price are selling equally as well, and some jobbers report that they cannot keep sufficient in stock. Higher priced articles have not been so successful.

Again the characteristic requirements of the various parts of the country are plainly manifested in the orders being booked. White ribbed goods are being ordered by the eastern provinces, but the west shows a greater tendency for flat grey goods. It is claimed that greys are warmer than whites, and there is some substantial reason in this contention. It is argued that the white wools are bleached and much acid is used in the process ; it is claimed that this detracts from the softness and warmth of the wool, while the greys retain their washed color. This again goes far towards explaining the distinct preference for flat goods in the West. Closer texture and softer surface is more evident in these goods than in the ribbed goods, which are made more than formerly of the white yarns. The market is well cleared out in the west and better orders are reported. Union suits are meeting with a slightly improved demand, but in no way do they interfere with the sale of the piece garments. The growth of the population makes room for more varied lines and retailers are alive to the interests of their customers when they purchase more lines. In wool ribs, the plain and spring needle stitched are meeting with continued favor. They meet the requirements of those who prefer the clinging garments, as they are particularly adaptable for this feature. The flat goods do not possess this quality to the same marked extent and are not so greatly favored in the larger centres.

During the past month several of the large British manufacturers withdrew their prices on account of the upward tendency of the yarn markets. This should be noted by those who are deferring their orders, as in all probability there will be still further advances.

Hosiery

Unexpected Demand for Tans for Spring Trade—Chemnitz Market Strained—Deliveries Will be Slow for Fall.

As stated some time ago, there is likely to be a late demand for tan hosiery. Whites and fancies had occupied the attention of the retailers during the buying season for Spring, but because they have lately demanded light and medium colored tans it does not essentially mean that they have misjudged the season, but rather that there will be a big market for both. Seconds were snatched up quickly throughout the month and all incoming orders show large figures for tans. Deliveries from abroad have not been satisfactory, but it is expected that they will show improvement before the reason is reached.

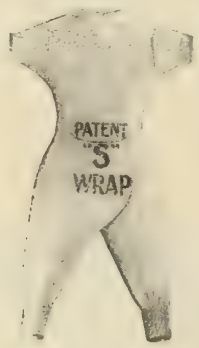
For Fall and Winter trade, ordering has not been very active on the heavier lines. This may be explained by the fact that the majority of jobbers have not yet decided upon their full line for Fall. Buyers abroad report great difficulties in placing orders and state their intention of placing further orders with the home manufacturers. Ribbed hose with reinforced knees, heels and toes are selling better than ever, the qualities ordered being above the average of last year. Retailers are experiencing some difficulty in securing as good values in the $2.25 lines as last season and are taking higher priced goods more freely. The better class of retailers are ordering largely on the $4.50 lines for Fall and Winter trade, and as their goods have been well cleared out during the past few cold months, they are enabled to place more freely on all the higher grades. Markets abroad are in a strained condition ; already many manufacturers have withdrawn Fall price lists and in a few cases mills are booked to full capacity and cannot accept more orders.

THE LEADING
English Underwear
JAY
Unshrinkable Woollen
UNDERWEAR



SPECIALITIES:—

LADIES' COMBINATIONS fitted with the Patent "S" WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.



Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK



ON EVERY GARMENT

Wholesale only:—
Messrs. I. & R. Morley and Geo. Brettle & Co.
LONDON, ENGLAND.

Worsted lines are scarce on the market at present and further advances are anticipated.

Chemnitz manufacturers, according to returned buyers, are filled up with orders and repeats will be impossible to obtain for practical time for delivery. The shortage of both cotton and wool yarns is hampering the manufacturers, and there is some misgiving as to future prices. Deliveries for Fall are not expected to be satisfactory, and although ordering was done much earlier than usual, it will be impossible to turn out the full orders in time.

Canadian manufacturers will undoubtedly be booked to their full capacity as their lines are giving every satisfaction to the trade in general.

Golfers and Sweaters

Eton Jackets Are Selling Well for Spring—Sweaters Strong for Fall.

For Spring and Summer trade Eton jackets are selling more freely than even the most sanguine had expected. There was some doubt expressed earlier in the season regarding the final disposal of jobbers' stocks, but this diffidence has been dispelled, and everything points to a favorable demand for the novelty of the season. A few repeats from jobbers will be necessary before the close of the present month, as they had ordered sparingly, but since the selling has been free they feel confident of better demand later in the season. The light-weight jacket makes a desirable garment for Spring and early Summer wear, and is meeting with the favor of the trade.

Sweaters have again sold well this Winter, and there is every indication that next Winter there will be even a larger call for them. The long rolling neck which opens at the front in a V-shape has proven so acceptable that manufacturers will make no change in them. Some handsome color combinations are being shown in the new range for Fall, and they are being freely ordered.

The splendid sales of the Norfolk jackets should prove a quietus to those who constantly cry down golfers as a doubtful and uncertain line. In Britain the sales are bigger than ever and the United States has again bought freely.

THE HOOD KNITTING CO.

An Ontario charter has been granted the Hood Knitting Compnay, Limited, Lindsay, with a capital of $40,000, divided into $50 shares. The incorporators were Ebenezer Hood and George Hood, Toronto, manufacturers; and Alister C. Campbell, merchant; John A. White, physician, and Alex. Horn, manufacturer, all of Lindsay. The object of the company is "to manufacture, make, sell and generally deal in all kinds of knitted goods, cloth, clothing fibre, fabric, yarns, and material of every kind and description, and generally to carry on the business of manufacturing knitters."

The directors of Lord & Taylor, New York, which succeeded to the business of the dry goods firm of that name three years ago, have decided to increase the dividend rate on the common stock from 7 to 8 per cent. a year. On May 1 the new quarterly dividend of 2 per cent., involving $60,600, will be paid. The $2,500,000 of preferred stock pays 6 per cent. yearly.

The Ellis Spring Needle Ribbed Underwear



is knit on SPRING NEEDLE RIBBED MACHINES, of which we are SOLE USERS in CANADA. These machines will knit ONLY THE FINEST YARN and produce a finished fabric of the most REMARKABLE ELASTICITY. Garments of this fabric fit EASILY and NATURALLY. They yield readily with every movement of the body, yet ALWAYS retain their original ELASTICITY. Our travellers are now out with Fall samples. Wait for them.

SOLE MAKERS IN CANADA

The Ellis Manufacturing Co., Limited

Hamilton, - Ontario

Selling Agents
Monypenny Bros. & Co., Toronto and Montreal

FALL SEASON, 1907

Watson's Ribbed Knit Underwear **(will not shrink).**

As our representatives are now showing a full assortment of Fall Underwear for Ladies, Men and Children, we wish to call your attention to a **few of our specialties.**

The **"Allen Nursing Vest"** still retains its popularity, and we are the sole makers of same in Canada.

Something new in bifurcated garments is the patent **Isabelle Drawer Skirt.** The only skirt for winter wear.

Overwhelming testimony as to the excellence of our men's and boy's goods comes entirely unsolicited. See our **Ribbed Knit Plush Lines.**

Nothing so conducive to the comfort and well-being of infants as our **"RUBENS"** and other vests and bands specially designed for youngsters.

Stimulate your trade by carrying underwear **that will wear.**

AGENTS:

McCLUNG & BURNS, 117 Wellington St. West, TORONTO
J. A. MURRAY, SUSSEX, N.B.
A. L. GILPIN, 232 McGill St., MONTREAL
BRYCE & CO. Box 238, WINNIPEG

Watson Manufacturing Co., Limited, Paris, Ont.



PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.



ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.



HERCULES RIB

The Limit of Strength

Made of Three-ply Specially Strong Yarn.

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.
E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

Stanfield's Unshrinkable and "Truro Knit" Underwear

—fine, pure, all-wool and unshrinkable—knitted in every size and every weight—a size for the short, the stout, the tall, the thin and every other hard-to-fit figure—and a weight for every climate.

No customer need ever be turned away from your Underwear Department, when you carry Stanfield's. New samples ready. Write

Stanfield's, Limited
Truro, N.S.

126a

"Craftana"

THE HALL-MARK OF Registered No. 262,500

Maximum Comfort and Durabilty at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: R. HENDERSON & CO. MONTREAL and TORONTO

Manufactured by W. RAVEN & CO., Ltd. Leicester, Eng.



WOLSEY

Pure wool unshrinkable underwear has won its way into every corner of the world.

Order Early. From Your Jobber

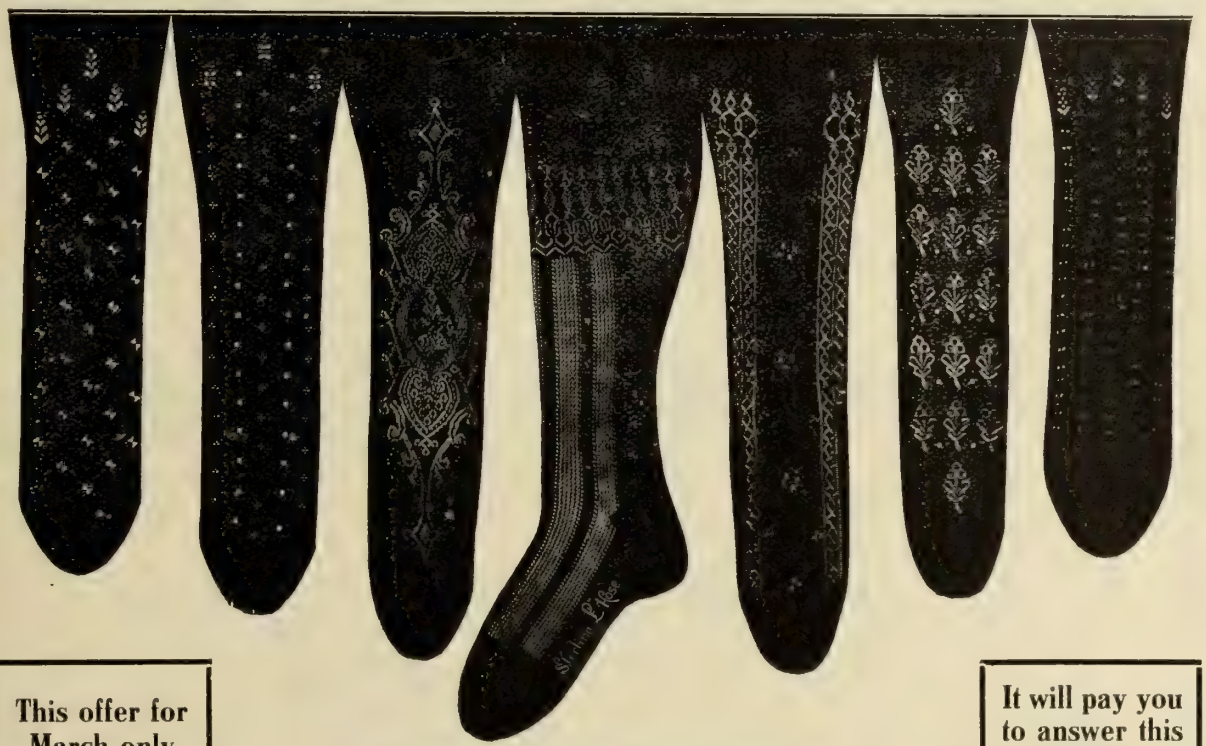
READ THIS

Sterling & Hosiery

NOTE CAREFULLY

THE SPRING HOSIERY SEASON IS HERE

Good hosiery is not plentiful, and these offerings are opportune. We make a special offer of the following lines regardless of profit, but just as a test of this "ad."



A GROUP OF ATTRACTIVE STYLES

This offer for March only

It will pay you to answer this call

These Lines are Money-makers

Style 89—Ladies Plain Black Cotton Hose, $2.15
Style 90— " " tan " " 2.15
Style 102—Ladies Plain Black Cotton Hose, $2.25
Style 102— " " White " " 2.25
Style 103—Ladies Plain Cardinal Cotton Hose, $2.25
This style shown also in Grey, Navy, Tan, Pink and Sky

SAMPLES UPON REQUEST. **DELIVERIES ON THE MINUTE.**

Our stocks of Ladies' Embroidered Cotton, Lisle as well as Gauze and Lace Hosiery, are probably the best assorted in the Dominion, ranging in prices from $2.25 to $40.00 per dozen.

The Leading Hosiery House

KONIG & STUFFMAN

Victoria Square **MONTREAL**

Nazareth Waist

You're running a store for just two reasons.

FIRST REASON, is to make money.

SECOND REASON, is to give such satisfaction with your merchandise that you'll make more money.

The NAZARETH WAIST is with you on both counts.

It affords a sensible, satisfying profit to the merchant who gives it shelf room.

It satisfies the child that wears it and the mother that buys it so well that you never hear of anyone quitting it for some other brand. This is more than advertising claim—it's a fact.

THESE

CANADIAN WHOLESALE HOUSES

Carry complete lines of the Nazareth Waist

ST. JOHN, N.B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co., (Ltd.)
Greenshields Western, (Ltd.

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co., (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R Brock Co. (Ltd.)
Burton, Spence & Co., (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd.)

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains, (Ltd.)



This mark woven in Red is on every genuine Nazareth Waist, and it means something.

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY

NEW YORK

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

Peerless REGISTERED UNDERWEAR CO., Manufacturers of

Ladies' and Children's

HIGH-GRADE

Ribbed Underwear

Fall 1907

Our samples for Fall 1907 are now being shown by our various representatives, and we would advise intending buyers to place their orders now, so as to insure early deliveries.

It will pay you to see our Special lines at popular prices before placing your order elsewhere.

REPRESENTED BY

ONTARIO—Peerless Underwear Co. Hamilton, Ont.

MARITIME PROVINCES—G. H. Woodill Halifax, N.S.

QUEBEC—L. A. Prevost Montreal, Que.

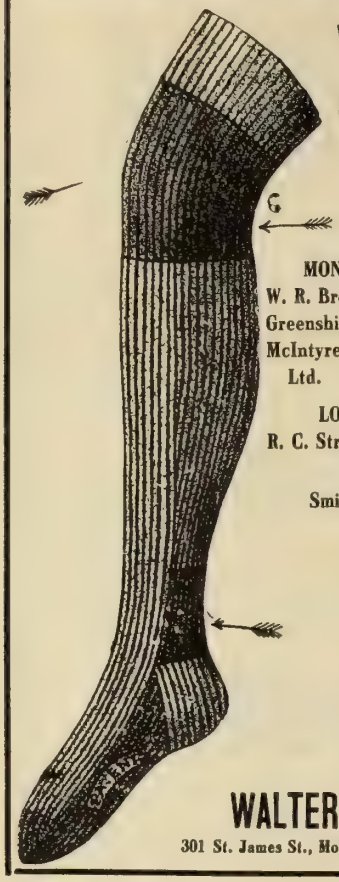
MANITOBA—A. J. Snell Winnipeg, Man.

BRITISH COLUMBIA—G. A. Campbell Vancouver, B.C.

PEERLESS UNDERWEAR CO.

Hamilton, Canada

ADAMS LOCKSTITCH HOSE



Will win and hold your trade

Note: 10 FOLD KNEES
6 FOLD ANKLES

Absolutely the Best Wearing Stocking.

MONTREAL
W. R. Brock Co., Ltd.
Greenshields Ltd.
McIntyre, Son & Co., Ltd.

TORONTO
Gordon, McKay & Co., Ltd.
W. R. Brock Co., Ltd.
Beatty, Kerr & Verner

LONDON
R. C. Struthers

KINGSTON
Macnee & Minnes

HALIFAX
Smith Bros.
W. & C. Silver,

VANCOUVER
Greenshields Limited

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS

WALTER WILLIAMS & CO.
301 St. James St., Montreal
33 Melinda St., Toronto

"Ceetee" Underwear

That's the name of the most reliable underwear on the market.

"CEETEE" is velvety, always fits right—because it cannot shrink, and declared to be the most comfortable underwear that money can buy.

Perfect Fitting Elastic-Ribbed Underwear

has long been the favorite of Canadian women. They will have none other for their children — because quality and price are both right.

It Does Pay To Feature Our Underwear

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT, CANADA



THE

IMPERIAL MILLS COMPANY

OF DUNNVILLE, ONT.

Manufacturers of—

Lumbermen's Socks
Club Sweaters
Cardigan Jackets
Ladies' Golf Capes
Knit-to-Fit Jackets
Blouses, etc., etc.

Our goods bear the guarantee of responsible makers.

The Yarns and other Materials are specially selected by experts. The goods are all fashioned to fit by hand—Every garment goes under the hands of four **Expert Examiners** before being sent out.

We take back any goods which are not as ordered. By these means we have succeeded in placing our **Knitted Fabrics** in the same category as **Tailor-Made Goods.**

Our travelers are now on the road with our new and complete line for 1907, which we feel confident surpasses, by far, any former season.

SALESROOMS

60 Front Street West, - TORONTO



SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED.

Loughborough, England.

WOOL IS A NON-CONDUCTOR, keeping the heat in and the cold out; it is the most porous of all materials, permitting free circulation of air next the body. Made for **Men's, Women's** and **Children's Wear.**

Guaranteed
Absolutely Unshrinkable.

CARTWRIGHT & WARNER'S name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best knit Underwear in the world, and stamps it with a character of superiority that places it above and beyond all others in a class by itself.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

Mr. Dealer—You Simply Can't Lose if You Sell—

"Hygeian" REGISTERED UNDERWEAR

FOR PARTICULAR PEOPLE

MADE IN ALL STYLES, SIZES AND WEIGHTS

BECAUSE

Those who have handled it know that it brings in profit and gives satisfaction. If you doubt this, place your next order with your dealer for "Hygeian Brand" and be convinced.

Eagle Knitting Co., Ltd., Hamilton, CANADA

"Hygeian Waists" sell when others won't

WESTERN RETAILERS' ASSOCIATION.

The annual meeting of the Retail Merchants' Association of Western Canada was held in Winnipeg. The election of officers resulted as follows: President, W. G. McLaren, Souris; 1st vice-president, J. D. Vain, Boissevain; 2nd vice-president, W. C. Painter, Tantallon, Sask.; treasurer, F. J. Hunter, Boissevain; secretary, W. A. Coulson, Winnipeg.

A resolution was passed that a petition be presented to the legislatures of the three provinces praying that a bill be introduced regulating the activities of pedlars and transient traders, in the direction of an increase of license fees, and providing for fines for contravention of the Act.

It was decided to petition the Dominion Government to amend the criminal code by placing retail merchants on the same footing with the classes of the community with regard to the right of combination, and making it possible for them to enter into specific agreements with manufacturers and wholesalers.

During the session the report of a joint deputation to Ottawa of the Eastern and Western Retailers Association regarding he C.O.D. parcel post proposal was received and read, and it was announced, amid applause, that the scheme had been withdrawn.

A committee, consisting of members of each province, was appointed to formulate a scheme of mutual fire insurance. The retailers of the West are anxious to control their fire insurance as is done by elevatormen, lumbermen and others.

DAVIES WHOLESALE TAILORING CO.

An Ontario charter has been granted The Davies Wholesale Tailoring Co., Limited, Toronto Junction, with a capital of $40,000, divided into $100 shares. The incorporators were, C. H. Davies, manufacturer, and Geo. H. Laugan, foreman, of Stratford; Edward J. Kurtz, of Nashville, farmer; Robert, W. Cressman, New Hamburg, commercial traveler, and William W. Stoddart, Toronto, broker. The object of the company is "to manufacture, sell and deal in clothing and men's furnishings."

NOVEL IDEA IN TRADE.

It was at the time when the syndicate shoe store had installed in every one of their stores all over the States boot-blacking parlors where the shine was free of charge, irrespective of where the shoes were bought, provided they were their own make. Brooklyn was one of the towns where this scheme was carried out, and the local individual shoe dealers began to feel it.

One of them, says a correspondent, made up his mind that he would have to do something. To throw back the effect he might install a shoe-shining parlor, too, but that would merely put him on an equal basis with the others, and he finally hit upon a scheme which was just the reverse of the syndicate plan. He, too, equipped and opened a shoe-shining parlor, but here the patrons paid for their shine and each time they spent a nickel or a dime in the parlor they received a coupon of even amount. When they had paid for shines to the amount of $3.00 or $3.50 they could bring in their coupons and get for them a pair of shoes of equal value.

In other words, instead of buying shoes first and then getting a shine free, the patrons were to buy their shines and get their shoes free.

The scheme worked. At any rate the business of the little store grew and the proprietor seemed to be making a profit.

Patons Alloa Scotch

Knitting Yarns

are known the world over **for smoothness and warmth** besides which—quality for quality

they are cheaper than any other.

Should there however be the shadow of a doubt in your mind, our Samples are waiting your Post Card to convince you.

JOHN PATON, SON & COMPANY,
Alloa, Scotland

Sole Agent for Canada
Philip De Cruchy, 207 St. James St., Montreal.

EDMONTON

and the enormous territory for which it is the distributing centre is developing faster than any other section of this continent.

Edmonton's Building Record

for 1906, places it in 5th place on the list of Canadian Cities

Clearing House Returns

give Edmonton 13th place. It is rapidly climbing up

DO YOU WANT TO SHARE THIS TRADE?

Premises to Let—Consignments Received for Storage and Distribution

Best Storage in the West—on spur track in the wholesale centre

F. T. FISHER
Drawer 14
Edmonton, Alberta

It's a Good Scheme

TO BUY YOUR FURS FROM A HOUSE WHOSE GOODS ARE KNOWN FOR RELIABILITY AND SURE SELLING QUALITIES.

YOUR ATTENTION IS INVITED TO OUR LINE FOR 1907-1908.

THE HOUSE FOR YOU IS

M. SILVER & CO.

12-14 St. John St., MONTREAL

Fur Sales

You Can Buy
our Furs with confidence.

You Can Sell
our Furs with confidence.

Our buying and manufacturing facilities are unexcelled.

Our complete lines of ladies' and men's manufactured Furs are now ready.

If not on our visiting list,

WRITE TO-DAY

A. Kirschberg & Co.

Established 20 years

457 St. Paul St., - - Montreal

The Last Call
"Not Yet, But Soon"

Shrewd Fur Buyers buy now—
if not in the middle of summer.



You can make this month a record in Fur Selling—because we stand ready and willing to help you. If you are anxious to corner the Fur Trade of your town send your orders on to us. Have the measurements right and we'll care for our thoroughly tested reputation. Besides, it does pay us to make good.

WM. E. ORR & CO.

MANUFACTURING FURRIERS

The House of Reliability, Excellence and Style

93 YONGE ST., TORONTO

EASTER HATS

For Young Men

All  Prices

**Send an Open Order Now—
We'll Rush it.**

Get posted on our line of Spring Hats. If in Ontario or Quebec, have our representative call.

Felt Hats Renovated
Panamas Blocked

Ladies' and Gentlemen's Fur Samples now ready.

CALL WHEN IN TOWN

A. E. Clement

8 Lemoine St. Montreal



The Canadian Fur Trade

Season 1907-08



First Of All

LET'S see what Canada's Largest Fur Factory has to say upon the subject nearest its heart! This house, above all others, should know a thing or two about furs—that is to say good furs, reliable furs—furs that it pays the dealer to handle and the consumer to wear. And you know that means "Paquet Furs." When you consider that this is the largest Fur Factory in the country and one of the largest in the world, it does seem appropriate that the first page of this

Special Fur Section

should be our messenger to you this month—doesn't it? And here in Old Quebec, the fur-centre of America, we stand ready to dish out satisfaction in big hard lumps to all our customers old, new and "on the fence." Not our satisfaction—not merely your satisfaction—but the satisfaction of customers like the lady in the illustration. And that's the sort of satisfaction that means fried eggs every morning, at 40c. a dozen (if you want them).

Now, give the other fellows a chance!

J. Arthur Paquet

Quebec

Winnipeg Montreal

Toronto Ottawa

St. John, N.B.

TRADE MARK



SEAL BRAND

IT'S A SEAL BRAND

That's All You Need to Know About a FUR.

OUR MR. B. SILVER anticipating the rise in prices of raw furs, has been able through his expert judgment to purchase his stock before this sharp advance.

This will secure to our customers a very material advantage. Our styles will be select. Our travellers early.

B. SILVER & Co.

420 St. Paul Street MONTREAL

MY GUARANTEE

The skins in this article have been selected and manufactured by us with the greatest possible care, and knowing this, we therefore GUARANTEE this article against any fault arising from same. We will willingly repair this article free of charge, should it with ordinary usage, and allowing for the nature of fur, prove unsatisfactory.

The Fur Proposition

If you want to do a more profitable Fur business I will tell you how.

Sell my furs. They possess Quality, Style, Fit, Workmanship.

The store that has back of it my guarantee has an asset to be reckoned with.

Full lines for 1907-1908 ready for your inspection.

Alexandor Furs will help. Write to-day.

A.J. Alexandor

504-508 St. Paul Street

MONTREAL

SATISFACTORY OPENING OF SEASON.

With the coming of March there has begun a new fur season. For the past few months the fur manufacturers have been briskly preparing their samples for the season 1907-1908. A very optimistic feeling prevails in all branches of the trade, based upon the brilliant close of last season and also on the continued call for good furs. The severity of the weather during the past few months gave a stimulus to the retail trade and stocks have appreciably diminished. This makes them ready for fresh stock, and, encouraged as they are by the ready sales of good furs, manufacturers feel safe in turning out better lines than ever before. Another good sign of the continued prosperity of the country, and particularly of the flourishing condition of the fur trade, is that comparatively few failures have been recorded. Payments were never more satisfactory than at present. Even the merchants of the province of Quebec, who were behind with many jobbers last year, have throughout this season paid their accounts before maturity. It may be mentioned, however, that this province still clings to its proverbial dread of drafts, and, this, perhaps, had something to do with the improved payments. Furs have brought retailers good returns, and they are now prepared to give better placing orders.

Large manufacturers of furs are at present working at high pressure in order to place before the retail merchants their productions for the season's trade. As the travelers are expected to be on the road early in March, it is no easy matter to assemble the really excellent range of goods, shown by the average house, in the short time since the closing of the past season. It must be considered that raw material has to be purchased, graded, dressed, and, for certain productions, dyed and blended. It, of course, naturally follows that the first samples shown are somewhat incomplete. It must occur to any one that it would be an utter impossibility to manufacture the many lines and styles now required in the space of two months. The lines, however, are nearing completion, and even excel those of last year.

Fur Lined Garments Strong Feature.

Last season there was a decidedly improved demand for ladies' fur-lined coats. In different parts of the country these are designated as wraps or mantles, and even many of the manufacturers catalogue them and refer to them in the various names. It is quite true that, on acount of the ruling high price of mink and Persian lamb jackets last year, the conditions were favorable to the popularizing of fur-lined garments. As the same conditions rule this year as to firm prices, it is conceded that these articles will more than hold their place in the trade. Being light in weight, comfortable, and durable, they have taken a strong hold with the ladies. The sale prospects in these articles are of the brightest, and merchants who study their customers' and their own interests will give this line prominence in their buying for the ensuing season's trade. The colors of the shells, linings and trimmings are so varied as to suit all classes of trade. The staple blue and black shells will, of course, hold the foremost place, but manufacturers are prepared to supply other colors should there prove to be an unexpected demand. Last year a few browns, greys and greens were sold during the latter part of the season, but it is not probable that these colors will be favored by the trade to any material extent. The styles remain about the same as last year, the loose coat being thought a staple article and safe property at any time. The sleeves are only slightly changed and fur cuffs are spoken of as a possible feature. Of the linings it is difficult to name a leader. Opposum, which was a favorite a few seasons ago, is not aceptable now, as other furs are more popular as linings, both for appearance and durability. Hamster, squirrel, muskrat and mink will in all probability hold their places as linings in order named. The trimmings will again be varied, but as the demand for mink at the close of last season could not be met, it is thought that there will be a continuance of the run on this popular fur as trimming for fur-lined coats. Otter, sable, Persian lamb and seal will undoubtedly be used extensively as trimmings but not to the same extent as mink.

The prices will again range from $25 to over $100, but for good work and right material it must be expected that the prices will rule firm. Mink, as one of the moderate priced popular furs, looks like a sure leader in trimmings.



THE BROADWAY
Muff and Stole, Natural Mink, showing
Natty Whole-Skin Effect

Small Fur Neckwear Again Popular.

Last Fall there was so great a demand for small neckwear that manufacturers were kept busy turning it out throughout the entire Winter months. Not even did the cold weather, which stimulated the demand for heavy furs, spoil the trade in small lines of furs. For this season, manufcturers have given greater attention to these lines and will introduce a more varied range than

ever. There will be no appreciable changes made in the various styles which gave such entire satisfaction to the trade last year. Stoles and collarettes in sable, mink and fox will in all probability be the leading furs. Some firms are again specializing mink, while others are bringing out a new style in Russian sable and squirrel. The same lengths will be again fashionable, and trimmings of heads, tails and claws will be the leaders. A few larger heads will be noticed during the season, especially in the fox collarettes, and only one will be used instead of two in many of the designs for the season. Mink will retain its leading position in the larger centres, but for country trade caperines, with long fronts of Isabella fox, and Australian opposum for ruffs, will continue to do good business.

Electric seal, marmot and sable caperines are again to be used for country trade also, as merchants regard them as safe stock. The prices are not changed from last year, the range running from $4.50 to $25.

Improved Demand for Ties.

Few changes are noticed in the ties or throw-overs which sold so remarkably well last season. The line



Mink Four-Tab Stole, New Model 1907

which winds around the neck and throws over the shoulder is a serviceable article, and is made in various prices so that it is within the reach of all. There are but few additional furs used in this line; the short-haired furs are apparently the only acceptable ones. Ties are now recognized as very useful articles for both street wear and outing purposes. Persian lamb and electric seal are the most popular lines, but there has been a growing feeling in favor of grey squirrel. This may have been due to the fact that they matched the grey winter coats worn last season, but with an apparent change in colors of coats they are not likely to improve in demand over the more prominent lines of furs. Ties have gained a firm place in the trade and there is no apparent sign of their popularity waning. Some lines are exceedingly cheap, retailing as low as $2.

Some New Ideas in Muffs.

Following the tendency to match neckwear with muffs, manufacturers have again brought out some really elegant novelties. Fancy muffs in mink, fox, lynx and sable with suitable designs in stoles will be interesting articles for the high class trade. Manufacturers, who, catering to the tendency for higher priced goods, so evident in the increasing demand each year, have made special efforts to display effective creations combining style and utility. What is called the book muff will be the real novelty of the season. This muff is long and flat, it opens up and folds over a small satin-covered muff inside. The lining is of satin and is both warm and attractive. A design of particular beauty is of striped mink with trimmings of heads and tails alternating at the ends. Considering the great amount of labor involved in the making of these articles and the well selected skins, trimmings and linings, it is surprising that it can be made to retail at $100.

Muffs of black lynx will, undoubtedly, be much inquired for during the season. With shoulder stoles, large muffs will be largely worn by fashionable ladies next Winter. Again the flat, or Empire, muff will be actively demanded by merchants in the larger centres and mink will be the principal fur used. Natural trimmings will again prove to be as popular as they were last year.

Pillow muffs and coronation muffs, showing both the flat and square ends, will again prove to be good property to the country merchant. On account of the prevailing high prices of Persian lamb skins, muffs of this skin will only be available at higher figures. It is generally admitted among the manufacturers that this will centre the damand more upon the lines made of Australian opposum and Isabella fox to match neckwear. Marmot is considered the staple line for the country trade, and this year manufacturers have given special attention to more varied designs than usual.

Big Season for Fur Jackets.

As before stated in these columns, the Russian blouse front Persian lamb jackets are now regarded as a staple line. This year they will even hold a stronger position than ever before, and while there may be a few exceptions to this belief, the great majority of manufacturers are preparing to bank heavily on them. "The blouse front jacket still holds first place in popularity, and will, with very slight sleeve changes, be the biggest seller of the season," is the declaration of an undisputed authority in furs. Retailers are prepared to give large placing orders on these jackets and ridicule the opinion of the few who believe that loose or Empire style jackets will supplant them. The military style is spoken of, but not to any great extent. Deep revers of mink or otter will again lead as popular trimmings.

Prices will be firm owing to the high prices of skins and the uncertainty of the sources of supply. It is quite likely that before the season is far advanced there will be increases in the prices. A Persian lamb jacket from any reputable house will this season cost from $125 to $200. It is advisable to order early as the best furs will be snatched up during the early part of the season, and under the present conditions of the market there will be still higher prices for even the lower grades of skins.

Near seal will remain firm, and should the demand prove to exceed the present expectations there will be increased prices before the season is far advanced. Again the seal jackets will be largely of the same designs as last season, self trimmings retaining the leading place. Mink is at present considered too expensive to be very popular for jackets, although the high class furriers

show a tendency to carry them. As the demand for mink exceeds the present visible supply, the prudent retailer should cover his requirements at an early date.

Auto coats in muskrat will be very much in evidence during the season. Other creations in this fur will again be specialized for country trade. It is growing more in favor each year and makes a very warm and durable garment. In the hands of capable furriers it can be made into an attractive jacket with blended effects, to which it peculiarly lends itself.

Popular and High Class Furs.

Mink is the most popular fu rof the season, and even the extreme styles in it will be safe ventures. The trade has heretofore very reluctantly handled the ultra fashionable styles, but everything in mink will be good property this season. Style of garment is only a secondary consideration to the all-absorbing wish of ladies to secure the fur they desire.

Black lynx, so much worn by fashionable American ladies, is gradually coming into favor in Canada. It makes a beautiful and rich addition to a lady's apparel, and, while somewhat high in price, yet, for real good quality it will, no doubt, be much inquired for during the season.

Isabella fox for stoles, ruffs and muffs is considered a good popular line for the season, but the supply at present is inadequate to the demand, and prices are slightly increased over last year. Dyed coon to imitate Alaska sable will not be much in evidence this year, as it is too high Skunk, which is much cheaper, will be used instead.

Coon Coats Sell Well.

When a traveler fails to interest a customer in his leading lines he can safely turn to the old reliable coon coats and be sure of an attentive hearing. They form the old unchangeable body of the retailer's stock of furs upon which he depends so much. Within the past few years prices have steadily increased and are now more than double what they were fifteen years ago, but still the demand is unflagging. Despite the prices coon seems to be a necessity in this rigorous climate. Last season the Maritime Provinces consumed a greater number than ever before and the expanding West demanded more than could be supplied. Manufacturers are of the opinion that the present cold winter will still further increase the demand, and have prepared themselves accordingly. They have bought as many skins as possible, although 10 per cent. higher than last year and much scarcer. A coon coat at $75 this season will not be so good in quality as that of last year, but it has been noticed that the best is sought and price is not considered before quality. No doubt the retailers will govern their buying acording to the anticipated shortage if they purpose securing the articles upon which so much depends.

RECENT LONDON SALE OF FURS.

The sale of skins held on January 21 to 25 in London by C. M. Lampson & Co., were considered important as an indication as to the tendency of price for future sales. The collection was well up to the standard of January sales and prices, with but very few exceptions, were well sustained. As was expected, the bidding on mink was lively and the large collection cleared out. During the present month there will be a very important sale, and it is being looked forward to with great interest. Below will be found a list of the furs in which Canada is most interested :

Raccoon—10 per cent. higher than last March.

Muskrat—All grades averaged about 20 per cent. higher than last January.

Skunk—20 per cent. lower than last March.

Opposum—30 per cent. lower than last March.

Mink—15 per cent. higher than last March.

Marten—15 per cent. higher than last March.

Russian Sable—20 per cent. lower than last March.

Silver, blue, grey cross fox remained the same as last March.

White Fox—20 per cent. lower than last March.

Red Fox—10 per cent. higher than last March.

Kitt Fox—50 per cent. higher than last March.

Otter and lynx remained the same as last March.

Beaver—5 per cent. lower than last January.

Squirrel—20 per cent. lower than last March.

Ermine—Same as last March.

Chinchilla remained the same as last October.

Australian Opposum—10 per cent. higher than last October.

Wombat—15 per cent. higher than last October.

Wallaby—Same as last October.



Attractive Fur Department of L. A. Coderre, Sherbrooke, Que.

CARE FOR FURS IN SUMMER.

Caring for fur stock in summer is one of the retail merchant's unprofitable jobs, but the time expended should not be considered lost as it prevents untold damage being done by moths. To systematize the precautionary methods should be the aim of the retailers if they mean to make the burden less arduous.

Stock, in many parts has, fortunately, been exhausted during the past few months and retailers have but little to store away during the hot months. Of course, the larger centres will have attractive displays of furs during the tourist season and with the goods constantly exposed to light and watchfulness the care will not be so burdensome. But the merchant in the small place has not this opportunity and should periodically take his stock from the storing cases during the Summer months and shake and lightly beat the short haired furs. The long haired fur should be combed in its natural direction direction as this process prevents matting and sustains the fresh look of the goods. A cool, dry place is most desirable for storing and moist places or proximity to artificial heat should be avoided.

A. Mather ,of A. Mather & Co., lace merchants, Nottingham, was in Toronto recently on his annual trip.

ROBES AND RUGS.

The tendency at present is towards robes of a curly nature which will be carried this season chiefly in Moscow and Prussian lamb. Black is the favorite color in these robes, while brown stands a good second. The goat robes are much higher this year and it is thought that the lamb furs will do the largest business of the season. They are warm and serviceable and the loose curls of these furs make up quite handsomely. The goat robes were cheap last year, but on account of the much higher prices their popularity is not expected to be as great this year. Angora rugs, for which there has been a growing demand in late years, will again hold a firm place in the trade. Musk Ox robes are getting to be very high and will soon be as scarce as Buffalo robes ; there are but few on the market, which are available at a very high price.

Among the Warehouses

The Leak Fur Manufacturing Co., of Canada.

For the season 1907-1908 this firm have made preparations to handle a large increase of business and the reputation they have already gained for selling reliable furs should aid them in attaining increased business. Their factory organization and buying facilities cannot be excelled and their representation to retailers is made by a splendid class of men.

S. Saxe will again cover the far western ground and an additional representative in the person of Wm. J. Power is in part of this territory. In Western Ontario Leaks furs will be shown by Rolland Bay, a fur traveler who has gained an enviable reputation with such houses as J. Arthur Paquet and Brereton & Manning. D. J. Hunter, formerly with Kyle, Cheesbrough for many years, is their new representative in Northern Ontario and Ottawa Valley. Central Ontario will again be covred by Charles Carter, the manager of the fur department, and H. S. Stern, of the firm, will make occasional trips in this ground. Frederick Beaugrand will cover the Province of Quebec, including the city of Montreal. H. Langelier will be in the Maritime Provinces. These men have left enthusiastic over the new lines and the many novelties in ladies' fine furs and the specialty Leak coats.

* * *

A. Kirschberg & Co.

A fur house of twenty years' standing, and each year showing a safe, steady growth, is the record of A. Kirschberg & Co., St. Paul St., Montreal. For the ensuing season they are making a still greater bid for business and their values and "rightness" of the line throughout gives every evidence of their attaining success.

With ample capital and unexcelled buying facilities, they are in an enviable position. Their customers are on the ground floor. The annual trip of Mr. Rose to the Russian fur markets is productive of large saving in many lines of goods. Their 1907-1908 line covers a general line of men's and ladies' furs and is well worth inspection. If you are not on their visiting list, mail business is solcited.

* * *

The Albert Vineberg Fur Comany.

This new fur house is starting out the season with a full line of samples which should win for them an attentive examination wherever shown. The experienced head of the firm, Albert Vineberg, will call on the trade in Western Ontario where has has a splendid connection gained while with M. Vineberg & Co. W. C. Willis will represent the firm in Northern Ontario.

The firm will make a specialty of fur-lined and astrachan jackets, which will be manufactured under the skilful direction of Mr. Barthos, who has full charge of the factory. Mr. Barthos gained much of his experience with Revillon Bros., Paris.

* * *

The Northwestern Fur Manufacturing Co., manufacturing furs and selling to the retail trade, with J. Franklin, as proprietor, has been changed by him into a limited company under the style of the Northwestern Fur Company and the firm will deal in raw and dress furs. The incorporators are: J. Franklin, L. Friseckling, N. Fyolski, J. Bois and I. Vogel.

* * *

J. E. McComber, of the growing fur house of McComber & Cummings, St. Paul St., Montreal, sailed from New York on the 22nd of February to attend the London fur sales. Before he returns he will visit Leipzig and Paris markets.

* * *

Swift, Copland & Co. Burnt Out.

On Tusday, Feb. 12, fire destroyed the premises of Swift, Copland & Co., Limited, wholesale fur and hat house, 517 St. Paul St., Montreal, doing damage to stock and building amounting to about $160,000. The building was an old one, and was once the warehouse of Greene & Sons, Company, one of the pioneer fur firms of the Dominion. The presen proprietors of the old stand had recently formed a limited company and had prepared more samples than ever before and were looking forward to a successful season. The fire coming at the time it did, destroyed a good portion of the samples which had involved so much expense and labor. Part of the Spring and Fall Stock was in the building at the time of the fire and was destroyed. With commendable enterprise the firm, within a few days, secured premises on Notre Dame St., and new machinery was intsalled and work started on the samples for the Fall. Offices and warerooms were secured at the old McKenzie buildings, 381-383 St. Paul St., and the utmost efforts are being made to fill customers' Spring orders.

Fortunately, there were, at the time of the fire, a large number of cases of goods waiting to be delivered in the railway sheds, and with this and other goods on the way the firm hope to supply the large majority of their customers' orders for Spring. The firm are fighting against time and are striving with every possible endeavor to have their fur samples ready during the month of March, and their travelers on the road. On the first of May the firm will occupy 318 St. James St., for one year, and at the expiration of that period they hope to again occupy their old premises after they have been thoroughly renovated.

A. K. JEFFERIES FUR COMPANY.

An Ontario charter has been granted The A. K. Jefferies Fur Company, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators are: Reginald W. Eyre and Elmer Eugene Wallace, barristers-at-law; Olive B. Clarke, book-keeper; Anna Ezard, strenographer, and Arthur K. Jefferies, furrier, all of Toronto. The objects of the company are "to carry on the business of wholesale and retail manufacturing furriers; to buy, sell and deal in furs; to cure, dye, tan and preserve fur skins, hides and pelts; to establish stores, factories and warehouses; and to purchase the business now carried on by A. K. Jefferies & Co."

Announcement Fall 1907

'Tis our pleasure to state that our Fur productions for coming Season will include a magnificent collection of

Natural Mink Stoles and Muffs,

Black Lynx Setts,

Blended Fox Setts, Sables, Etc.

typifying the highest skill of the Furrier's Art.

Ladies' and Gentlemen's Fur-lined Garments,

Ladies' and Misses' Fur Jackets and Auto Coats,

all produced in our own workrooms by highest class skilled furriers.



Fox Sett Showing Latest Model Book Muff.

(We Manufacture everything required for the Fur Department.)

We invite your criticism of our samples.

The Waldron, Drouin Company, Limited

Makers of Good Furs

MONTREAL

The Growing Fur House

Our continued growth implies the prosperity of our customers, for without merit permanence in success is impossible.

The Promise :

You are interested in our growth we admit, only as a proof of the merit of our goods. Starting 8 years ago in a modest wholesale way, we agreed to make furs right, price them right, and treat our customers right. Moving along quietly, we gave satisfaction to a growing few customers, and—they called again. We aimed to have our goods right, and the proof is the liberal orders from old accounts. To do entire justice to this increase, Mr. J. E. McComber, the founder of the business, associated with himself two years ago with Mr. E. E. Cummings, Jr., and since that time we have enlarged twice. We appreciate the confidence bestowed upon us. We intend to hold it. We promise you furs that will add to your reputation for selling reliable goods, and give you splendid profits.

The Fulfilment :

For the season 1907-1908 we trust to fulfil many of our early desires, and maintain old promised standards of quality. To provide for many new accounts, we will on May 1st take possession of a larger and more modern factory, 5 stories and basement, at the corner of St. Sulpice and St. Paul Streets. With these increased facilities, every order will receive individual care in its execution and go forward promptly. Mr. J. E. Hand, of enviable reputation, is now associated with the firm, and his skill as a fur designer will be used in our work-rooms. Our sales department has also been increased by the addition of Mr. P. Jobin, who will represent the firm in the Province of Quebec, and Mr. Frank Craig, who will call upon the trade in Ontario. Mr. Geo. H. Buckham is again in the West.

The new line is particularly strong in Persian Lamb Jackets and Raccoon Coats, and all Ladies' Staple and Fancy Fine Furs.

Where Do You Buy Your Furs ?

If you'll arrange to look at our line, we know you'll agree with us, that it presents opportunities for profitable buying unequalled on the market to-day. Choose wisely, and break away from prejudice.

McComber & Cummings

516 St. Paul Street, Montreal

The

Bishop Label

IS THE PROTECTION OF EVERY DEALER AND EVERY BUYER OF FUR ROBES AND FUR COATS AND FUR LINED COATS



The Bishop

Fur Robes and Coats and Fur Lined Coats

ARE TRIED AND TRUE. SELL BRANDED GOODS—GOODS OF KNOWN QUALITY. LOOK FOR THE BISHOP LABEL. IF YOU DON'T FIND IT DON'T TAKE THE GOODS. : : : : : : : :

THE J. H. BISHOP COMPANY

SANDWICH, ONT.

Wyandotte, Mich.; Tientsin, China; New York and Chicago

Fire Notice

As our customers are no doubt aware our premises were almost entirely destroyed by fire on the 12th instant.

We are glad to announce however, that only a portion of our spring goods had come in and the balance are arriving daily at our

Temporary Quarters

383-385 St. Paul Street

(Old J. G. McKenzie Building)

Where we have secured a Commodious Warehouse

We cabled the day after the fire for what goods we were short of and expect to

FILL ALL ORDERS

with little or no delay

We would be pleased to have you call and inspect **our stock** which will soon be

QUITE COMPLETE AGAIN

We move to

318 St. James Street

on or about

MAY, 1st.

Wholesale Furs, Hats and Caps

Swift, Copland & Co.

Limited

GREENSHIELDS LIMITED

FURS

1907

FURS

A

Big Growing

Business



SOMETHING NEW IN FURS

1907

FURS

A

Most Profitable

Business

We have made great preparations for 1907 and promise you a bigger assortment to select from, and better values than ever.

Samples now Being Shown

DO NOT MISS SEEING THEM

BEAR SKIN COATS

CONTROLLED LINES

Every mail brought us repeats for these popular Bear Skin Coats. The best values hown—and we control them for Canada We regret not being able to fill all orders last season, but you can help us by placing your orders now.

"SHIELD BRAND" ready to wear garments **mean success**—we prove it

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver



BRIGHT FUR PROSPECTS

Fur
Buyers will
readily recognize
strong points in the
line we are now showing.

"LEAK" BRAND Reg. FURS

Represent
the best in the
making. If you consider
style workmanship and material
you should consider our line.
If not on our visiting list, a postal
will bring one of our 8 Salesmen.

We have something new to show in Men's Coats which will be readily recognized as a coat which has been wanted for many years.

THE LEAK FUR MFG. CO., of Canada, Ltd.

5 Recollet Street, - Montreal

Catalogue Houses vs. Retailers

Court Refused Temporary Injunction Restraining Retailers from Boycotting Jobbers Who Sell Mail Order Concerns.

A decision important to the retailers of the United States was handed down recently by Judge Garland, of the Supreme Court of Sioux Falls, South Dakota, in refusing to grant to Montgomery, Ward & Co., of Chicago, a temporary injuction against the South Dakota Retail Merchants' and Hardware Dealers' Association. The decision is especially important in view of the fact that it is generally believed that the intentions of the mail order concern were to institute proceedings against the merchants' associations in other states, where a vigorous warfare is being waged against the retail catalogue houses. The case has not been altogether disposed of, for it is to come up again for regular trial in the April term of the United States Court at Sioux Falls, but this refusal to grant a temporary injuction is looked upon as a distinct victory for the merchants' association, and the general belief is that it indicates how the case will be disposed of in the regular term of court.

Briefly summarized, the points in the case are these : Some time ago members of the South Dakota Merchants' Association decided as one method of combating the retail mail order house competition to withdraw their patronage from all jobbers and wholesalers who sold to the retail catalogue houses. Letters were sent out to jobbers and wholesalers asking if they sold goods to the catalogue houses. The names of all those houses who refused to answer this letter were compiled and the list circulated among all the members of the association for their information. Montgomery, Ward & Co. claimed that the circulation of this list was in reality a boycott on their business, that some of the jobbers and wholesalers had refused to sell goods to them, and that they had been damaged through being unable to purchase the goods required to fill the orders of their customers.

The court decided "that retailers have a lawful right to agree among themselves that they will not purchase goods from wholesalers who sell to catalogue or mail order houses, and it necessarily follows that they have the right to inform each other as to what wholesalers and jobbers do sell to catalogue or mail order houses." According to the opinion of the court the only question in the case is what the merchants might do further than this to influence wholesalers and jobbers not to sell to catalogue houses. The court then went on to say that so long as forcible or violent means were not employed to prevent wholesalers and jobbers from selling to the catalogue houses, and that if the influences they might bring to bear could be defined as persuasion then there was no infraction of the law. The court held that the retailers and the catalogue houses are competitors in business, and that in the protection of their own interests the retailers had a full and legal right to agree among themselves not to purchase goods from those wholesalers who supply their competitors with merchandise, have the right to inform each other of those houses who do sell them, and also have the right to use persuasion to induce jobbers and wholesalers not to sell them.

The retailers of the United States will make a grevous mistake if they rely entirely on a boycott of jobbers selling mail order houses as a means of solving the mail order problem. A few small concerns, who use jobbers' stocks almost exclusively, would be put out of business, but the big ones would be little affected. If the jobbers do not care to sell them goods they will buy from the manufacturers ; if the manufacturer withdraws his lines they will start a factory of their own. As we have stated before, the competition of catalogue houses is legitimate competition that must be squarely met, and the retailer can best equip himself by studying his natural advantages and improving his facilities. He can, by adopting the proper methods, keep his fair share of trade at home and prevent the abnormal expansion of the mail otder business.

A NEW FUR HOUSE
(NEW IN NAME ONLY)

Samples 1907-8 now ready. Strong range of
Astrachan Jackets, Fur-Lined Garments, Novelties in Small Furs.
Our representatives will call upon you shortly.

The Albert Vineberg Fur Co.
622 St. Paul Street, MONTREAL
All Our Garments Bear A Guarantee Label.

CHARGED WITH FRAUD.

C. Rich, a dry goods merchant of Chatham, N.B., was arested at Montreal on a capias issued at the request of the Montreal Waterproof Clothing Co. The charge is that of secreting property with the intention of defrauding his creditors. He was incarcerated after an unsuccessful atempt was made to secure bondsmen. About three weeks ago he asigned with liabilities amounting to $10,000. It is said that his assets barely exceed $600. He went to Montreal and endeavored to effect a compromise with his creditors, but he could not satisfy them, and he found himself in the clutch of the Quebec capias law. At a meeting of his creditors he admitted having sold several thousand dollars worth of goods, but he could not satisfactorily account for more than $1,000.

DEFIANCE MANUFACTURING CO.

An Ontario charter has been granted to The Defiance Manufacturing Company, Limited, with a capital of $40,000, divided into $100 shares. The incorporators were Jason Haugh, manufacturer; Edgar P. Howe, merchant, and John C. Douglas, Wm. McTaggert and A. G. Malcolm, esquires, all of the city of Toronto. The object of the company is "to manufacture, buy, sell and deal in all kinds of men's, women's and children's garments, headwear and furnishings, and all articles entering into the manufacture thereof. The head office of the company is at Toronto.

BERLIN COMB AND NOVELTY CO.

An Ontario charter has been granted the Berlin Comb and Novelty Co., Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were, John B. Gateman, Berlin, manufacturer; Charles H. Westwood, manufacturer; Anthony L. Malone, and Albert Mearns, solicitors, and Frederick L. Whatley, bookkeeper, all of Toronto. The object of the company is "to carry on the business of manufacturing combs, smallwares and novelties, and to sell such manufactured novelties either by wholesale or retail, and generally to buy, sell and deal in such articles as combs, smallwares and novelties."

Established 1832

Cable Address:
"LAW," Bradford

SPRING 1907

"Lawrus" Fabrics.

(Registered)

MOHAIRS

Unique Specialite
Mohair De Soie

Of Wonderful Texture and Exceptional Brilliancy

Rainproof Goods
Latest Productions

Brilliantine Suitings
At Popular Prices

Law, Russell & Co.

Converters of Bradford Goods LIMITED

BRADFORD AND LONDON

Another White Goods Season in Sight!

Part of our showing in Dress Materials

French Lawns
Victoria Lawns
Persian Lawns
India Linens
Piques, Reps
Fancy Poplins
Swiss Muslins
Organdy Muslins
Emb'd Muslins
White Ducks
White Drills
Dress Linens
Dimity Muslins
Tarleton "
Fancy "

Send a list of your wants to our Letter Order Dept. Goods shipped the day order is received.

The W. R. Brock Company (Limited)

MONTREAL



THE REVIEW FORECAST FOR THE FALL AND WINTER OF 1907-1908

The approach of the period when the merchant must consider the question of supplying his wants for the Fall brings with it a situation that is full of perplexity. The conditions of the market are abnormal and prices have reached a very high figure, so high in fact, that it gives food for serious thought as to the wisdom of contracting so far ahead for the needed stock. Will present prices continue? Is there anything in the situation that denotes a break in the market before the end of the present year?

The difficulty of forecasting prices so far ahead is an immense one for there are so many factors in the situation that may serve to bring about a change. The present condition, as merchants are well aware, is one of acute shortage. Deliveries are daily growing worse, and the spinner and manufacturer have decidedly the control of the situation. They are in a position to make their own terms, and to demand their own prices. The full realization of this fact, and the knowledge that mills are in many cases sold up very far ahead—right into 1908 in some instances, it is said—points to the necessity of the retailer placing large and early orders if he would be sure of his assortments when the selling season opens up.

But it is the price situation that makes him pause. Can the present high prices continue, or is there any factor in the situation that seems to warrant the entertaining of the expectation of a change before the Fall season of 1907 opens. The bare possibility of such a change must make buyers cautious.

The present scarcity is most undoubtedly a genuine one, born of the big demand on one hand, and a shortage of productive power on the other. A scarcity of wool and other raw materials has had much to do with creating the situation. It is, however, the inability to produce, that is becoming the main factor now. This being the case, the world's industrial prospects seem to be the pivot on which the situation turns.

It is true that the wool market shows no improvement, and that so strong a tone was maintained at the last London sale as to impart to it an added firmness, and the Bradford holders of wool, who practically rule the world's prices for raw wool, are rigidly adhering to their very highest quotations and have, in addition, advanced prices upon some especially short lines.

Still, as we said before, it is the size of the demand that rules the situation, and the question is as to whether the present prosperity is to continue, not just in Canada alone, for Canada's demand is but a small factor as yet in the world's markets, but in the greater nations generally. In other words, is their buying and consuming power to continue unchecked?

Everything in Canada points not only to a continuance, but to a greater expansion. Immigrants continue to flock to our shores in increasing numbers, and as they arrive are quickly absorbed. Though it will be many a long day before our wheat lands are filled, each season sees an increase in our grain exports. In industrial circles the cry of our manufacturers is for more help, so that our industrial population is fully and profitably employed. The present is an era of railway building and there is an increasing development of many other sources of natural wealth.

So far as Canada is concerned everything points to a continuance of the present prosperity. The big country to the south presents also a future of unchecked prosperity. Europe, with its many millions, is, with the exception of Russia, peaceful and prosperous, and the mother country's big population is better employed than for many a decade.

It is just possible that conditions may arise between now and next September that will bring about a change, but no such thing seems possible at present. So far as can be seen there is nothing that can restrict business, and cause a drop in values before the opening of trade the coming Fall.

There seems to be every reason to put face cloths, with broadcloth, first on the list of Fall materials. Broadcloth is one of the most beautiful of fabrics, and has been growing in favor for some seasons past. One reason for this is that the serious faults which told against it have been eliminated in the past few years. It used to be that the soft glossy finish did not last, and that the first shower it was subjected to, or the least drop of water, spotted it beyond repair. It also used to shrink very materially when subjected to dampness. The process of sponging has mended this last fau,t, and improved methods have made the lovely finish permanent. The removal of these defects has paved the way to a wide popularity, and broadcloths promise to be the leading fabric for the Fall and Winter of 1907-1908.

There is to be no change in weights and the softly draping chiffon varieties will be the vogue, the darker shades for street wear, and the pastel shades and higher colorings for evening and afternoons. Handsome wraps will also be developed in broadcloth.

Broadcloths occupy so high a position at present in New York that they are carried in a spearate department, and not only this, but each color is carried in its own section and with its own special salesmen or men. Big orders have already been booked for next Fall and there is every confidence expressed in its selling strength for the coming Winter. Another factor that strengthens the position of broadcloth is the fact that the Fall promises to be a strong color season, and there is no other fabric that shows up rich colors to such advantage as broadcloth.

There is a very decided development in favor of fancies and we have not yet seen the last plaids and checks. Plaid broadcloths in subdued color effects are to be decidedly good. These fabrics have already been tried with satisfactory results on the exclusive trade, and will now have their innings in the popular end. Plaid materials generally will make a strong running, but they will be in subdued checks and plaids. Tartans will be wanted, but only for misses' and children's wear.

Inasmuch as there are many occasion when broad cloths are hardly suitable, cheviots, both plain and fancy, and serges, are expected to gain recognition next Fall. Prices, however, may be a controlling factor here. For street wear worsted and wool suitings are again featured and checks, plaids and stripes will rule. The goods wanted are light weight and smooth finish. Plaids are in high favor now, and their vogue is increasing. The plaids indicated are very subdued though rich in coloring. Stripes, to some extent, may be taken up by the high class trade, but will have little following in the popular end. Voiles, both of silk and wool, and other light weight materials, will sell for evening wear.

There is one development that must be strongly noted and that is the strong tendency towards dark and subdued colors. This is a vogue that has been growing for the past two seasons and will be still more marked in the coming Fall and Winter. In the placing of colors brown certainly must stand high. Brown in many shades is undoubtedly the most worn color in New York to-day. All the tan shades, from champagne and biscuit up are excellent. Leather is a leader, and a quantity of the darker shades are also worn, brown being also a large feature in many of the new plaids. The shade worn is a little different from the golden so much in evidence a few seasons ago; it is the "bois" or wood brown having a hint of bronze or green in its make-up. Mahogany or copper brown is another well worn shade. Black is also extremely fashionable. Various shades of navy and delft blue are strong, and blues should develop well when the selling season opens. Green is a good color in the dark olive and myrtle shades, and bordeaux and garnet should be sellers. A grey, with a hint of brown is often seen in high class goods, but as it does not reproduce well in the cheaper cloths, it does not seem as though it would count in the popular trade. Amethyist is worn, but should only be used to give variety to the selection, as its vogue will be limited.

The United States exported $500,000,000 worth of cotton and cotton products last year. Of the $413,000,000 worth of raw cotton exported, $173,000,000 went to the United Kingdom, and $7,333,000 to Canada.

Silks

Reviving Interest in Silks — Foulards Selling Freely in New York.

The position of silks, both plain and fancy, is decidedly improving and the material is much more in evidence now than it was a few months ago. There is much talk of silk suits for the Spring trade, and jumper suits, shirt waist suits and little coat suits of silk are confidently recommended notwithstanding the fact that prices are higher. The silks selling for this purpose are those with a bright soft satin finish, and satin duchesse is said to be in high favor in Paris. Stripes, checks, particularly black and white effects, are very popular.

The most remarkable development, however, is in the case of foulards. Foulards have been out of it long enough to be held now as a novelty, and there is a strong tendency existing in their favor at the present time. In the New York stores they certainly are proving at the present time big sellers, particularly in brown and tan shades. The coin spot is the wanted pattern, and other spot and ring patterns are much favored. Indeed, spots seem to be coming into vogue in silks and in wash materials.

Wash Dress Goods

Demand Continues Strong — Deliveries Improving — Spring 1908 Forecast.

During the month of February deliveries have improved and jobbers have been busy making heavy shipments to the retail trade. The interest of the wash goods department is at present centred upon the opening of the season in the retail stores. Large stocks have been laid in and the indications point to a tremendous season's business. Extensive preparations are being made for effective display, and for the facilitating of selling methods. Now is the time, preparatory to the opening, to see that the shelves are well proportioned and adequate to the holding of the stock in various sections so that confusion in replacing it will be avoided. The well equipped dress goods department last year found that dressed forms and models were attractive and conducive to profitable sales. It should be the aim of the retailer to add up-to-date forms to his store and to dress them as regularly as he opens his store in the morning. It takes but little time to do this, and constant changing appeals to many customers daily.

Deliveries on sheer white goods have improved, still there is a shortage for these much needed goods and the buying has been forced lately on to the colored lines. Persian lawns are upholding the wash dress goods business at present and now that a shortage is felt the colors which were comparatively neglected are eagerly sought as the easiest way out of the situation. The call for all lawns is exceedingly strong, and although manufacturers have posted several advances lately, jobbers' prices will not be affected as they have well covered their requirmnts.

Sheer whites, white fancies and neat floral effects are still holding the predominating place in the ordering. A large variety of stripes have been moving better than in the earlier part of the season, and are being taken, even by those who had considered their stocks complete. The demand throughout the month has been shifting around to larger checks than were taken at an earlier date, and repeats have already been placed on lines which

were thought some time ago to be inactive. Linen pongees are being shown in a larger variety than ever, and are bound to prove leaders for Summer dress goods. In the United States last year these lines were used extensively for men's shirts, and are thought to be the future cloth for this purpose. They have excellent and durable dyes, and the strength of the texture makes them well suited to these purposes.

Muslins are as active as ever, and during the present month there is expected to be some sharp ordering to wind up the season's requirements. The recent demand has been for the better qualities, in the shades of pink, sky blue and mauve. Light green and champagne have bene steadily improving, but the best lines undoubtedly are the light dots and spots on light grounds. The novelty in muslins is, of course, considered to be the check effect, shown in sizes from the pin check to squares of two inches. The tendency is at present towards the large fancy checks, which, at the beginning of the season, were slow compared with the smaller shepherd checks. The fancy colored organdie muslins still continue to do good business, but stocks are being reduced rapidly and there is little left to choose from in many warehouses.

1908 Spring Forecast.

Buyers abroad are reported to be much interested in their lines for the Spring of 1908. They report the mills are too busy on the present season orders to allow of much attention to new creations, although a few designs have been shown. The indications point to a return to stripes in greater variety than ever. White fancies and floral effects are promised to excel the productions of this year, and more active buying is expected to result from more ambitious efforts. Buyers send in glowing accounts of the prospects for the coming year, and, with better machinery, better deliveries are expected from abroad.

ARTIFICIAL SILK.

According to U. S. consul J. C. Covert, of Lyon, the uses to which soie de chardonnet, or artificial silk, are increasing. He writes: "Several manufacturers in and around Lyon are employing it in the manufacture of light goods for summer wear, and one company informs me that the exports to England, Belgium, and the United States, are holding their own, and in some countries are marked by an important augmentation. It is being used in some factories in combination with the natural silk. In mousseline de soie the wark is made of natural silk and the woof of charbonnet. In some houses a thread of charbonnet and a thread of natural silk are passed alternately on two different shuttles.

"A great difficulty that the manufacturers of goods from artificial silk have had to contend with is that the stuff could not stand exposure to dampness or the least rain. I am told that in blending the artificial with the natural article this difficulty is very largely overcome. It is also said that by combining a thread of charbonnet with a thread of natural silk the former adds a very desirable briliancy to the finished material which adds to its value as used in laces, passementerie, mousselines, ribbons, gauzes, and anything used in trimmings.

"A new article called chifolineis, a species of goods manufactured from crin de charbonnet, is used very largely in the trimmings of ladies' hats. All the milliners in France use it, and one firm in Lyon has orders for it six months ahead."

After the Shutters are Up

"My boy, here's the place for you. Hours, from ten to two; Saturdays, ten to twelve; work genteel and light; experience unnecessary; salary, one hundred dollars per week. How does that suit you?"

"G'wan! I ain't got no fifty thousand dollars to invest in the business."

* * *

An elderly lady went into a chemist's shop, and looked in surprise at the youth who came forward to serve her.

"Aren't you rather young to be left in charge of a chemist's shop?" she asked.

"Perhaps so, madam," was the reply. "What can I do for you?"

"Do your employers know it's dangerous to leave a boy like you in charge of such a place?"

"I am competent to serve you, madam."

"Don't they know you might poison someone?"

"There is no danger of that, madam; what is it you require?"

"I think I had better go to the shop down the road."

"I can serve you just as well as they can, and as cheaply."

"Well, you may give me a cake of soap, but it doesn't seem right."

* * *

"Your testimonials," said the business man to an applicant for a situation, "are very good, and you appear to be a very pushing traveler. By the way, I suppose you have never been in trouble of any kind?"

"Once in my life, sir," was the reply. "I was in prison for a month."

The business man started.

"Well—er," he began, "I'm afraid that puts rather a different complexion on the case. But tell me what you were sent to prison for?"

"For nearly killing a man who refused to give me an order," answered the applicant.

"Good!" answered the busines sman. "You're engaged!"

* * *

"When you come down from the 'look-out' you'll perhaps tell me what you require."

The bluejacket after entering had stood staring into space, asking himself if, after all, he really needed the thing which he had come to purchase. The assistant's saucy remark, however, quickly brought him to earth. Sizing up the youth with a look, he decided on his tactics.

Assuming a vacant stare he ejaculated "Eh?"

"What do you want?"

"Have you a pair of gloves, the left hand one having two short fingers?" holding up his hand and showing the stumps.

"No. This is a cutlery shop."

"About two shillings will suit."

"We do not sell gloves!"

"Blue by all means—'tis my favorite color."

"I tell you we do not sell gloves. Cutlery!"

"Patent fasteners? Yes, please."

"No gloves!" raved the other, "Cutlery!"

"Thanks. No hurry. Have you a chair about?"

At this stroke the assistant bolted in search of his master.

"What do you want?" asked that individual sternly.

"I want a penknife, if you please—price about a shilling."

"Certainly, sir."

The next day that assistant was looking for work.



THE WOMAN IN WHITE
SUIT OF MUNSTER CLOTH

¶ When a jobber's salesman comes your way with WHITE GOODS, ask him to show you these cloths:

MUNSTER 28 and 32 in.
(Linen Finish)

ULSTER 28 and 32 in.
Slightly heavier plain cloth.
(Linen Finish.)

LIMERICK 28 and 32 in.
(Soft Finish)

BELFAST
Slightly heavier. (Soft Finish)

You'll see something worth while and you'll get the goods. Write us for sample swatches and we'll tell you where to get the goods.

THE MONTREAL COTTON CO.
Address, Main Sales Office: MONTREAL

HARRIS
HOMESPUNS

NONE BETTER

HARRIS & COMPANY
LIMITED
ROCKWOOD, ONT.

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers
WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

MENTION
DRY GOODS REVIEW
IN WRITING TO ADVERTISERS

Some Observations by a Merchant

Examples of Both Stupid and Clever Salespeople —Treat Customers Honestly and Sell Good Goods.

The greatest trouble a retail merchant has in building a business is with his clerks. It is hard to get men to work for you who are bright and snappy and who, for so much per week, will take an interest in your business. So many of them, too, are downright stupid. Now, for example, I had a case like this only a few days ago. A woman came into my store to buy some matting. I was writing in my office and let one of my young women clerks wait upon her. Instead of spreading out two or three rolls on the floor of the carpet room, she let the customer herself finger around over the matting. The customer and my clerk were near where I could see them. The woman asked the clerk, "Has this piece a pattern?"

Stupid Clerk Causes Trouble.

"Yes, it has a pattern—40 cents a yard."

"Forty cents?" said the lady, as if she were a little surprised at the price. Then the clerk showed her another piece. This was 35 cents.

"Thirty-five? Has that a pattern?" Well it was clear to my mind that that woman was looking for two things—she wanted a piece of matting that had a pattern and that was cheap. "Won't you let me see this piece?" the customer asked. The clerk was too stupid or too lazy to display the rolls. She stood like a dummy and after a while the lady said: "I will have twelve yards of this 40-cent piece, please. You say 40 cents is the price of this? It seems to me I saw some such like this the other day for 30 cents a yard." That clerk made no answer whatever. She didn't say that perhaps the day the lady saw it the store was making a special sale, or that the price on matting like that on many other things was going up, or that the quality of that which she saw was not so good. She merely started to cut off the twelve yards and was going to let it go at that.

Danger of Losing Sale.

At this I left my office and explained how the price could be different or the quality they were selling in ——— not so good; and when I had made a reasonable explanation to her, she then said, "Perhaps-yes-all-right-um, um-12-no-24 yards. I wish enough for two rooms."

There I stood in danger not only of losing that sale, but of having that customer feel that I was high-priced. Of course she would have talked this around with her neighbors and this would have kept more customers from coming to my store.

Ah, a clever clerk helps a store a great deal. "Not a great while ago, when I went to shave one morning, I found I had no soap. As I passed by the drug store in the hotel, on the way to breakfast, I dropped in and asked the clerk for a stick of shaving soap. "Yes, sir," said he, politely, and he at once laid out three kinds before me. When I had picked up the piece I wished he said to me, "It is possible that I have something here that will just exactly strike you. You carry a shaving outfit, I am sure," and with this he showed me half a dozen rubber lined toilet cases. "O, I haven't time to fool with anything like that," I answered. "I throw my razor and brush and everything right in."

How Clever Clerk Succeeds.

"Well, you see this is rubber lined and it will keep your brush, if it is not quite dry when you put it away, from soiling your collars or anything in your grip. Then you see when you have to shave in the morning on a sleeper you don't have to lug your whole grip to the washroom, but merely stick this under your arm. Then you have all of the articles together. Nice place here, see, for your razor, soap, shaving soap, comb, brush—everything. This is a fresh lot we have just got in. We are selling them rapidly. Everybody is pleased with them—not expensive, either. This one far $1,50; the next for $2, and this elegant one for $2.50." This boy was just a young fellow, but he was so polite, bright, and to the point that he really convinced me that I should have one of those toilet cases and I bought it; and on top of that he sold me a new shaving brush, a comb, and a few other small articles. And he knew when to stop. A great many clerks, you know, try to rub it in and tire you out. Do you know I liked this young fellow to wait on me and instead of going to the cigar stand I would go in and patronize him when I wanted something to smoke.

Honesty and Good Goods.

You must treat your customers honestly, and back it up by giving them good merchandise. I instruct my clerks always to sell something good if they can, and always to show something good, even if the customer wants something cheap. The old saying that "the quality is remembered long after the price is forgotten" is a true one.

In the retail trade, you see, the one who sells the goods comes right up against the one who uses the goods. If what you sell proves O.K. then the customer is coming back to tell you about it; but if what you sell is poor you may never hear of it, because the customer does not wish to go back the second time to a place where he has once been bitten. This idea if a customer's coming back to a place where he has been swindled to get even—well, there's nothing in that. I instruct my clerks to always sell something good if they can, and if they sell a poor article to tell the customer so at the time, so that the disappointment may come before they get the article, rather than afterwards.

"TAKE CARE OF THE DIMES," ETC.

I saw the other day three $8 a week young fellows. I say $8 a week, for they looked it.

All three were smoking; all three were sitting in a "Dago's" shine chair getting a "shine." After the shine all three went to a barber shop for a "shave." Here were three wastings of cash by these $8 a week boys.

First, they need not smoke, or need not until they can better afford it. Next, they should both shave themselves and shine their own shoes. Done, as it doubtless is, twice a week, it costs them 50 cents a week; this is $26 per year, and is equal to the interest on $500 a year at 5 per cent.

I don't speak of undue saving; I rather bespeak liberal spending if one can afford it, but an $8 a week boy has no judgment when he throws away $500, for this is what he does when he wastes the interest on that much capital.

The saving system, until you can afford to spend, would put many a "young feller" beyond the caprices of fate.

SUCCESS COMES——————HOW?

By placing your orders with a house you can depend on for quality and promptness of delivery.

Isn't it reasonable to suppose that

Braids, Trimmings and Laces

can be supplied quicker and better by a house which specializes exclusively on these lines?

There isn't the least doubt about it.

Our commercial existence depends on the quality of our goods and our prompt shipments.

Let us supply your Braids and Trimming wants and success will come easier—a good deal easier

WE WOULD LIKE TO TELL YOU HOW AND AT THE SAME TIME EXPLAIN OUR HELP - THE - DEALER SYSTEM OF DOING BUSINESS

THE LACES & BRAIDS MFG. COMPANY

TORONTO JUNCTION, ONT.

IT IS A

FOWNES

That is all you require to know about a glove.

FALL SAMPLES BEING SHOWN COMPLETE.

FOWNES BROS. & CO.

Rooms 1 to 4 Coristine Building

MONTREAL

WHB Walter H. Barry & Co WHB

THE RIBBON HOUSE OF CANADA

Ribbons—scarce

Ribbons—very dear

We bought at the right price and are open to protect our customers.

234 McGILL ST - MONTREAL

DRESS ACCESSORIES

Trimmings, Braids, Buttons

Situation Improving—Braids and Bands Still the Big Factor—Considerable Interest Taken in Buttons.

The trimming situation is being eagerly watched this Spring, for upon its strength depends, in a measure, the reception that will be accorded to the new lines for Fall.

The waist of the gown or dressy suit is still the chief trimming field, though there is a certain tendency towards a more elaborately trimmed skirt, braid being chiefly used for this purpose. Braids are still the chief item, and novelties in this line are constantly shown. Pulls are good and there is a fair demand for soutaches and other narrow kinds. Mohair braids are in moderate demand. Embroidered bands are decidedly and deservedly good, for the patterns and color effects are admirable. The chief use of these bands is to form the vest that is so prominent a feature of the majority of the suit coats now worn. They are wanted in bright, yet harmonious colorings, to light up the somewhat dull tone of the fashionable cloths. When other trimming is used on a coat it consists of a braid to match the cloth of which the suit is made.

Ball fringes and drop ornaments are becoming leading features. The Paris dressmakers have been using them for some time now. The ball fringes are used to edge the short Etons and boleros, and the larger balls, tassels, acorns, motifs of lace or braid centred with drops, etc., are used on the sleeves and back, and the front corners. Acorns, cherries, currants and other fruits are made up into drops.

What about spangles for Fall? is a question often asked. They have been decided good in New York in the late Winter and early Spring and have also been in evidence in Toronto and Montreal for evening wear, chiefly in silver and pale colors. There has not been much done with them for the popular trade, however, and the question seems to be as to their position when trade opens in the Fall. Gold and silver tinsel still keeps its place and the majority of trimmings show a touch of it.

Prospects point to a good button season, with a decided leaning toward odd shapes and fanciful effects. Buttons made from the cloth of the costume are still good, and there are many novelties in metal effects. Medium-sized gold buttons are well used and the manufacturers are still talking crochet buttons.

Lace

Nottingham and Calais Laces in Big Demand, But Both Centres Are Away Behind in Their Deliveries.

There is not much change in the lace situation and the chief feature seems to be the trouble experienced in obtaining deliveries of both Nottingham and Calais laces, which means that the majority of the most wanted laces are decidedly scarce. The situation in Nottingham is fully explained by a letter from that centre to a large importer in Canada. In Calais matters are perhaps even worse, and deliveries from that quarter are very bad indeed.

On the heavier laces the demand is well scattered, and, luckily there is little trouble in this quarter. Filet laces are to be a prominent factor and filet in some form or other enters into the majority of patterns seen now. There are some lovely novelties coming to hand in the shape of bands and galoons with a detached flower and leaf patterns, that are sure to command attention.

Lace medallions of all kinds are selling and rounds and even squares are the novelty now. They are considered newer than the ovals and more fanciful Large separable medallions and festoon effects are much in evidence, being used intact upon the skirt, and separated for the waist trimming. The majority of these motifs have centres of either filet, embroidered batiste, or net.

The call for allovers is a good one, as they are used for yoke and sleeve effects for separate waists, and both the heavy and tht net laces are wanted. Esprit and figured nets are also good sellers for this purpose. Net laces are in moderate demand.

This promises to be a great robe season and robes of lace, and lace and embroidery, embroidered batiste, etc., are extremely good property. Princesse applique and Cluny is the latest combination. Robes and coats of Irish crochet are also shown. Irish crochet still maintains its place among the fashionable hand made laces.

Specially woven yokes and plastrons are not to be had for trimming waists, etc., at the lace counter. This is a development that the dressmaker ought to appreciate.

Ladies' Neckwear

Good Season Anticipated — Many New Lines — Slow Delivery of Materials.

The Review's prediction of an extra good season, made when Spring neckwear was yet a thing of the future, is being amply verified, and the best season yet, since ladies' neckwear became a settled and profitable feature in the trade, is confidently anticipated. Though the manufacturers have made big preparations, they are being sadly hampered by the slow and uncertain deliveries in many lines, and trips over to Europe, in the hope of securing new goods and of hastening on tardy shipments long ordered, and badly wanted materials, are talked of.

The turned-down collar is a settled feature of the season in New York, and will certainly have to be taken into account in Canada also. It is not the plain linen collar that is worn, but the much more dainty and feminine embroidered one. The principal point of interest about this collar at present is as to whether the stiffly starched or the soft unstarched collar will be most fashionable. This is a matter that the future will decide.

but as the feminine portion of the community have for so long a period been used to the freedom and comfort of a soft neck dressing it is hardly likely that it will brave the summer heat in a stiffly starched and uncomfortable collar. Whichever way the fad turns, the neckwear manufacturer stands to win, for he has in preparation a host of smart ideas, to wear with a turned-down collar.

There are smart and natty lawn and lace plastrons, perky little bows of silk or lawn, embroidered lawn Windsors, jabots, etc., that will be wanted as a finish either with the starched or unstarched collar.

The jabots, plastrons, etc., are made in such a manner that they can be fastened on to the stud or button that holds the collar. The plastrons are much like those worn with the neckpiece attached last summer, only the side finish is a pleating of lawn and lace. The made-up ones reach to the waist line, or are somewhat shorter,



Lawn Bow for wear with Turn-down Collar. Shown by Rhys D. Fairbairn.

but they can also be bought by the yard the same as last year. The jabots are of embroidered Swiss or lawn, with hemstitched edges, and valenciennes lace trimmings. The cravat bows are nattly little affairs of lawn and lace, and are embroidered or hemstitched.

One of the strongest features of the season promises to be the Windsor, particularly that of embroidered lawn. These are a little shorter than usually seen. They pass under the collar, and either bow or knot like a man's tie in front. The Review was shown a good example last week of one of these lawn Windsors. Some are decorated with allover sprigs, and the sides are either hemstitched or scalloped. The newest finish, however, is the scalloping, which is very much the vogue this season. These Windsors will be worn with the Peter Pans, which will again make their appearance when the season opens.

Lace and embroidered collar and cuff sets, sets of stocks and cuffs, and also of chemisettes and cuffs, which promise later to rival the popular collar and cuff sets, will all be worn.

Lace yokes attached to a stock collar are to be an important factor in neckwear lines, and there are to be the separate collars, and the collars and cuffs shaper specialiy to wear on the outer coat. A new shape in the yokes divides in front and forms a sharp point on each side. The laces favored for neckwear are fillet, which is very strong, baby Irish, heavy crochet, Cluny, Venise and Carrick-ma-cross. There is generally a combination of two or more laces in a neck-piece, and heavy embroidery in batiste, lawn or net is also freely used.

Frillings are more than holding their own and are beginning to be classed under the heading of decidedly scarce goods. There is hardly an order received in the neckwear houses that does not make a heavy demand upon the stock of this popular and dainty accessory.

The question of stock collars of embroidery is a moot one, but they are still selling, the buyers figuring out that though they may not be first style they appeal strongly to the woman who thinks that she is no longer able to wear the extremes of fashions in neckwear. Merchants will find that their stocks are not complete without a nice range of this class of collar.

Veilings

The Lace Veil Likely to Prove a Good Seller—Many Other Attractive Novelties Worn.

Judging from what is seen in New York now, veils are again coming into high favor, for the veil there may be said to be almost as much a part of a woman's costume as her hat. The lace veil has scored a great success in New York and promises to be favored for the coming Spring, those shown for that season being both delicate and effective in design.

With the heavier lace veils, and with the chiffon veils for outing and motoring, face veils are worn, a favorite mesh being a double thread pattern with a large or small dot. The latest veil, however, has a border of pleated tulle or net, or newer still one or two rows of fringe, the body of the veil being of Chantilly or point d' esprit. Another smart effect shown has a heavy border of silk cord applique, and fine crossed mesh veils with large dots are finished with a plain border of a contrasting color, hemstitched onto the body of the veil. Veils of this kind are bordered with three rows of ribbon velvet. These are the latest New York ideas in modish veilings.

No matter how handsome a veil is, a great deal of its style depends upon the manner in which it is worn, and upon its proper adjustment. The smart way now is to drape it gracefully over the hat and loosely in front, forming a straight line from the hat brim in front, free from the chin. Then gather the folds closely at the back, and fasten them to the hair, low down, with a fancy pin or fastener.

Long veils are not worn now, the usual length being one and a half or two yards. The veil, solely as a drapery, and having the ends extending almost to the waist at the back, is seen upon some of the new Paris model hats. Paris is using the lace veil for this purpose, but for the early southern trip that so many Americans now take, this style has been duplicated with the veil in chiffon. This is a point that is worth watching as it may mean developments when our own tourist season comes along.

Tuxedos still hold their own in the array of staple styles, and hair-line meshes with a small figure, share the favor of the trade with velvet and chenille

dots. Combinations of chenille and velvet dots are seen, but the trade still clings to the chenille dot.

Black, and black and white effects, are regarded as leaders now, but as the Spring advances there is to be an increasing demand for the colored veil. As the veil must accord with, or match the hat, it is an easy matter to prophesy the big lead for all shades of brown, running the gamut from biscuit and champagne, through the light tans, up to golden brown. Green, grey, blue and garnet are also esteemed especially good selling colors, and light shades and white are expected to follow as the season advances. The demand for chiffon veils will come for auto and outing wear and will be a big one.

Gloves

Style for Fall Not Yet Decided—Prices Will be Firm—Suedes Advanced—Long Champagne Silks a Coming Style.

Not until Easter is over will active ordering on gloves be done, until the retailers' stocks are reduced so that merchants will know their requirements for Fall. The dress goods department will be watched closely and ordering will be governed according to the colors of the dresses to be worn during the coming Fall. In the meantime the retailer should prepare for Easter trade. There is a big rush expected at that season and to handle customers should be the aim of the progressive retailer. A good plan for a large store is to have a complete selection of the lines carried placed directly behind each clerk so that they will not conflict with one another in looking for the same size or line in the same place. It is when waiting for one saleslady to finish with one box that the customer is wearied, and such unsystematic methods often loses a sale. Each clerk should have his or her own stock in the section behind their alotted counter space. A clear counter is desirable, so that plenty of room can be had for laying the goods before the customers and also for trying on the gloves when necessary.

Throughout the month there has still been an improved demand for both ladies' and gents' grey kid gloves. Jobbers had expected this but ordered too late to get timely deliveries. Orders placed last September, in a great many cases, have not yet been delivered. This is due to the kid glove manufacturers being overbooked with orders, which, under the present strain of the market, scarcity of skins and other raw materials, are most difficult to fill in time.

As before stated, many small manufacturers have suspended operations because they could not get the advanced prices which were quoted last Fall. This enabled the larger makers to secure the better part of the skins, and the situation is now practically in their hands. While many of them have declared advances on the suede lines they have adhered to last year's prices on the glaces. In many countries the length for Fall will be positively 16 buttons, but it is thought that the fashionable length in Canada will continue to be 12 buttons. This length has been the leader throughout the present season and black has been by far the most popular shade lately. Black lisles have also sold well during the Winter season. All colors have moved briskly, the tendency being to match the colors of evening dresses. For next season cream and champagne shades in silk gloves of 26 button length will be fashionable.

Tan, straw and Tuscans have sold well in order named, and it is more than likely that next season will begin strongly with the last-named color. White is also spoken of, but not until Easter is over and some responsible orders are placed will the leaders be decidedly named. The recent demand for greys cannot be accepted as an indication of the tendency towards that color, for in dress goods it is thought to be on the wane; with a white summer season assured it is only reasonable to expect the white gloves to be more brisk than they have been. On the other hand, the white summer dress goods will have black trimmings or colored accessories, and the tendency may possibly be for gloves to match.

On the first of this month travelers will show their new lines, but they do not expect brisk ordering at the start, ofing to the stress of business in retail circles during this month, preparatory to Easter trade and millinery openings.

Ribbons

Scarcity Still Evident, and Prices Continue to Advance —Twenty Per Cent. Higher Than Four Months Ago.

As ribbons are one of the leading millinery trimmings and for this purpose there will be a great quantity used, the retail trade is ordering heavily, and as, in addition, there is a big call for ribbons for other uses, the demand continues to be strong. With the opening of the millinery season stocks are bound to move rapidly, and it is not improbable that some houses may find themselves in the unhappy position of not having a sufficient supply on hand to carry them over until the later deliveries arrive. Buyers who are now returning from Europe state that it is well nigh impossible to get orders placed for the goods to arrive before the present season's rush will be over. Owing to the high price of raw materials many advances have been recorded, and it is estimated that ribbons now average fully 20 per cent. higher than they were four months ago. Some lines in the United States have recently advanced a half cent per ligne, and European manufacturers are increasing their prices, but even advances do not tend to diminish the steady demand, for the goods are wanted now at any price. It is the question of delivery that is bothering the buyer, and with an enormous season before him he realizes that his stock is inadequate, and that the market is short. The demand, however, is not confined to any particular style or width, but all kinds and all widths of ribbon are sure stock for the coming season.

The millinery demand is for the wider widths chiefly, and five and seven-inch ribbons are now taking the place of three and four-inch widths for the making of hair bows. White in narrower widths will be used for dress trimmings.

Velvet ribbons, both in black and colors, are strong sellers. The wider widths are much in evidence on the later New York millinery models, and, in all widths, they are wanted for trimming purposes. Three graduated bands of velvet ribbon form a favored trimming for the new Summer gown. Narrow widths are in high favor and have been classed amongst the scarce goods for some time.

Chene effects, tartans, plaids, fancy stripes with fancy borders are good sellers to-day and maintain their position. Taffetas are the undoubted leaders, although it is difficult to choose the leading color. Some time ago the run was on pale blues, but the pinks are now selling equally as well. Taffetas of three to six-inch widths are selling in all colors and styles, but the above colors have

a slight lead. Fancy stripes with checks on the edges are also coming into favor. Some high priced floral stripes with a fancy colored velvet strip running through the centre is another novelty recently introduced. The champagne effects, which were spoken of some time ago as good property, have fulfilled all expectations and the demand continues strong. Milliners report short stock and this indicates a further rush for these ribbons. Requirements should therefore be covered as speedily as possible as the market is expected to be more strained than ever.

Ribbon hat scarfs, ready made, with fringed ends, are selling remarkably well wherever they have been introduced. They will be one of the decided novelties for the season and are shown in a wide range of fancies, taffetas, moires and tartans. Among the latest novelties to be seen on the market, which are being introduced almost daily, is the moire and duchess combination. These are shown in a quantity of shades, and embrance many splendid blends. New tans, light yellow, pale blue, green and white and some three tone effects are among the shades shown.

HANDKERCHIEFS.

Advance novelties for the Fall season have made their appearance, and as in all other linen lines, prices have been advanced. The advances may be put at from 10 per cent. to, in some cases, as much as 25 per cent. on some special lines. Business promises to be brisk and orders large, notwithstanding the advances and scarcity of goods.

Over on the other side of the line all the complaint heard is not about price but about the shortage in novelty lines and in saleable goods.

The new assortment includes the usual class of hemstitched goods, and lace and embroidered novelties are also shown. Taped borders, which made their appearance last year, have been expanded into a novelty line. Some very taking effects are shown with fancy taped borders with the usual hemstitched hem. The most radical departure is the cross-barred check handkerchief. The taping is carried over the handkerchief in an over-check pattern. This taping in over-check fashion is not confined to white, but comes in colors and in white and colors also. Another new idea is to have the centre of the handkerchief dotted with spots or rings of color, while the border is of the colored and white taped stripes. The colors are for the most part decided and are deeper in tint than those of the pastel order. Blue, green, pink, black, and a fairly strong mauve, are those chiefly seen.

INTERESTING LETTER FROM LACE CENTRE. ..

A letter to Mr. Kyle, senior, of Kyle, Cheesbrough & Co., Montreal, from a prominent Nottingham agent, giving an account of the exceptional conditions in all lace markets, has been handed to The Review and affords retailers a first-hand glimpse of the actual situation. The letter is re-produced and is self-explanatory :—

"I wish to send you a few lines upon the state of the market here, and to advise you strongly and at once, to place an order for the factory for Spring. Without any doubt prices in a month will be higher considerably than to-day, and to-day they are 15 per cent. higher than prices on your last import spools. Every manufacturer is full of orders, and upon fine Calais Vals. cannot obtain goods for 8 to 12 weeks. Yarn is scarce and at a very high price, so altogether the lacemaker has gone about crazy.

"I have put off writing this as long as possible, hoping the market would resume its usual condition, but am convinced there's no chance of this yet for some months to come.

"If you are here in a month it will be too late to book an order at to-day's prices, so I suggest that you cable as large as order as you can—for late delivery—for the designs you find the best. A stock of lace will be good money in March and April next, if bought at to-day's prices.

"We have many orders on hand for the States—never had half so many—and it is six to eight weeks before the rush was expected. Only wish we were able to get the goods we have on order. Can assure you we are sending out a lot.

"The general advance in price is, however, so serious that I thought I had better write you, so that on designs that were safe you could save something.

"The continental lace markets, Calais, Plauen, St. Gall and Lyons are, from what I can learn, in a similar position. I know they are very busy in Calais, and it will be hard to buy goods the next three or four months unless at advances—considerable advances."

LOGAN BROS., LIMITED.

An Ontario charter has been granted Logan Bros., Limited, Renfrew, with a capital of $50,000, divided into $100 shares. The incorporators were: Daniel H. McAndrew, gentleman; Robert and Thomas Logan, woollen manufacturers; John Mackay, merchant, and Thomas W. McGarry, and Stanley T. Chown, solicitors, all of the town of Renfrew. The objects of the company are "to acquire and take over as a going concern the business now carried on at the town of Renfrew, under the style of Logan Bros., and all or any of the assets of the proprietors of that business; to purchase and sell wool; to manufacture, buy and sell woollen goods and to acquire by purchase, lease or otherwise and to own, sell, lease mortgage, convey, improve, and operate factories and buildings for the production and storage of all kinds of woollen goods."

DISCONTENT.

Discontent quickens the blood of inactivity and makes the heart throb with future hopes.

Discontent broadens the mind of the sluggard and enlists him in the army of pushers.

Discontent drove an oxen-team across the prairies and built cities in the West.

Discontent turned the candle light of our forefathers into the electric power of to-day.

Discontent is the spur that pricks the heels of progress—that makes the rivulet a running river.

Discontent abandons the fossils of the valley and climbs the mountain in search for nuggets of gold.

Discontent changed the merchant from selling one line of goods to the modern department store.

Discontent got out of the rut made by his progenitors on to the highway of modern business.

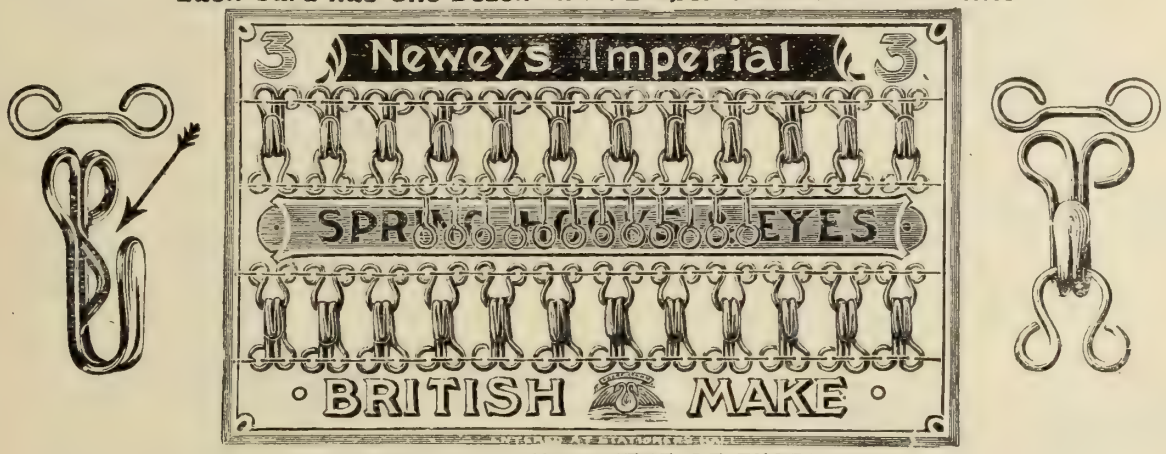
Get up and get—new ideas, new methods—all members of the Push family are the offspring of Discontent.

Ogilvie, Lochead & Co., Brantford, have purchased the store they now occupy and also the premises adjoining, for $30,000. The two will be turned into one store at a cost of about $10,000, giving a floor space of about 17,500 square feet. It is expected everything will be completed in time for next Fall's business.

NEWEY'S SPRING HOOKS & EYES.
IMPERIAL QUALITY

Made in 5 Sizes, Black and White. A Centre Spring Hook with a Swan Bill, made from hard drawn Brass Wire. Beautifully finished and machine carded.

Each Card has One Dozen Extra Loops. Retails at Five Cents



OUR NAME IS A GUARANTEE OF EXCELLENCE

Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS LTD BREARLEY ST. BIRMINGHAM.

"Debenhams for Novelties"

Laces and Allovers — A New Department

We are now carrying a stock of PLAUEN and ST. GALL, LACES, INSERTIONS, and ALLOVERS in the NEWEST STYLES. With them we include some special values in EMBROIDERED SPOT NETS. We can confidently recommend this department to our clients, our assortment being one of the finest in Canada.

Dyed Shantungs and Tussores	**in Medium and Dark Shades**
Fancy Silks	**in the ideas of the moment**
Dress Goods	**in the Latest Colorings**
Fancy Ribbons	**including a full range of Chines and Tartans**
Tulles	**in a variety of Prices and Colorings**

The House for Standard Makes of Ribbons and Silks.

DEBENHAMS (Canada) LIMITED

Ottawa, 111 Sparks St. **MONTREAL** Quebec, 70 St. Joseph

N.B. *Our travellers are now on the road with a complete range of Fall Import Samples*

DEBENHAM & CO. { London (West) London (City) } Paris, Brussels, New York, Boston, Melbourne, Sydney, Cape Town. Johannesburg.



The Glove House of Canada

PERRIN FRERES & CIE.

302 Lagauchetiere, Corner Beaver Hall Hill,

MONTREAL

Easter Gloves

In all the newest shades and in all lengths **are now in stock.**



Long Gloves at all Prices.

Our stock is by far the largest of its kind in Canada and we can fill all orders promptly.

Write for Prices and Samples or for our traveller to call.

Fall Samples will be on the road March 1st.

The Power of Gloves

The Retailer who handles a good line of gloves takes out a policy assuring commercial success.

But—the gloves must be good, first-class, dependable in every way. That explains why most dealers feature

Storey's Gloves

Of course there are other reasons known to every man who has ever placed an order with us. If you do not know the trade-building power of Storey's Gloves send along that test order to-day.

We'll stand by your decision.

W. H. Storey & Son

ACTON, ONT. Limited

Established 1868. The Glovers of Canada



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO

RHYS D. FAIRBAIRN, LIMITED

MANUFACTURERS

Ladies' Waists —Exclusive designs in Net, Lace and Silk Waists.

Neckwear, Belts and Frillings - Latest novelties for the Easter trade.

HUGH HENRY
204 St. James Street
MONTREAL

107 Simcoe Street (Cor. Pearl)
TORONTO

LACES Valenciennes, French, Nottingham and German, in immense range of effective patterns. ***ALLOVERS*** — Immense range.

EMBROIDERY ***CORSET COVERS***

EMBROIDERY STRAPPINGS

Muslin, Nainsook, Cambric. Complete range.

DRESS TRIMMINGS

Appliques, Pull Braids. All colors.

STRIPPED BELTINGS

Travellers now showing our Spring range of Ladies' Neckwear and Belts

SANDERSONS, LIMITED
172 Front St. West, TORONTO

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.

DRY GOODS REVIEW
Montreal and Toronto.

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can in ert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW
10 Front St. East, TORONTO
232 McGill St. MONTREAL

SPRING 1907



Silk

Waists Suits

Too busy to

Advertise

The American Silk Waist Co.
MONTREAL

E. T. CORSETS

The following six lines are the best and most popular lines in the trade:

No. 175 with 2 garters in front, a corker, at	$4.50
" 226 no garters, military hips, at	4.50
" 233 with 4 garters, a seller, at	6.50
La Desse 802 with 4 garters, a beauty, at	9.00
No. 481 Century, with abdominal bands for stout women, at	9.00
" 688 Watch spring movable steels, at	11.50

LETTER ORDERS FILLED PROMPTLY

EASTERN TOWNSHIPS MFG. CO.,
LIMITED

337 St. Paul St., Montreal

Factory at ST. HYACINTHE. Branch Office: 74 Bay St., TORONTO

A Record Garment Season

¶ Record orders for Coats, Suits and Skirts prove our garments, please the trade.

¶ We make popular-priced lines that possess style, fit and workmanship.

¶ Our Garments sell readily and bring you the greatest profit.

For stylish and selling garments ask for samples of

Separate Coats at - - - $4.25 and upwards
Separate Skirts at - - - $2.25 up to $10.00

The Empire Mfg. Co. 138 Craig St., West Montreal

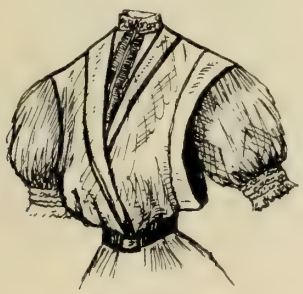


Easter Suits and Coats

The Eton Still the Favorite—Many Other Models, Some of Which are Illustrated.

Though it has stood the test of so many seasons the Eton, or Bolero coat, is still the first favorite. It, however, has changes that stamp it as the product of the present season. One point of change is the drooping shoulder, finished either in the Gibson or some epaulet form. Another shape often seen has the lower edge drawn into a band. The hip length coat with the rounded corners is another strong style. This coat comes in easy-fitting and decidedly ornate models and also in the severely tailored styles.

The latest novelty shown by the Fifth Avenue stores is known as the Japanese style. This plainly proclaims



New Suit Coat Japanese Effect

its origin, as the chief features are the wide armholes and the crossover front. This model is a three-piece one and a lace or lingerie blouse or guimpe must be worn to complete the suit. One of the sketches given shows the waist of a suit of this type. It was sketched in Redfern's Fifth avenue store. The suit was made from fine white, black and blue worsted suiting, the skirt of alternate box pleats on the straight and gores cut on the bias. There were two bias folds, edged with a narrow one of black velvet, used as a trimming around the bottom of the skirt. This is a style of trimming that is extensively used in New York this Spring.

The full length suit sketched was of leather-colored chiffon broadcloth, and the cut clearly shows the way in which it was made. The sleeve, it will be noted, is a modification of the extreme Japanese idea. The third cut shows a severely tailored suit coat that is an extremely popular model. This was sketched on Twenty-third Street, and the suit was of soft tan and cream block check worsted.

Block checks, both small and of a fairly large size, in black and white, navy and white, and various shades of tan and cream, are much seen. White ground materials with line and broken checks of black, blue, green and grey are immensely popular, and there is an endless variety of materials of this class, not only made up into suits, but shown also in the dress department.

Stripes are seen only in a minor proportion, but most often in the most exclusive stores, and this is easily



New Spring Suit as seen in New York

accounted for by the difficulty experienced in making up striped materials.

Wool and worsted suitings, Panamas, voiles, smooth tweeds, etc., are the materials from which the suits shown for the Spring trade are developed. When the suit is made of plain materials it is either of broadcloth, Panama or voile and is usually of some shade of leather, brown or tan. Black is much used, and there is a sprinkling of navy, old blue and reseda.

Silk suits are gaining ground in the New York market, and the showing is a comprehensive one. Eton suits

in plain and fancy taffeta, shirtwaist suits, and an immense variety of jumper, suspender, and fichu models are displayed.

Leather has been a big seller, and so have light tans and champagne. Block checks in black and white, and broken checks in black, white and a color are extra good. There is some revival of the plain silk coat with the fancy silk skirt idea.

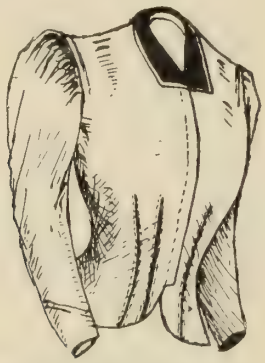
Fancy tweeds, often striped, are made up into novelty coats, both short and three-quarter. The favorite model for the long coat of tweed, is cut exactly like a man's coat. Long and short silk coats are featured, and checked silks are used as well as black.

Separate skirt models differ little if at all from those seen for suits. They are all pleated effects stitched down to form a yoke.

The Lingerie Waist

The Button-Back Elbow-Sleeve Lingerie Waist Still the Leading Seller.

Though tailored styles in waists and colors have been so much talked up in advance it is still the white lingerie waist that leads—and by a big margin. Shapes are prac-



Severely Tailored Suit Coat

tically the same, that is, the open-back, elbow-sleeved, much-trimmed model is selling best. A new feature, due no doubt to the number of jumper and kindred styles in suits, is the extra amount of attention bestowed upon the elaboration of the back of the blouse. The broad-shouldered cut, with some form of yoke, is the predominating style. The collar is attached, when a collar is used at all. Valenciennes is still the most used lace, and many blouses are trimmed with this lace alone. The combination idea is by no means played out, and Cluny, which is immensely popular, and crochet and Venise are also used upon the 1907 waist. In high-class lines handworked crochet medallions and insertion was noticed. The tailored linen models have a knife pleating down each edge of the centre box pleat. Plain lawns and crepes in soft colors are coming into favor for waists.

Whitewear

Extravagance One of the Chief Features of The New Garments Finest of Materials.

No one can deny the tempting beauty of the new lingerie models as seen in New York. But they certainly are extravagant in their wealth of detail and their delicate sheerness. The softest and sheerest of materials and the finest of laces and embroideries are used in their fashioning.

Princesse and combination effects under the influence of the present fashions, which demand a smooth, snug fit for all undergarments are decidedly gaining ground, and their vogue promises a considerable extension this season.

There are some extreme models shown in night gowns, cut with a very decided decolette and with hanging sleeves of lace or with the short Empire puff. Empire gowns are prominent in the collection. Even the more practical gowns are cut with the low round or the square Dutch neck and with the three-quarter length sleeve..

Narrow edgings of lace are sewn together for yokes and trimmings and free use is made of various widths of ribbon run through beadings.

Quite a few novelties in corset covers are shown, one of the prettiest of which is the surplice. The fullness is set in narrow tucks at the back, but in front it is



Sun Pleated Skirt—Shown by Rhys D. Fairbairn

just gathered into the band at the waist. The slip-over covers are also new, and doubtless will be seen upon the market here before long.

The lingerie petticoat promises to be the seller of the year, and deservedly so, for it does not seem possible for the designer's skill to evolve any style more attractive than those shown this season. Embroidery and lace are freely used and embroidery motifs are edged with valenciennes and set into the deep flounces.

In preparation, doubtless, for the coming June bride, matched trousseau sets are largely featured, their leading characteristic being sheerness, elaboration and daintiness.

Ribbons run through beadings of different widths are used on all lingerie garments and a very favorite and effective method of producing an attractive window display is to have all the ribbons in the goods of one color.

Corsets

New Models All Shown, But There is Not Much Change Apparent.

The corset has always been a favorite mark for newspaper criticism, and the beginning of each season is safe to witness an outbreak of some kind of absurdity on the part of the daily press. This Spring it is the return of the hour glass figure that is talked about. Few writers seem to realize what this would mean either to the trade or to the women who wear corsets. After wearing the straight front for so long a time it would be a brave woman indeed who would endure the corset that gives this figure. It would mean also that the difficulties experienced in fitting all kinds of ready-made garments would be increased a hundredfold, and would constitute the most serious setback to the prosperity of the ready-to-wear garment branch that that influential section has yet received, its present success being built, in a large measure, upon the basis of the present straight front corset.

True, the rounded waist is in high favor and every effort is made by the corset maker to give this rounded effect to his models. This is done by clever cutting, and by the arrangement of the gores at the sides, an arrangement, by the way, that does not interfere with the modified straight front which is now worn.

Critics who write about the tight lacing do not realize the attention given to correct shaping and designing on the part of the manufacturer, nor do they realize that the compression is more apparent than real, and that the corset is so cut as to produce the round waist without undue compression and without interfering with the comfort of the wearer.

The hour-glass figure was the product of the curved front corset, and the average woman could not now wear that old-time style. That some figures can and do still wear this model, and that a few are sold each year, is not denied. It may not be quite impossible that the curved front will ever be revived, but it is extremely improbable.

Petticoats

Higher Prices Rule for Silk Skirts—Clecks and Stripes in Cotton Goods.

The advanced prices of silk have caused trouble to the manufacturers of silk underskirts, for fixed prices are the rule in this department, and the manufacturers find that buyers are not very willing to pay advances because it will necessitate a revising of their scale of prices. It now looks as though the popular priced $5 petticoat that so many merchants made a lead of, will have to be eliminated.

Just what effect the higher prices will have on the sale of silk skirts remains to be seen, but it is hardly likely that its influence will be much felt. The woman who is in the habit of wearing a silk underskirt will still buy her usual quota, and as the underskirt also serves as a drop skirt under the voiles and other sheer materials, an increased rather than a decreased demand should come this season.

There is a larger showing of other silks than plain taffeta in the high priced lines—brocades, warp prints, plaids, Pekins and shots. China silk is also used, but plain taffeta is the leading silk for the popular trade, and probably always will be.

Some nice styles are again brought out in moirettes and there is still a big sale for the many mercerized and other lines.

Wash petticoats of checked and striped gingham, Madras and kindred fabrics also promise well for the coming season.

Mail Orders and Abuse of Credit

Caused Retailers in Manitoba Village to Amalgamate—Strong Appeal for Local Support from Standpoint of Dollars and Cents.

The retail merchants of Cartwright, Man., have suffered heavily from the competition of catalogue houses, particularly Eaton's Winnipeg branch. This, combined with the fact that the credit system was steadily abused, prompted six firms to amalgamate and form a joint stock company. Their novel manner of dealing with two problems which confront almost every retailer, will be watched with interest by the trade throughout the country.

Cartwright is a small village of about 500 population, serving a rich and prosperous farming community. Its merchants would have found business conditions quite satisfactory were it not that they could not escape the extension of long credits to their customers, and many of these were sending their ready cash to the catalogue houses. It is an old story, which may be duplicated in almost any part of Canada. The local store gives credit and its customers will allow accounts to stand while making cash purchases by mail. In a single week, it is said, one catalogue house took $1,200 from the little village of Cartwright.

Confronted with these conditions, the Cartwright dealers have taken a bold step, the results of which it is too early yet to predict. Six firms—Moore & Hills, McKenzie & Bryce, L. H. Phillips, Wm. Gemmill, W. Macklem and Cannon & Pickell—have formed a joint stock company, to be known as "Merchants Limited." In a circular letter to their customers these firms announce that the new company is capitalized at $50,000, divided into shares of $100 each, and that any farmer or private individual may purchase these shares to the extent of $500. R. F. Moore is president and general manager; Wm. Gemmill 1st vice-president; L. H. Phillips, 2nd vice-president; and J. J. Hill secretary- treasurer.

To Fight Department Stores.

In the circular to their customers announcing their new departure the promoters do not disguise the fact that one of their main objects is to fight the city department store. To quote from their circular:

"We would impress strongly upon our patrons that this company is not formed for the purpose of inflating

It's Selling Time for Blouses

Don't Let Your Stock Get Low

Look It Over

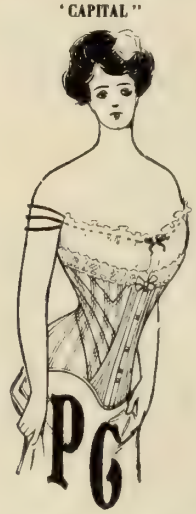
Send us a rush order for what you need

Victor style will sell them quick

The Victor Mfg. Co., Quebec

THE FAME OF P.C. CORSETS

"CAPITAL"



A new model. Extra long waist, new high bust. All sizes and colors.

is added to by the distinctive style touches of the spring models.

Our extensive co-operation with merchants solves the selling problem.

We have the facilities to fill orders promptly, and expect the greatest season of our career.

Samples prepaid and returnable at our expense.

P.C. 810



A Canadian favorite. English coutil. Medium high bust. Four silk hose supporters. All sizes and colors.

The Parisian Corset Mfg. Co., Limited, Quebec

For the convenience of Western Ontario Merchants a full stock is carried at Brampton, Ontario. F. W. GILLIES, Manager.

Jumper Suits
Tailor-made Suits
Dress Suits
Or separately. **Jacket Suits**

Jap Waists
Taffeta Waists
Lingerie Waists
All other materials conveyed into the above mentioned. **Linen Waists**

Garments are made by the Reliable Makers. If you did not see our line this season do not delay. You will find it very interesting. Will arrange to show you them by advising us.

We give special attention to Mail Orders.

I. MISHKIN & CO.
423 St. James St.
MONTREAL

Best materials
Excellent finish
Latest style
Made in Canada
Only see samples
Now
To be convinced.

Best sellers
Remember, orders big
And small executed.
Now don't
Delay ordering at once.

THE GROWING RAINCOAT HOUSE

The Belmont Manufacturing Co.
LIMITED
Office and Factory:
131-133 YOUVILLE SQUARE, - MONTREAL

HEMMED SHEETS

TRADE Laurentian MARK

PILLOW SLIPS



¶ We want to show you the way to do a better business in Hemmed Sheets and Pillow Slips—a growing trade.

¶ One of our specialties is this line. Result: Laurentian goods are, we have proven, the very best goods in the trade.

¶ Laurentian Sheets and Slips are thoroughly well made, selected English cottons, and the goods are **torn,** not cut—a point your customers will appreciate. Then, too, attractive packages command trade readily.

Samples cheerfully sent. Write us now.

THE
Laurentian Whitewear Co.
LEVIS, P.Q.
Whitewear repeats promptly filled

THE HOUSE OF RAINCOATS

Boost Your Cloak Department

BY SELLING

NATIONAL RAINCOATS AND SPRING COATS

for Ladies and Men. Largest range in our history.

LATEST NOVELTY:
OUR RANGE OF AUTO COATS.

TRAVELLERS NOW ON THEIR ROUTES

CANADA'S LARGEST EXCLUSIVE RAINCOAT HOUSE

National Rubber Co. (of Canada)

MONTREAL

THE FALL RAINCOAT PROPOSITION

Our men are out showing a complete line of Ladies' and Men's Raincoats for immediate and fall delivery.

The favorable reception given our Spring range of True Fit Garments is a criterion of the many profitable numbers in the new range.

One of the specialties in the Men's range which will appeal to you is a Guaranteed Water-proof Coat, shown in a wide range.

Your Children's Cloak Department will benefit from a range easily the largest in the trade.

Our Garments will help you to do more and better business.

SAMUEL WENER & COMPANY

The New and Modern Raincoat House

Notre Dame and Dupre Streets, - - Montreal

prices or restraining trade; on the other hand, it is formed expressly to enable us to compete successfully with catalogue houses.

"On account of the merger we shall be enabled to buy on the very cheapest available markets, and to save local freights, as practically all our stocks can be bought in car lots. This fact will allow us to sell goods very much cheaper than under present conditions. We would recommnd any person who entertains any doubt on this point to from time to compare our prices with those ruling in adjacent towns."

While Merchants, Limited, will conduct what is really a department store, the departments are not all under one roof. Stocks have been consolidated and re-arranged, dry goods and ladies' wear being in one store, clothing, boots and shoes in a scond, groceries in a third, hardware in a fourth, and flour and feed in a fifth. Millinery and dressmaking departments will also be established.

The business, while out to fight the credit system, is not insisting upon the strictly cash plan. A customer who wants credit must secure a coupon book good for a stated amount, say $10 or $25. In order to get this book he must give Merchants, Limited, his note for the amount; he is allowed credit in no other way. When he buys goods on credit he pays for them with his coupons. Book-keeping expenses are thus eliminated, and in their advertising the new firm are making a strong feature of his point. Reduced expenses, they say, will allow a reduction in retail prices.

The Produce Question.

Every country dealer, whether in Western Canada or Eastern Canada knows the difficulty of handling butter and eggs and other farm produce satisfactorily. Competition among rival stores has often forced dealers to pay for butter and eggs a higher price than they can get from the wholesale produce houses. Of course payment is made in goods upon which there is a profit, but the practice is suicidal nevertheless. The customer who pays cash should get the discounts, not the customer who pays in produce which costs time, trouble, and money to handle. Moreover there is seldom in the country store any efficient method of grading butter, and because he does not want to offend an otherwise good customer many a pays for poor butter as high a price as he pays for the first-class article.

Merchants, Limited, announce that all butter is to be graded and paid for according to quality; and it may be presumed quite safely that prices for produce will not be more than the market value. A big, strong concern can grapple with a problem of this kind and solve it satisfactorily.

It seems that the general public in Cartwright are disposed to regard the new move with approval. Merchants, Limited, are making a strong bid for local sympathy, and they are appealing to local self-interest in a convincing way. They state that they are prepared to compete with the catalogue houses, and that they invite comparison of prices. In the course of their circular announcement they say:

"We feel that our patrons will agree with us that these departmental stores are drawing the resources of the small towns and building up the cities. This it is evident cannot be for the wealth of people residing in the country and on farms, for it is generally admitted that a good town helps materially to enhance the value of adjacent farm lands; therefore we would ask your cooperation and we will prove to you that you will be benefited in dollars and cents."

In a communication to The Review, Merchants, Limited, state: "Our first week's business was highly satisfactory, and from the outlook we anticipate no trouble."

H. W. WILSON & CO.

4 Kingly St., London, W., England
REGENT STREET

FURS, TRIMMINGS, BUTTONS, SILKS, Etc.

Novelty House exclusively for Ladies' Tailors and Department Stores

Novelties in 40in. Twill Victoria Lining

A combination of Silk and Cotton

For Coats, Costumes, etc.

Plain, Shot, Stripe and Floral Design

Patterns on application.

THE NEW

SUEDE SKINS

For Trimming Collars, etc.

24 Shades. ***Shade Card on application***

Open Indents in Novelties carefully executed.

LIDDELL'S LINENS

The "Gold Medal" brand is known to every housekeeper whose trade is worth having. It means

ARTISTIC PATTERNS
AND SERVICEABLE QUALITY TO HER.

It means SURE SALES and HANDSOME PROFITS to you

SEE SAMPLES NOW ON THE ROAD
WRITE FOR ILLUSTRATED PRICE LIST

R. H. COSBIE
30 W. Wellington St. - TORONTO
IRISH LINEN AGENCY

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE :

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - - 25 cents.

Invariably in advance.

DIRECTORS :

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES :

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg.

FRANCE—

Paris - - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT :

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, MARCH, 1907.

NEW ADVERTISERS.

Adams Furniture Co., Toronto.
Bishop, J. H., Sandwich, Ont.
Carter-Crume Co., Toronto.
Dominion Paper Box Co., Toronto.
Fisher, F. T., Edmonton, Alta.
Old Bleach Linen Co., Randelstown, Ire.
Silver, B., & Co., Montreal.
Silver, M., & Co., Montreal.
Waldron, Drouin & Co., Montreal.
Wener, Samuel, & Co., Montreal.
Wolsey Underwear Co. (H. L. Smythe & Co., Montreal.)

WHOLE POSTAL EXPRESS SCHEME DROPPED.

In the House of Commons, on February fifteenth, the Postmaster-General stated, in answer to a question, that his postal express scheme would not be put in operation at the present time. In making that decision he was guided by the practically unanimous opinion expressed by members on both sides of the House. His faith in the practicability and great national value of the prospect is unshaken, however, and he believes that public opinion, if properly educated, would stand behind him. From this we may conclude that Mr. Lemieux will await a favorable opportunity to bring forward his idea again.

The fight of the local merchant against the efforts of the catalogue houses to secure legislative concessions is just commencing in Canada, and from now on the situation will require close watching. In regard to the forces which these efforts can employ we have an interesting object lesson in the conditions which exist across the line. For instance, a Parcels Post League was formed some time ago and representatives went through the country lecturing to consumers on the advantages that would accrue to them through extension of the parcel post system. Articles along this line were written for various publications, and mail order journals were sent broadcast to assist in moulding public opinion to their point of view. The expense of all this must be borne by the catalogue houses, but the consideration would be small compared with the returns if the campaign were successful; the investment would be a splendid one indeed. The Postoffice Department, anxious to improve the efficiency of the service, made some recommendations, which, if adopted, would have greately helped the development of the mail order business. Congress was able to analyze the proposed changes and place upon them their true value. However, no one supposes that the matter will be allowed to drop there; the catalogue houses will go on working and come back harder than ever. In Canada they want a c.o.d. parcel post system—really a postal express—which would mean the absorption of the present express companies and the reduction of rates to the minimum. The plan looked fine on the surface and the Postmaster-General took it up with enthusiasm. He and his department had power to adopt it without consulting Parliament in any particular. This was a favorable situation, but in order that it might work out smoothly publicity was not desired. That point was easily safeguarded, for nearly all the metropolitan dailies are held securely under the thumb of the department store interests. If the matter came up for discussion in the House the members, unprepared by previous study of its provisions, and undisturbed by protests from their constituents, were relied upon to make only a superficial examination of it and put no serious obstacles in the way. It was first mentioned by one of the members on November 30th, 1906, but if any reference appeared in the parliamentary reports of the daily press we missed it entirely. Hon. Mr. Lemieux was silent on this occasion, and afterward, until he was asked, on December 6th, what plan was under way for the extension of the postal system. He said merely that an arrangement was being considered whereby the postoffice should transmit parcels c.o.d., and promised further details later. Then The Review made drygoodsmen, from one end of Canada to the other, acquainted with the circumstances, and organized such active opposition, assisted by a couple of other MacLean trade publications, that on February 15th the Postmaster-General announced definitely that the scheme had been withdrawn.

The Review may fairly claim chief credit for the victory. We made the first move and had the entire trade stirred up before opposition to the proposal was offered from any other quarter. We do not say this in a boast

ful spirit, but to impress retailers with the fact that we are always on the alert to protect and advance their interests. Also, we wish them to be ready to co-operate promptly with us should any similar occasion arise. If the catalogue houses cannot get all that they want they'll get as much as possible.

We were greatly surprised, and so were most members of Parliament, to know that the Postoffice Department could adopt Mr. Lemieux's proposal without asking the people's representatives whether they liked it or not. Our idea, in the first place, was that a bill would have to be introduced into the House, and our campaign was mapped out acordingly. On January 31st the Postmaster-General stated, in repliyng to a question, that no legislation was necessary; that it was merely a matter for departmental regulation. Yet on December 6th he permitted himself to use the phrase "postal express legislation" in his answer to Mr. Armstrong. Whether intentional or not, this helped to strengthen the idea that a bill would have to be introduced.

No doubt Canadians in general would be very much surprised if they knew the extent of the Postoffice Department's power in this respect. The present procedure is all right when the matters in hand are not of any great moment, but where a change is proposed that would cause such widespread harm as the one in question we most emphatically object to the Postmaster-General and his department having arbitrary power. It is enough that recommendations should come from or through them; the acceptance of any proposal should rest with the House of Commons. The latter has a better knowledge of the needs of the people at large in regard to a postal service than have the officials of the department, who are sometimes blind to the injury that may be inflicted upon the business of the country by innovations, which may, perhaps, be of advantage to a considerable number of citizens, but by no means to a majority. The Postmaster-General's own words show how incapable he was of handling the matter:—"I wish to say a word or two about the parcel post system. I may say that I was born and brought up in the city of Montreal, although I represent a rural constituency far away on the Gulf of St. Lawrence. Perhaps I have been brought up with all the prejudices of a gentleman who has spent most of his life in the city. I did not know, I never dreamt of that great rivalry which seems to exist between the departmental stores and the country stores, but I quite agree with hon. gentlemen on both sides of the House that there is certainly to-day an undercurrent against the establishment of the parcel post system, on account of the injury it might cause to the country merchants. For my part, I have been biased in favor of cities, having been born and brought up in a city, but it was not my intention to hurt at all the interests or feelings of country merchants when I thought that I should perhaps give this country the benefit of that system. . . . We thought that the Canadian mails could, perhaps, be used to bring to terms the express companies of this country. We could have afforded additional channels for the public, and at the same time we would, perhaps, have put an end to what is practically a monopoly. But, however, I find public opinion, that is to say public opinion framed by the country merchants, against the proposed system, and I may frankly say that I would not run against public opinion in the present case." Surely Mr. Lemieux does not mean that he would ignore public opinion in any other case. Again we say that the adoption or rejection of such proposals should be subject to the wishes of the people, through their representatives.

The Government has a means at hand of securing for the country reasonable and uniform express rates without going to the length of absorbing the express business itself. The Railway Commission is the medium through which this may be accomplished. Plenty of evidence showing non-uniformity of rates can be secured. We gave a typical instance in the February number of where two distinct rates were charged on shipments of identically the same nature and weight between the same points.

In another section of this issue we reproduce extracts from Hansard's report of a discussion in the House on the subject of c.o.d. parcel post.

SALES AGENTS.

From time to time we receive communications from merchants enquiring whether or not we would advise them to employ sales agents for the purpose of reducing stock. We invariably advise against such a course, and that on very good ground. In the first place putting his business into the hands of an outsider looks to a merchant's customers like an acknowledgement of incapability to conduct his own sales, and that impression is liable to do him a great deal of harm later on. Then it must be remembered that all agencies work on a commission basis and their object is to dispose of just as much merchandise as possible. In doing so their natural inclination must be to hand out the most saleable stock, without regard to that which the merchant is most anxious to get rid of. Their advertising methods are sensational and many materially reduce the reputation for steady reliabilty which a merchant has spent years in building up.

Early last month an Ontario drygoodsman engaged a firm of agents in conection with a stock reduction sale, but he went about it in a manner somewhat out of the ordinary. He really conducted the sale himself, and used them merely for advertising purposes. They asked their percentage, but he cut them down considerably and allowed a commission only during the first four days of the sale, which lasted ten days. He marked all stock himself and revised the advertising matter that was issued. The Review asked him what he wanted them there for at all, and he replied: "Just to create a stir and keep the people guessing." The sale was a big success, but even at that he declares emphatically that he would never attempt another. He admits that he would not have put this one on if sales agents had ever operated in his town before.

While he does not anticipate any bad after-effects, he has promised to inform us if any should appear. As to the methods of these agencies he agreed that they would likely lose money for a man who gave them a free rein.

MERCHANTS AND COMPETITORS.

It does not place a competitor in a difficult position when we advertise something we haven't got at a ridiculously low price. It does not reduce his profits when we sell at four cents that which costs us six. We do not cut holes in his business or his reputation when we sell at a cut price a certain muslin, or print, or flannel, purporting to be a certain brand when it is not that brand. We do not increase our business at his expense when we constantly attack whatever he does. We do not really gain anything by being fiercely belligerent. We do not make anything by playing falsely or meanly anywhere. Why not dwell in peace and harmony together and make our noise out of our own assets rather than attempt to make it out of the liabilities of another ? Why not build up our own business rather than so closely watch and endeavor to tear down the business of our neighbors ? Why not be real men ?

MAIL ORDERS AND ABUSE OF CREDIT.

The growth of mail order business and the abuse of credit was responsible for a move on the part of merchants in Cartwright, Manitoba, that is unique in the history of Canadian retailing methods. They have formed themselves into a joint stock company and pooled their entire interests. Different lines of goods have been confined to separate stores, and with their large buying power the company will be able to secure quite a substantial advantage. To curtail credits a coupon system has been inaugurated. A customer—if he has settled up his back account—may secure a book of coupons entitling him to so much credit, and in return he must give his note, which bears no interest until after a date in the Fall when farmers should have plenty of ready cash. Cash coupon books are issued also. A discount of two per cent. is allowed on $10, three per cent. on $25, and five per cent. on $50. The plan has only been in operation a short time, and cash sales have improved noticeably. When the announcement of amalgamation was first made public there were cries of "combine," and many people talked of sending to Eaton's in Winnipeg for all their goods ; some even threatened to start another store. The merchants, however, met all arguments squarely and there is now a disposition to give them a fair trial. They are told that prices will be cheaper for the reason that purchases can be made in larger quantities, and that is thoroughly satisfactory.

We would not advocate the emulation of this plan, except where extreme conditions exist, as they no doubt did here. The retailers of Cartwright were fortunate in having no local jealousies strong enough to place serious obstacles in the way of organization.

In Havelock, Ontario, a merchant recently went into liquidation. He attributes his failure to the credit system and the habit people of the community have formed of buying from catalogue houses. The local paper makes this reference to the matter : "The practice of purchasing out of town is bound to seriously injure the expansion and prosperity of any village or town. It has grown to big proportions in Havelock, and is indulged in by people who gain their substance and livelihood from this place and people, whose incomes or salaries depend, to a large extent upon the prosperity of the village. If every business man in our town could operate on a strictly cash system it would be a blessing to all. If we all had to pay cash we would learn to live within our means. It would save business men the expense of book-keepers and loss through bad debts, all of which someone has to pay for."

These two instances tell eloquently the story of how keen catalogue house competition has become, especially in the towns and villages, and gives a good indication of what would happen if the big catalogue houses were,permitted to send goods through the country more cheaply than they are now doing.

We again counsel retailers to study their natural advantages, improve their general methods of doing business, get as close to the cash basis as possible, use descriptive advertising, and carry larger assortments of goods in smaller quantities.

The successful combat of mail order business is not an impossibility by any means, as may be illustrated by a visit to a number of small towns that we know of. The stores have been improved, modern methods adopted, better stocks carried, and, in consequence, people are not sending away for goods nearly so much as they used to.

THE SCARCITY OF LABOR.

The knitting industry in Canada is in a prosperous condition, but there is a decided scarcity of labor in all of its branches. Additional mills are to be established, which means a still greater demand for help. In this connection it is interesting to note that an employment bureau has been established in London, England, by the Canadian Manufacturers' Association, for the benefit of its members. It will be used principally for the securing of skilled labor, and already there are over five hundred applications in hand. Employers who make use of it will be charged a fee, which is calculated to make the bureau self-sustaining.

A merchant has inquired of The Review if the retailers' business would suffer from the new clause in the traffic allowing gift articles, on which the duty would not ordinarily be over 50 cents, to come in free. We assured him that he need fear no injury to his business from this source.



B. D. A. Mohairs and Secilliennes will figure largely in the new season's fashions. The **B. D. A.** Brand is the quality mark of Mohairs, as necessary to their good reputation as "pure silk" is to taffeta.





These goods are worthy of any company because of their beautiful patterns and the splendid colorings and suppleness and lustre given them by the **B. D. A.** processes of dyeing and finishing.





Women look for style in a fabric, but they wisely demand service with it. They get both qualities in **Bradford Dyed Mohairs**. Every Merchant who carries them earns profits and reputations with every sale.



BRADFORD DYERS' ASSOCIATION

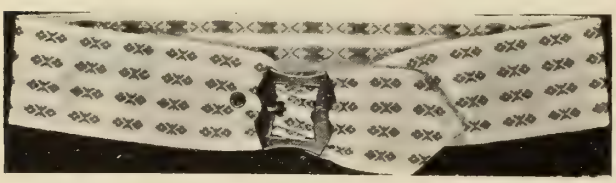
BRADFORD, ENGLAND

FANCY GOODS AND NOTIONS

Prospects are very bright for the fancy goods and notions branch of the trade, and there has been little between-seasons dullness felt this year in the houses carrying this class of goods. For just as soon as the new year opened, substantial orders, many for immediate shipment, began to come in, and an active business has been in progress ever since. This activity covers not only the later novelties, but extends to practically all staple lines.

* * *

For a long time now fancy combs have been a prominent and profitable line, and the fact that very decided style changes are promised should be a big help to the comb business this Spring. Changes in hat fashions, and consequent changes in the manner of wearing the hair are responsible. Fashion seems bent upon forcing the Empire styles, and the coiffure must now be arranged in some manner that approaches the way in which the hair was dressed at that period. In front it must be full and fluffy, and the back high. With this coiffure a single large comb is worn, placed directly in the middle of the back, and below the rolls, loops, or twist of hair. The high Empire comb is coming into vogue, but combs with a deep high band are much worn, as they are not quite so



Novelty Wash Belt—Shown by Ladies' Wear.

extreme as the Empire. Shell and amber are both good, with shell, as usual, leading in the volume of sales. Jet is decidedly good, and is favored by those who do not mind paying the price. From a style point of view, the comb of carved shell leads, and that, with the metal and stone mount is losing its hold, though the ones set with stones still continue in favor. The tendency, however, is towards the all-shell comb, and besides fancy carvings, balls, olives, etc., many of considerable size, are used to decorate the fashionable Empires.

* * *

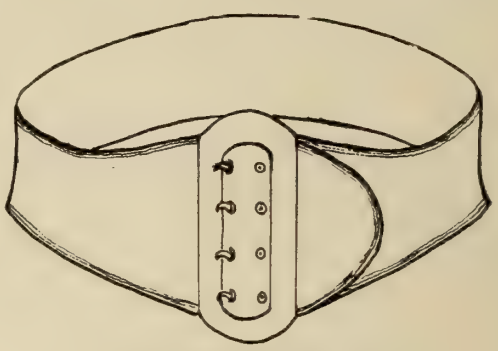
Another novelty that should sell well in the jewelry section is the fancy veil pin and veil fastener, for there are quite a number of them on the market. The pins are of the fancy oar variety, and are long and narrow. The veil is draped over the hat and the ends pinned to the hair at the back by one of these pins or fasteners. They come chiefly in rolled gold and in art nouveau designs.

* * *

Hat pins are to be a big feature this season, and as they must harmonize with the hat, a good business should be done. They are of extra large size, generally in the ball or large oval order, and they come in pearl, shell, amber, gold, silver, oxadized, porclain, enamelled metal, jet, crystal and colored glass and many other kinds. The variety of materials is great, but one shape, the large ball head, predominates.

* * *

The mesh bag of metal, particularly of gold, is a big seller. Gun-metal takes the next place, and then silver.

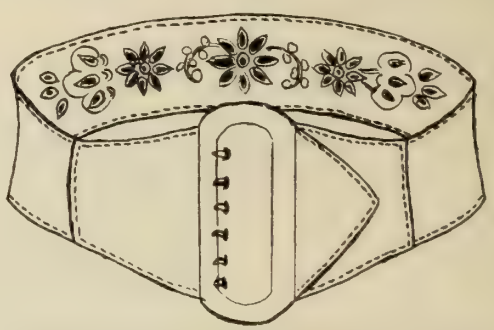


Tailored Style Duck Belt—Shown in New York.

Some of the later ideas show a mixture, and those of gun-metal and silver are highly attractive. Bead bags are still on the crest of the wave, and many beautiful ideas are introduced for the Summer trade. Flower, particularly rose patterns, copies of those our great grandmothers used to work, are very popular, as are also conventional designs worked out in tinted beads.

* * *

The belt line is a big and a varied one. There is a big showing of wash belts of duck, linen, etc., both plain and embroidered, and though the straight band is much in evidence, there is a decided tendency towards a belt with more graceful curves. The belts we illustrate show what is now regarded as good style in the New York mar-



Embroidered Wash Belt, Tailored Style—Shown in New York.

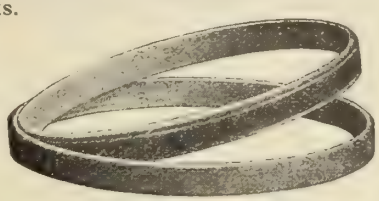
ket. The shaping of the ends is important, and besides the spoon-bill effect shown in our illustrations, other graceful shapes are used. The gilt buckle goes on lines where a price has to be made, but the pearl buckle is the thing this year. Shapes vary, but the oblong and oval buckles are best liked, and some of the more expensive ones are carved. Plain taffeta belts, lined and interlined, are made in the same style as the wash belts, and the same and similar shapes are shown in New York made of gold cloth, lined with moire. A novelty taffeta belt

Women Prefer the Duchess Hoop



"Seeing through the merits of the Duchess"

for embroidering, because it holds thick or thin fabrics tightly stretched, without injury to the work, and has no metal about it to rust and stain the material, nor any attachments to catch the silks.



Duchess Hoops are made in sizes 4, 5, 6, 7, 8, 10 and 12 inch diameters.

It's the **felt band** on the Duchess Hoop that holds equally firm light or heavy fabrics and renders slipping impossible.

Made from light-colored hardwood, very smooth and true in circle.

Are you one of the 18,000 merchants handling this quick-selling and profitable notion article? If not, don't fail to stock it.

The dealers who carry the Duchess Hoops in the full assortment of sizes, and give them prominent display are getting the business.

Any jobber can supply you. Order to-day.

Also makers of the "Princess," "Royal Oval" and "Special-Select" Embroidery Hoops.

The GIBBS MFG. CO. CANTON, OHIO, U.S.A.

JULIAN SALE
LEATHER BELTS

FOR LADIES In absolutely new styles and new leathers.

FOR MEN Every belt is perfectly finished on the edges. We have our own special designs in buckles.

FOR CHILDREN New ideas in "Buster Belts," in combinations of colors and new shapes and buckles.

The JULIAN SALE
LEATHER GOODS CO., Limited
105 King Street West, TORONTO.

Tuck's

Easter Cards

Easter Post Cards

Easter Novelties

Easter Booklets

The Largest Variety and Best Selling Line in the Market.

RETAILING FROM

One Cent

TO

One Dollar

Raphael Tuck & Sons Company

LIMITED

9-17 St. Antoine Street

MONTREAL

LONDON PARIS BERLIN NEW YORK

shown in the same line, was of rows of pin tucking bound and stitched and shaped by featherbone stays. This belt was shown in different colors and had a five-inch-high buckle of gold, nickel or black. Elastics are well to the fore and many of them have kid covered buckles, also studded with steel points. Fancy belts come in many styles, some of the best of which show pretty generous touches of tinsel, both silver and gold. There is a wide



Empire Comb of Carved Shell.

variety shown in leather and kid belts, and a novelty here is the many buckles covered to match, and studded with steel rivets, the same as the body of the belt. Japanese embossed leather in both white and tan, and in floral and other patterns, is a new feature in belt lines. Though there is a wide choice, harness buckles in the oblong and oval shapes, and with jeweler's prongs, in gilt, gun-metal, nickel, silver and pearl, and covered either with kid or other material are in highest favor. Embroidered effects, particularly in wash lines, are a big thing this season.

* * *

There is much that is novel in fancy goods which should be added to the attractive retail store. House renovating time is coming on and the fancy housefurnishings should be given special attention. Fancy tablecloths of silk have recently taken a popular hold and should be well displayed in the department. Metal ware



High Back Comb.

ornaments of bronze and antimony are always good property for Spring business. Table doilies of silk and linen are among the lines which will be sought this Spring. Piano drapes are better property than ever before and many large retailers have secured a better assortment than ever, realizing that they go far in perfecting the department.



DILIGENT SERVICES REWARDED.

An instance of modern progressive methods in business was given recently by the China and Japan Silk Co., Limited, of Toronto and Montreal. This firm has been in business since June, 1904, and at the commencement of the present year an interest in the business was given to the following young men who have been with the company since its formation: J. F. Hughes, G. H. Taylor, W. R. Moreland and Thos. Drummond. It is understood it is the intention to give an interest to others as they show their worthiness.

MANSON, REDMAN & WALDER.

An Ontario charter has been granted Manson, Redman & Walder, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were, Alex. P. Manson and Robert Walder, merchants; Harry W. Redman, traveler, and Annie Manson and Maggie Walder, married women, all of Toronto, and Ruby Wolff, of Hamilton, married woman. The object of the company is "to manufacture, import and sell all kinds of stationery, pictures, fancy goods, dry goods, jewelry, gold and silver novelties and wares, and gold and silver plated wares and novelties.

D. J. Nicklin, who has represented The Leak Fur Manufacturing Co., of Canada, Limited, Montreal, in Western Ontario, will cover the Maritime Provinces this year for the same house.

Owing to the fire which damaged adjoining buildings (although no damage was done to his own goods) a New York state merchant has claimed from his insurance companies $1,000, because of the loss which might occur to him from people thinking his goods might be damaged.



Make Your
FIXTURES
SELL GOODS

YOU WILL NEED **NEW**
MANTLE RACKS
MILLINERY STANDS
and
WAX FIGURES
to display your
EASTER NOVELTIES

Our **FORMS** are of **LATEST SHAPES** and **MOST ARTISTIC**

British and French Plate MIRRORS (all sizes)

SILENT SALESMEN, Showcases and everything for the Effective Display of Goods.

A Post Card will bring you our large Catalogue Free.

Beautiful Metal Mantle Racks four styles, at $9.00, $10.00 $11.00 and $12.00.

CLATWORTHY & SON
38-40, West Adelaide
TORONTO - ONTARIO

Some Trade Matters of Wide Interest

Discussed by Retiring President of Toronto Board of Trade — Freight Rates, Anti-Dumping Law, Etc.

At the annual meeting of the Toronto Board of Trade, Peleg Howland, the retiring president, discussed several matters of wide interest. Following are some extracts from his address :

"Comment is timely on the deplorable revelations made during the past year by the investigations into some of our commercial, financial, insurance and political affairs. While doubtless periods of prosperity and specu lation must have accompanying evils of this kind, the conclusion cannot be avoided that they are also fostered by paternalism, whether taking the form of protection by customs duties, by bonuses, national or other, or of sumptuary laws that tend to make the individual lean on Government help for his rate of wages, his profits or for the safety of his investments, to the weakening of the sturdy independence, self-reliance and toughness of fibre which is of such essential importance. The lesson taught in my opinion, is against any attempt to effect a cure by further adding to the criminal code, increasing the list of restrictions or by making Government still more responsible.

Opposed to Preferential Treatment.

"It may perhaps be proper for me to say here that personally I do not favor the resolution urging preferen tial treatment of our products in the Old Country, nor that indicating that Canada should contribute to the de fence of the Empire, feeling as I do that we are able to progress without favors, and believing that entanglements must arise from any attempt to alter our rela tions to the mother country or to make contributions without representation, with the grave danger of our either breaking away entirely or losing that measure of independence which is of so much importance to us.

Freight Rates.

"In regard to representations made before the Rail way Commission that an investigation should be made into the freight rates of Ontario, and that there is a discrimination in favor of Montreal in the rates to points both east and west of Toronto, no judgment has yet been given.

"The conclusion is forced that the commission has not the necessary expert assistance to get through its work, and I would advocate representations to the Government for such changes as will make the commis sion more efficient, including the extension of it jurisdic tion to Dominion Government railways, which are now, in my opinion, improperly exempt. The question of rates and of discrimination is of more importance to the people at large than the rights of one railroad to cross another, or matters of a similar nature which seem to chiefly occupy the attention of the commissioners.

"The railroads have recently submitted to the commission schedules of rates for merchandise bound inward from many places in the United States; they are substantially higher than those now existing, and their adoption is suggested in order to overcome the discrepancy in the rate existing from American and Canadian places on the border, those from the latter being now much higher. The co-operation of the manufacturers is sought by placing certain of their raw materials on a special basis, which will mean practically no advance. Generally speaking, however, their adoption will mean higher freights for merchants and consumers on inward stuff from the United States. A protest has been entered against these being considered at all until a general and thorough inquiry be made into the fairness of the rates now existing throughout Ontario. Any adjustment of rates upward should be resisted by every possible means.

Commission Raises Rates.

"I would also call attention to the arrangements existing between railroads which prevent them from competing in rates with one another. Such combinations are surely as harmful as arrangements affecting the prices of commodities, and are as much entitled to be forbidden by law. The Railway Commission has undoubtedly up to the present been an aid to these freight associations, and has served to increase rather than reduce the rates, thus helping to add to the revenue of the railroads, and it is questionable if the uniformity obtained is a compensation to the people generally for the additional cost of the service.

Unfair Discrimination.

"The custom of charging the ordinary shipper from various centres in the northwest in some instances more than double the rates given to wholesale dealers located in those centres shipping to traders, and which is a factor in the many difficulties experienced by the eastern merchant in getting into that country with his goods, still exists, and should have the attention of the commission at once. An eastern merchant shipping to—I will say Calgary—a carload of goods to a distributing agent to be broken up and reshipped to various consignees at points in the neighborhood, must be on a list as carrying stock in Calgary, and the consignees must be traders before these consignees can get the benefit pf the so-called traders' rates, otherwise being charged the ordinary class rates. The following examples of these rates, given as existing on January 5 last, will give an idea of before these consignees can get the benefit of the so-called class rates which are paid by the ordinary shipper or consignee, the figures being per hundred pounds :

"Calgary to Revelstoke : Class rates—First, $1.35 ; second, $1.13 ; third 90c.; fourth, 68c. Trade rates—First class—64c.; second, 55c.; third, 45c.; fourth, 37c. Calgary to Fernie, B.C.: Class rates—First, $1.27; second, $1.06; third, 85c.; fourth, 64c. Traderss' rates—First class, 61c.; second, 53c.; third, 44c.; fourth, 37c.

"Similar conditions exist at Winnipeg, Brandon, Re gina, etc., though the differences are not so extreme. This system meets with the favor of the local wholesale merchant, as it protects him from his eastern competitor, and also of the retailer in the smaller towns, as he is in his turn protected, the tendency being to force the consumer to patronize the nearby merchant. It is improper, however, and contrary to the principle upon which the charters are granted. It is not practised in the east, the tendency here being rather to give the advantage, if any, to the more distant place. It should be stopped.

Reciprocal Demurrage.

"The country suffers every year from a shortage of cars and from the inability of the railroads to move promptly the rolling stock they are able to supply. This year the trouble has been particualry serious, and has

been felt by all classes of the business community, being one of the causes of the scarcity of money. The railroads now very properly enforce demurrage charges on customers detaining cars over a certain specified time, but are under no penalty themselves if shipments remain in their possession longer than is reasonable. Any system of reciprocal demurrage will be vigorously opposed by the railroads and many strong arguments will be used against it. It seems reasonable, however, to think that what works well in one way should in the other, and that its adoption might lead to such exertion on the part of the companies as will overcome, at least to some extent the evil complained of. The system has already been advocated by board, and it is well worthy of further consideration.

Anti-Dumping Law Unfair.

"The attention of the Toronto Board of Trade Council has recently been called to the anti-dumping clause in the custom tariff, the application of which is being extended at the present session of Parliament. I cannot urge too strongly that the matter be thoroughly investigated. A regulation that restricts a merchant's right to buy as cheap as his ability and capital will permit, and penalize him if he does exercise such ability by requiring, besides the regular duty, the payment in the shape of special duty on any concession he can obtain in price below what the authorities fix as the home value of the goods in the country of export up to fifteen per cent. of such home value, and compels the taking of such an oath as the following—"That no arrangement or understanding affecting the purchase price of the said goods has been or will be made or entered into between the said importer and the exporter, or by anyone on behalf of either of them, other than as shown in the said invoices, either by way of discount, rebate, salary, compensation or in any other manner whatsoever," which forms a part of the oath taken on the entry of goods for consumption —approaches too nearly to despotism, surely, to be borne by this community, and is besides calculated, as the oath suggests, to encourage fraud and dishonesty, and is not in the interest of the consumer. In my opinion, as a restriction on trade, no combination can compare with it. If the manufacturer requires more protection it should be afforded him in some less objectionable way."

New York Millinery

What New York Accepts of the Paris Fads — Picturesque Easter Parade Promised.

It is almost attempting the impossible, this trying to describe the new French hats Words can do little or nothing, for it is not so much the hats themselves as the manner in which they are worn much counts. To begin with, bandeaux are not nearly as extreme, and the majority encircle the entire head size, for the tendency of most of the models is to set way back on the head. It is only for wearing them this way that the pot shape hats become possible at all, for otherwise the head would seem to be quite buried under its burden, and the hair entirely hidden. Naturally there will be modifications of the Empire hat, and yet to judge from the models which were not only shown, but sold at the first and second displays among the importers, the most extreme Empire effects will be in high favor. One thing is certain, with the Empire gown, the of which is now assured, the large poke and bowl-shaped models of the same period are most consistent.

Large crowns and brims, wide and of a decided downward tendency, are among the salient features. There are pressed and hand-made hats with huge balloon crowns, and there hats of straw and other material with full crowns of lace, net, silk, or of ribbon. For these purposes nothing is prettier than the wide Dresden sash ribbons, which make charming crowns when veiled with figured net, or lace. The lighter weight laces, such as chantilly all-over, Valenciennes and Princess are used in preference to Irish crochet or Arabian laces. Point d'esprit and figured or dotted silk nets are charming for this purpose. With such voluminous crowns it would seem as if little or no trimming was required besides, but flowers, feathers and ribbon are lavishly used.

Flower crowns are very strong. There are lovely effects possible with June roses and lilies of the valley, lilacs and roses, wistaria, hyacinth, sweet peas and daisies. Field flowers are used in abundance—poppies, corn flowers and lovely grasses, with dandelions and even berries. Poppies and cherries were combined on one Empire poke which was toned down by the introduction of a large bow of black faille ribbon set well toward the back as most bows are. I would mention daisies, in all colors, as being especially strong. They are used in tight bands or loosely nodding on ther stems, in much the same manner as roses were used last season and are to be again this year. Comparatively few violets are seen. It is not the color, apparently, which is handicapping them, since lilacs, wistaria and other flowers on the amethyst, mauve and violet shades are in evidence. Undoubtedly the rose will remain the favorite, but lilacs, lilies of the valley and daisies are by no means to be overlooked when buying your flowers.

Ostrich is always worn in Paris, even in the warmest weather, and each Spring one sees more and more of it in New York. It is only natural that this season should be no exception, since Empire models call for high feather arrangements, and this in turn gives an excellent excuse for the introduction of a handsome ornament. Those of rhinestones, set in bands of metal or pearl, are the favorites. Indeed, so much lace and flowers and feathers and ribbons and ornaments are loaded on to such huge frames, that the result is formidable and heavy in effect, instead of light airy as befitting the season. Very wide ribbons are fashionable. These are bowed or "scruntched" into small places, but howsoever handled, the handsomest and widest of ribbons are necessary if one wishes to obtain the best results. Plain silk ribbon, soft or glace are the preference, excepting for the fancy crown foundations already mentioned.

As for the straws—all weaves are in favor. Unquestionable leghorns will lead for the dress hat Pan amas are shown not only for the midsummer outing hat, but for the early dress hat. Many are colored, Empire green, rose and bronze being particularly in favor. Milans are scarce, owing to the enormous demand for this serviceable straw. Suit hats and high class tailored hats are mostly of Milan. Neapolitans and pyroxilines, especially in hoods, are shown. From these is made the airship hat, which is the novelty of novelties of the sea-



An Empire Model—With Crown of Princess Lace



A Striking Model—Rough Bronze, Green Straw and 22-in. Plume

son. There are of course, many varieties of the airship but they are all small, draped affairs made of these double hoods. At last the flat hat appears to have been ousted, not by the high crown but by the balloon and huge tam-o-shanter effects which are characteristic of the Empire revival. As for color, bronze, golden brown and the apricot shades lead, but that is by no means to the exclusion of all other shades. The white lingerie model is already shown, but seldom without color, either in the flower or ribbon decoration.

The Empire model shown is extreme, of course, but not conspicuously so since hats of this character are shown on all sides. I have chosen this particular model for several reasons, other than that the shape in itself is worth picturing. A fine Milan is used, mounted on a bandau, filled in with brown maline. The crown is a large full tam affair made of



Rose-Trimmed Picture Hat in the new Bronze Browns

Princess lace and in order to avoid confusion in your minds as to the kind of lace Princess lace is, I was glad to be able to show a picture of a handsome sample of this very fashionable mesh. Then, too, the ribbon is a novelty. It is a soft faille with a thread of silver interwoven, a novelty which appears on not a few of the handsomest importations. The arrangement speaks for itself, and will give you an idea of how the back trimmings look, after so long an absence. The roses, of the palest pink are nested in the lace at either side. and also toward the back, so that at least this hat is consistent, which is something in these days of go-as-you-please millinery.

The rose-trimmed picture hat is in the new bronze browns. A wide mesh net is used for the crown, while the wire frame is veiled, first with chiffon and then with the net put on full. Six large pinkish tan roses with foliage and blues are arranged among the net. A bon

Buyers of Millinery Goods

WE ARE
SOLE MANUFACTURERS
OF THE
"ORB" BRAND HATS

The "ORB" straw factory at Luton is The Largest in the World

In Staple and Fancy Lines we show *the best of everything* at prices that are sure to interest Canadian buyers.

SAMPLES SHIPPED to the retail trade on supplying usual trade references, description and quality of goods open for.

Will find it to their advantage to make our acquaintance and see what we are offering in

Millinery, Flowers, Feathers
Ribbons, Velvets, Ornaments

We specialize in

MEN'S and BOYS' STRAW HATS
BOYS' JACK TARS
and LADIES' PARIS FASHIONS
in Straws, etc.

VYSE, SONS & CO.
LIMITED
76 Wood St., LONDON, ENG.
LUTON, PARIS AND BRUSSELS

of brown velvet ribbon, with ends reaching half way to the waist, finishes the back.

I am sorry that the third picture gives such a poor idea of the hat which really had many unusual features. The shape, to begin with, is quite new, the brim having a downward tendency, excepting at the left side, where it turns back rather abruptly. The rough bronze-green straw is effective, and when I tell you that the plume is twenty-two inches long, is very full and of the most illusive bronze-blue-green shades, and that the velvet ribbon is cherry color, you may get some vague idea of how striking a model this is. The plume is wired to stand out from the back at a most ultra angle, and rather tight strap-like bands hold it to the hat as shown in the photograph. These models were imported by Mathille Spiege and give a very general idea of the picturesque trend of th present day millinery.

Instead of looking like the proverbial fashion plate, the Easter girl of 1907 will look as if she had just stepped from a frame, for if ever fashion were a delight to the artist eye it is now when color and line combine to make up a harmonious whole, and when, from the tips of her dainty bronze shoes, to the topmost feather of her wide picture hat, the Easter girl is in every truth a picture come to life.

NELLIE GUNN McCLELLAND.

TORONTO BOARD OF TRADE OFFICERS.

The annual election of officers of the Toronto Board of Trade resulted as follows: President, R. C. Steele; 1st vice-president, Lionel H. Clarke; 2nd vice-president, J. P. Watson; treasurer, J. W. Woods; council, J. D. Allan, Henry Brock, R. J. Christie, R. A. Donald, Peleg Howland, Mark H. Irish, John D. Ivey, H. Langlois, H. McQuillan, J. C. McKeggie, David Plewes, O. F. Rice, James Ryrie, Chas. B. Watts, and W. A. Wilson. Board of Arbitration, Hugh Baird, John Carrick, A. Cavanagh, John Firstbrook, Thomas Flynn, R. Dawson Harding, F. W. Hay, F. C. Jarvis, W. D. Matthews, A. C. McLeod, W. M. Stark and D. W. Spink. Industrial Exhibition, S. E. Briggs, D. O. Ellis, Geo. H. Gooderham, Noel Marshall and Joseph Oliver. Harbor Board, W. H. Pearson, jr., and J. T. Mathews.

A NEW IDEA.

David Spencer, Limited, Victoria, B.C., adopted an idea in connection with the Christmas and New Year's trade, which they say, made a big hit. They issued scrip to any desired amount, redeemable at their stores in Victoria, Vancouver, and Nanaimo. The point is that instead of purchasing gifts that appeared to be suitable and might not be, customers could buy scrip to the same value, and the recipients could make purchases to suit themselves. The novelty of the plan would, no doubt, appeal to numbers of people, but by patronizing it one would lose most of the fun and excitement conected with holiday gift-hunting, a fact which, to our mind, precludes the possibility of its becoming generally popular.

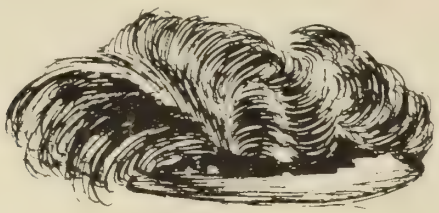
The Intercolonial Railway Company has issued a new edition of their map of Ontario, Quebec and the Maritime Provinces. The map is tastefully colored, clearly printed and contains along the margin views of interesting scenes along the route of the famous Maritime express. They will be pleased to send one free of charge to any reader of this paper upon request to J. J. McConiff, city passenger agent, Montreal.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

All New Millinery Models Small, Although it is Admitted that Large Shapes Will be Much Worn.

It has been noticed that for the last two or three seasons all the earliest milliners' models were small shapes, and not till the season was well launched did the large forms make their appearance in any number. This year seems to be no exception to the general rule. Every one admits that large "cloche" or mushroom, directoire,



No. I—Black Crin and Feathers

and eccentric picture hats are likely to be very much worn, and yet almost all the new models are small. The hat that predominates all others has a round brim, rather narrower in front than at the back and sides. This is bent down, forming "cloche" with the curve accentuated behind, and the crown is of the low sailor kind. Instead of being just bent down some of the brims are also indented and have a fluted effect. The calottes of velvet and silk that have had such a success this winter are being continued in spotted net and tulle, also many of the straw models are showing the same full, indented crowns, carried out in the straw itself, and "crin" being easy to manipulate, adapts itself well to this style. The "Tonkinoise" (sketch I.) is a round shape without a crown, the brim curving downwards, resembling a mushroom. The trimming, in this instance, consists of a bunch of four feathers shaded fawn and



No. 2—Navy Blue Crin, Trimmed Green Glace Ribbon and Feathers

brown to harmonize with the "crin mordore" of which the hat is made; the "entree de tete" is formed by means of a round "barrette" placed underneath and resting on the hair, covered with "mordore" tulle. The trimming of such a model as this can be caried in an infinity of ways. Without doubt all ribbons, plain colored pompadour and flowered will be much employed, but taffetas will also have an important part to play, at least until well into the summer. They are employed for the crown of toques, arranged in neat folds. The straw, which forms the brim, is often so sheeny and of such soft shades that it looks like narrow bands of velvet loosely braided. Another mode of employing the taffetas is in narrow tucks. Bands of this form insertion round the straw brim or edge, the angle of a sailor crown being about an inch wide round the top and another inch down the side. The "plumes de fantasie" also are very far from extinction and will be worn all through the Spring and probably Autumn. Feathers from almost every bird in creation seem to be employed, arranged together absolutely regardless of the laws of natural history, and



No. 4—Paille-de-Riz Mordere and Red Ribbon

dyed a tint to match or harmonize with the hat it is to decorate. Many of the brilliant shades employed would make a humming bird look pale.

No. II. is of navy blue "crin" with the round brim slightly curved up in front. The trimming consists of a simple drapery of green glace ribbon, run through a strass buckle and a fantaisie consisting of a bird's head and wings and two large ostrich feather tips.

No. IV., in fine "paille de riz" mordore, considerably raised from the head on the left, is trimmed with a draped band of dull red ribbon, toning well with the brown of the hat, immense loops of the same falling on the crown and continuing into the hair at the back. This is a very good Spring model of the class of hat known as "pour tout aller."

No. V. is a Summer hat of very fine straw in its natural shade. This is turned quite down at the back, and turned back at the angle between the front and left side. Large bunches of white lilac and green leaves sur-

round the low crown, while two pink roses nestle just by the raised brim in front. A straw colored tulle scarf is fastened under the flowers and brought forward over the shoulder.

No. VI., another Summer style, is also in natural colored straw, embellished with a heavy wreath of shaded roses, a bunch of the same being repeated under the left brim, raising it well up.

No. VII., which is a demi-saison hat, is carried out in raspberry-colored crin with a band of bordeaux-colored taffetas drawn round the crown. The edging of the brim is the same taffetas but arranged in narrow pleats. The "cache-peign" at the back is covered with a large choux of raspberry and bordeaux tulle, while at the side is posed a fantaisie bird called "manteau-de-velours" with a long panache of plumes carrying out the two colors.

A few models with high crown are showing, but they are not likely to become general, while another hat, introduced by an actress on the stage, and which seems to have captured a certain amount of public favor, is a large directoire shape with flopping brim except in the front, where it is turned sharply back and fastened under a choux of satin ribbon and two stiff quills. A band of ribbon drapes the crown. It will be noticed that hats



No. 5—Fine Straw, Natural Tint, Trimed White Lilac and Pink Roses. Saffron Colored Tulle Scarf

are of many colors and large veils are being made in almost every conceivable shade to be worn with them. These large falls, about four foot, eight inches long and fourteen inches wide, are made of lace or tulle, malines or Chantilly, edged with a narrow lace of the same tone or small velvet bands, a narrow plisse of tulle or satin ribbon, but the lace or tulle edging gives the best results. These veils fall from the brim of the hat in straight lines, not touching the face and reaching to the shoulder. At the back they are lightly fastened and the two ends fall free over the hair. It does not seem to be necessary to have a costume to match the head-dress; provided the colors do not absolutely clash, perfect liberty is allowed.

There seems to be no falling off in the popularity of silks for gowns and costumes. The taffeta of to-day is so soft and agreeable to work, adapting itself to almost any style, that the couturieres themselves would cling to its use even if the clients wanted more novelty, which is far from being the case. The newest designs for cloths and dress materials are very neat, falling into small checks, vague plaids or minute stripes forming vertical bands. Even the flowered goods, with the exception of the pompadour, seem to be neater than their predecessors.

It is confidently expected that this season will be a



No. 6—Natural Colored Straw and Shaded Roses

record one for laces and goods of a lacy finish. The plain slip covered by a lace or net blouse is likely to be much worn all through the Summer. In expensive goods Irish lace will be used as much as ever, trimmed with finer laces, such as Cluny, valenciennes and malines. A movement is being made in favor of Breton laces; with their straight borders they are excellent trimming and wash to perfection. A pretty tulle blouse is almost covered with frills of this lace and with very good effect, but I am told that, although a thread lace it cannot be very successfully imitated and therefore is not likely to have any wide popularity. The wide lace scarfs that are being used now for evening wear will certainly continue their sway for some time longer. These scarfs are made in almost any light material such as mousseline-de-soie, crepe-de-chine, and in some instances are plentifull embellished with beads and sequins, with hemstitched or



No. 7—Raspberry Colored Taffetas and Bordeaux Ribbon

frilled ends, but the most practical ones are made of lace or tulle. In the event of the latter being used an edging of plissed ruffles of the same is very general and looks particularly well.



The Canadian Millinery Review

The Spring Millinery

Shapes and Materials, as Seen at the Openings—Nine-tenths of Hats Have Drooping Brims.

Empire styles certainly have arrived in millinery lines, and the poke and mushroom effects have impressed themselves deeply on the new models. Practically nine-tenths of the Spring hats have deooping brims and the eleventh-hour development is in the direction of much higher crowns. Millinery is more picturesque than ever, and the treatment and trimmings are dainty in the extreme. A feature also is the strong dividing line between the suit and the dress hat. For the exclusive trade ostrich, paradise and a host of other waving and expensive plume effects are used, the fashionable feathers being immense and expensive. Very long flues are fashionable and to gain this effect they are pieced. Coque feathers are much used and prices are soaring. The quills wings and birds used are immensely large, particular preference being given to pheasant feathers in all shades. Wings and feathers will be combined with flowers on the new Spring hats.



No. 23.—Napoleon Shape. Hand-Made. Draped Brim of Straw Braid, Wings Same Material, and Looped Taffeta Ribbon on Bandeau. Assorted Colors.



"MABEL."—Tailored Ready-to-Wear, in Milan, Neatly Trimmed with Quills, Ribbon and Velvet. White Only.



No. 17.—High Side Toque. Hand-Made. Entirely of Straw Braid, Caught at Left Side With Gold Ornament.

SHOWN BY THE D. McCALL COMPANY, LIMITED.

One is tempted to say that the rose is almost the

NO MENTION need be made to assure the trade of the popularity of the Rose in the Trimming of Headgear this season.

IT IS THE BIG FEATURE in Flowers. We will draw your attention, with a few illustrations, to show what we are able to do for you.



No. 103. $2.95 per dozen

No. 103. Two roses, with foliage. Colors, White, Cream, Pink, Sky, Damask, Tuscan, Ruby, Old Rose, Coral. Per doz..... $2.95



No. 102. $2.00 per dozen

No. 102. Three roses, with foliage. Colors, White, Cream, Pink, Sky, Damask, Tuscan, Ruby, Old Rose, Coral. Per doz..... $2.00



No. 48. $2.00 per dozen

No. 48. Colors, White, Cream, Tuscan, Sky, Pink, Ruby, Cardinal, Damask, Vieux Rose, Castor, Heliotrope. Half doz. in packet. Per doz. packets $2.00



No. 49. $3.00 per dozen

No. 49. Colors, White, Cream, Tuscan, Sky, Pink, Ruby, Cardinal, Damask, Vieux Rose, Castor, Heliotrope. Half dozen in packet. Per doz. packets..$3.00



No. 802. $4.80 per dozen. Silk Roses

No. 802. Colors, White, Cream, Pink, Sky, Tuscan, Damask, Vieux Rose, Reseda, Wine, Heliotrope and Fancy Pastel Shades. Quarter dozen in packet. Per dozen packets $4.80



No. 50. $2.25 per dozen

No. 50. Colors, White, Cream, Sky, Pink, Tuscan, Champagne, Vieux Rose, Damask, Brown, Cardinal. Per doz. $2.25

The Assortment in all Departments Up-to-the-minute. **No delay in Filling Orders**

THE HOUSE FAMED FOR MILLINERY

THE D. McCALL CO., LIMITED

TORONTO

Winnipeg **Ottawa** **Quebec**

sole flower used. It certainly is queen, and is most lavishly used in all colors and sizes. There is also a good representation of other flowers, notably daisies. These and clover, wild rose, etc., combined with long grasses, are much used. Wisteria in all colors, but more particularly in soft pearly pinks, is a favored flower. Sweet peas and convolvuli are also flowers that are frequently seen. Hats are simply loaded with flowers, and the whole crown of blooms is a big feature. Trails and wreaths of roses or of mixed blooms, are frequently seen. Indeed most hats have trails or streamers, not just of flowers alone, but of ribbons or lace or net. Ferns and grasses are the favored foliage effects.

Velvet ribbons are most effectively used on all hats whether flower or feather trimmed, and black velvet ribbon is much seen on the many flat, flaring-brimmed hats, or in colors for the bandeaux trimming of the smaller type of hat.



"DOROTHY."—Semi-Dress Sailor. Can be had in Plain Colors, Also in Combination With Tuscan Braid. Shown by the D. McCall Company, Limited.

Ribbons are used in profusion, and the fashionable range is a wide one. Plain ribbons, taffeta, faille tine, satin duchesse, in all colors and shades are good. Then there are gorgeous Dresdens and warp prints, and brilliant plaids and clan tartans. Stripes are in high favor and quadrilles and cross-bars are shown in various colorings. Roman stripes are also in the lead. Maline is much used and the maline and lace hat promises to be a Summer development. Large rhinestone buckles that sparkle brilliantly are seen on many of the latest hats, but the chief ornaments are the big hatpins, the ball heads of which are becoming immense.

Besides the Empire and mushroom models a great variety of picturesque, flaring-brim hats are worn. These are very graceful models. Many are seen with the short front and wide back, and while lifting off the face at the sides there is a decided droop at the back. There is an immense number of sailor shapes, and these will be extremely popular here, more popular perhaps than the more extreme and exaggerated ones. The shepherdess is another good model, and there are also a goodly number of turban shapes.

A decided change has been made in the poise of the hat. It is worn more off the face and sets more squarely upon the head. The angle, however, may be changed to suit the wearer. Bandeaux as a rule are flatter. Some, while raising the hat in front, taper off to nothing at the back, and some of the more extreme hats have no bandeaux at all.

Chip is the leading straw here, but the supply is short. Crin, peroxaline, leghorn, Tuscan, Javas, etc., are all wanted, but the latest development is in favor of rougher straws. They will not amount to much this season, perhaps, but are an indication for another Spring.



Leather Shades. Banana Plume and Yellow, Black and White Daisies.



Burnt Straw. Olive Green Velvet, Shaded Pansies and Wing.

The Openings in Toronto

From early morning until late in the afternoon the show rooms of the millinery houses were crowded with visiting milliners and others connected with the trade, and this in spite of the fact that many buyers came to town unusually early and left the city before the actual openings took place.

When The Review representative visited the warehouse of the D. McCall Co. the crowd was so great that it was no use trying for the elevator, and to save time the stairs were taken. The display was an unusually clever one, replete with interest from a millinery standpoint, and note books and pencils were much in evidence. The display suffered from the fact that this firm has no proper showroom, and it is a pleasure to know that this will, in all probability, be the last time that this complaint will have to be made as they expect to be located in their new warehouse on Wellington West before another opening takes place.

The D. McCall Company give the following reliable information respecting styles, etc., for the Spring and Summer season, 1907:

"New York predicts hair-braids, Milans and chips in blocked shapes, the flop or hood being the leader, and,

owing to its flexibility, can be arranged in any number of good designs. When trimmed with quills, wings or large roses it makes exceptionally smart suit or tailored hats. The pyroxaline and hair-braid placques can also be classed with the tailored effects. A great many new and novel designs have been created with a dash and smartness about them that appeals to those requiring something better than the ordinary ready-to-wear. Something new in this way is the Santos Dumont, made of two hoods or cones of pyroxaline, arranged in circular folds and brought together forming a shape of the mushroom order.

"The better, or dress hats, with but few exceptions, are hand-made of extreme fancy rustic and basket braids, also pyroxaline and mohairs of innumerable designs, which, being pliable, can be worked to the best advantage, and when combined with mechlins or chiffons have a lightness about them that at a glance suggests everything pertaining to Spring. Mechlins will be most popular as the season advances, and a great scarcity is anticipated. Chiffons and other nets of a similar nature will also be extensively used.

"The mushroom shape in the made hat will be extra good, and we feel safe in recommending it as the hat of the season, being sufficiently large to carry the great quantity of flowers used in the trimming of this season's creations.

"Garden mixtures are shown extensively. Roses of all kinds, including American Beauty in combination with lily of the valley, forget-me-nots, lilacs and innumerable small flowers with considerable foliage. In many instances fruit is also combined and carried out with good effect.

"Roses of all kinds and sizes, from the banksia to the large full blown effects, will predominate.

"Feathers will also command their share of attention for the better trade, and will be popular for reception and tea hats, tipped and shaded effects being very correct.

J. D. Ivey & Co. had a very large and tasteful display of pattern hats in their handsome showrooms, and besides the large number in the main room, each of the smaller selling sections contained a contingent of stunning models.

Remarkable among the many lovely models were two white Empire picture hats, the one draped with a white and the other with a black chantilly lace veil. These veils are almost square, and are worn lightly thrown over the crown of the hat, the corner coming well down over the face in front, while the rest of the veil is gathered into graceful folds at the back and pinned with a long veil pin to the hair. The all-white hat with the white veil formed an ideal bridesmaid's hat.

The leading colors, Miss Walsh says, according to her sales, are the burnt shades, banana, leather shades, Copenhagen, apricot and flammande. Copenhagen blue, which has sold extremely well, is something on the Alice Blue order, but a much more becoming color. This color has sold extremely well and promises to be one of the leading colors for Spring.

The colors are darker in tone than is usual for the Spring season, but the delicate materials, the tulles, nets, handsome ribbons, and the wealth of flowers and handsome plumes make the millinery extra attractive.

A shape somewhat on the sailor order, with a moderately high crown of plaited maline in leather shades, had as trimming some lovely shaded poppies in amethyst and yellows. These flowers were very noticeable among the many rose trimmed hats, for after all it is the rose that is queen of the season.

G. Goulding & Son's handsome showroom contained as usual a rich collection of Paris, New York and Toronto pattern hats. Among the many rich novelties were the new pieced ostrich plumes, the blondine and tipped paradise.

Tinted laces were much in evidence, and some lovely flower and lingerie hats were shown. The lingerie hats, by the way, are now lingerie in name only, and they are flower laden and elaborate in the extreme.

Debenham's, Ltd., had a number of handsome hats from their Montreal house on exhibit here, and also a splendid collection of French flowers and feathers. These millinery goods, along with their handsome collection of ribbons and laces, make a splendid display .



Empire Hat in Apricot Shades. Wreath of Cherries, and Feather in Apricot Tipped with Brown.



Empire Poke—Black Knife-pleated Lace and Crin Braid. Chous of Pink and Jack Button Roses.



Copenhagen Blue. Pink Rose Foliage and Forget-me-nots.



Amethyst Straw—Two Shades of the Same Ribbon. Pink, Banana and Purple Wisteria.

OUR LONDON LETTER

Reports from the Various Markets.

The chief topic of conversation in the trade has been the murder of William Whitely, of Westbourne-grove. Mr. Whitely was an unique figure in London life, and may be regarded as the pioneer of the department store idea in England—at any rate he was the first to develop it successfully. Like so many more men who have come into prominence in the drapery trade in London, he was from the North. Just what formed the motive for the deed is at present shrouded in mystery.

BRADFORD.

The strong tone of the market at the present series of sales in Coleman Street has caused Bradford wool dealers to adhere strictly to their highest quotations, and also to advance some lines. The demand for cross-breds is fully maintained and rates are fully ½d. above Bradford prices before the opening, nor is there any indication of easier prices in the near future. Manufacturers and spinners who use merino wool are exceedingly busy and fabrics made from fine wools are coming into strong favor.

Now that the London sales have established the fact that prices are in no danger of being disturbed there is altogether a more confident tone to the market that is most beneficial to the course of trade, though the high price of wool is certainly against the Bradford manufacturers.

Both for dress fabrics and for men's wear, cloths made from the finest stapled wool are coming into vogue, and manufacturers who are prepared to receive orders for the Fall season report that the first orders show a maked tendency in this direction. The coarse cross-breds are still in large demand, both for the home and the continental market, and their continued dearness is a serious matter for some classes of manufacturers, notably those making coating serges, etc.

MANCHESTER.

Though export buyers for foreign markets are not inclined to purchase freely, there has been an increase in the business done with the Dominion, and some big orders for heavy goods have been received lately.

The new tariff arrangement that puts a heavier duty upon British made colored cotton, and favors those made in the United States, has caused a good deal of comment here.

Spinners are deeply sold, and there is no pressure for further orders. This is all the more remarkable because of the big increase in spindles in Lancashire during the past two years. There are now eight and a half million more spindles running than in 1904.

It is said that propsects are bright for a big crop of cotton in the States, and that there are more favorable reports of the yield in from the Egyptian, East Indian and other small crop centres, though it is hoped that the quality will be better than that the mills are now working upon.

Fancy cotton goods, such as voiles, lawns, delaines, etc., are moving freely, and makers of woven goods, such as zephyr, checks, etc., are deeply under contract.

NOTTINGHAM.

The revival in the Nottingham lace trade promises a long continuance, and manufacturers are more than busy, particularly those making fine vals. and torchons. With many plants the condition is such that fresh orders will not be needed for months to come. The big trouble with most firms now is to make deliveries, and many of them have long lists of waiting and "kicking" customers. There is little change in the cotton yarn situation, and, though yarns rule high, deliveries are much below requirements. The gods in request are vals. of all kinds, in laces and insertions, six to ten widths in the sets. Torchons, Clunys and Maltese in fine numbers are in increasing request.

Tulles and nets are the only branch of the silk lace business that amounts to anything at the present moment.

BELFAST.

The general tone of the market is strong and healthy. Flax is firmer, and, while no advances have been as yet recorded, the tendency is in that direction. Yarns continue to advance,and spinners are so far booked ahead that they do not desire more orders. For this reason prices are often quoted that are intended to be prohibitive, though these are often paid. Continental spinners are much in the same position.

There is considerable pressure for deliveries of many kinds of linen fabrics, and manufacturers are looking for increased prices to offset the high rates that they are paying for yarns.

ITEMS OF ALL CANADA

ONTARIO.

W. C. Latimer, of Beaveston, was in Toronto recently.

The Bee Hive Co., Wingham, have opened a branch at Gorrie.

The store of Mitchell & Gills, Strathroy, was damaged by fire.

A knitting factory and woolen mill has been established at Port Arthur.

F. G. Knight sails for Europe on the Lucania in the interests of Rhys D. Fairbairn Co.

A. R. Leask, for many years a dry goods merchant in Hamilton, died in Toronto recently.

The first annual banquet of the Wingham Retail Merchants' Association was held recently

W. G. Martin, manager of the Hagen Shirt and Collar Co., Berlin, was in Toronto one day recently.

Wheadon, Germann & Co., Guelph, are discontinuing their clothing and men's furnishings departments.

The Pembroke Clothing Co. have taken over the busi-

ness at Pembroke formerly known as the Woolen Mill Store.

J. W. Fleming, Galt, has taken the secretary-treasurership of the Dominion Manufacturing Company of that town.

Stanley Mills & Co., Hamilton, conducted a "Home Industry Week," with a special demonstration in each department.

A report from Brantford says that the Canadian Cotton Company, which has an idle factory there, will reopen it in the near future.

E. B. Crompton, of Brantford, returned recently from his regular trip to Europe. This was the sixty-ninth time he has crossed the Atlantic.

The establishment of a retail merchants' bureau at Ottawa was advocated at the annual banquet of the Retail Merchants' Association in Toronto.

The annual "At Home" given by Stanley Mills & Co., Hamilton, to their employes, was a fine success. A dinner and toast list was followed by dancing.

The town of Carleton Place will lend Bates & Ennis $10,000 to assist them in the establishment there of a knitting mill for the manufacture of papermakers' felt.

A report from Peterborough says word has been received to the effect that Crossley & Sons will not, for the present, locate a branch carpet manufactory in Canada.

The staff of J. W. T. Fairweather & Co., Toronto, tendered a complimentary dinner to John L. Loudon on his retirement from the firm to manage the Cosgrave brewery.

R. S. Ford, of Petrolea, has sold his dry goods business to W. W. Ferguson & Co. He intends going to the West. Mr. Ferguson, head of the new firm, was with Mr. Ford for the past eight years.

The new premises of Soper & Livingston, Alvinston, were opened during the last month. The store was in gala attire, an orchestra was in attendance, and visitors were served with a dainty luncheon.

The Coates Carpet Company have announced definitely that they will locate their Canadian works at Peterborough. The company has purchased 150 acres of land and the city has given them 100 acres adjoining.

Mr. Syer is opening offices and salesrooms for the Canadian Carpet Manufacturing Company at 84 Bay Street, Toronto. In addition to the ingrain carpets they will carry several lines of house furnishings.

A. W. Cressman, Peterborough, has purchased the block adjoining his present premises and will fit it up as his men's wear section. The store which now accommodates this department will be added to the dry goods section, and the whole remodelled on up-to-date lines.

Several Hamilton men have applied for a charter for a company with $300,000 capital to manufactute balbriggan underwear. A site 500 x 300 feet has been purchased. The incorporators are Adam Zimmerman, M.P., S. C. Newburn, A. F. Zimmerman and C. S. Scott.

John Brinton, president of the Brinton Carpet Co., of Peterborough, celebrated his 80th birthday recently. In honor of the occasion the Peterborough staff held a banquet at the National Hotel. A cablegram of congratulation was sent to Mr. Brinton.

Plans have been prepared for the enlargement of the premises of T. Lindsay, Limited, Ottawa. It is proposed to double the floor space by adding two storeys to the present building and extending along Sussex Street and Mackenzie Avenue. It is expected that the plans will be approved by the directors.

In our February issue we published an item to the effect that Inksater Bros., St. Catharines, were going out of business. This was a mistake; a dissolution sale was held in order to close out the estate of the late H. R. Inksater. The business has been taken over entirely by S. J. Inksater, and will be conducted under the old firm name of Inksater Bros.

Counter Check Books

"GET THE BEST"

THE CARTER-CRUME CO., Ltd.
TORONTO, ONT.

Montreal Representative

W. W. JOHNSTON, · · · 82 Mansfield St., Montreal

The Board of Trade of Paris tendered a banquet to John Penman, the occasion being his retirement from the presidency of the Penman Manufacturing Company, after an active connection with that concern for forty years. Mr. Penman started in a modest way in 1868, and from the foundation which he laid in the early days the company has developed until now it has an annual output of 3,000,000 pairs of hosiery and 3,600,000 shirts and drawers. Mr. Penman has offered the citizens of Paris a donation of 20 per cent. of the cost of a school, up to $10,000, that is, the school to cost up to $50,000.

QUEBEC.

The Ottawa Cord and Tassel Company, Ottawa, will move to Montreal.

A fire in the factory of the Alaska Feather and Down Co., Montreal, did $500 damage.

G. Orban, wholesale fur dealer, Montreal, is at present in buying centres of Europe.

L. W. Anderson, with Greenshields, Ltd., Montreal, has left for Europe to make purchases for the staple department of the firm.

H. Symmington and B. Simpson, buyers for Greenshields, Ltd., Montreal, have returned from a buying trip to European centres.

Chas. Alves, with Gault Bros., Ltd., Montreal, is at present in European centres buying for the smallware department of the firm.

TEXTILE
DOMINION
CO·LTD

Wrapperettes

No argument is needed when proof is established. The significance of Canadian Wrapperettes is understood by all dealers. The Fall showing will be most effective in variety, styles and colorings. Many added novelties will develop your trade. Recognition of Canadian lines means more business for you. Your jobber will soon show the range—and order early.



No. 2 cloth will help your spring print trade.

STAPLES AND RAW MATERIALS

Upward Tendency of Staples—Stock of Raw Cotton Market—Price Lists Issued for Fall—General Advances.

Upward Trend of Staples

State of Raw Cotton Market — Price Lists Issued for Fall—General Advances.

The raw cotton markets still continue to have a steady upward tendency. Reports to hand show that during the past few months buying of cotton has been liberal, but it is noticed that the lower grades are being pushed more actively than the higher grades, which are bringing very high premiums. The demand has been incessant from every quarter where cotton is consumed, and the supply is barely adequate. All grades of spot cotton have advanced greatly in value, say from a half to three-quarters of a cent. Receipts from cotton-pro. ducing centres during the past few months have been too insignificant to affect the situation, and it is quite evident that the good grades have been held back. Canadian manufacturers have been looking for cottons that possess spinnable qualities, but the visible supply is far from being adequate. Upon these congested conditions the manufacturers have been compelled to base their prices for Fall lines.

Fall Lines and Prices.

While jobbers and retailers have been anxious about the question of deliveries, the manufacturers have been busy trying to meet immediate demands, and there is less complaint heard now than a short time ago. The call for immediate deliveries has been so heavy that it is with much difficulty that the mills can recover from the stress of orders. During the month of February many prices were withdrawn and in a few cases slight advances have been posted, but these are no so general nor as much as was anticipated by those who follow the conditions governing the market. The Canadian Colored Cotton Co. has advanced prices on lines on which it was absolutely necessary to cover the advanced cost of production. These affect the low-priced lines more noticeably than the higher priced grades. Tickings have advanced about 4 per cent. A few lines of shirtings and saxonies have also been advanced, about 2 cents per yard, but the greater portion of the lines remain unchanged. There is a special demand at this time for saxonies and dress ginghams, which the company is doing its best to meet, and it is succeeding to the satisfaction of the trade, which has an intelligent understanding of the situation. Flannelettes and blankets show a decided improvement over last year's productions ; this is resultant from special new machinery having been installed, which was designed purposely for the manufacturing of these lines. All the lines show improvement, and a record season is ahead. It is quite evident that, under the existing conditions of the raw material markets, repeats will not be available at the same prices if there is no substantial easing of the markets soon.

The Montreal Cotton Company has withdrawn its price lists. The cotton and yarns used by the company have so greatly advanced in values that manufacturing at the old prices was impracticable. No very sharp advances are, however, expected, and all lines will be well up to the standard of the company's productions.

Dominion Textile's New Lines.

The textile people have issued their prices for Fall and are already showing their lines to the jobbers. While there has been a general advance on many of the lines, qualities have been improved, values being fully up to the standard. This is living up to the present demand for quality in preference to cheapness. Standards must be maintained ; to do this the textile people have slightly increased prices, and improved their lines. It can be safely said that Canadian productions compare favorably with the best imported lines. A high prestige has been gained for improved colorings, and the texture of the goods has met with favorable comment throughout the Dominion.

During the month of February shirtings were again advanced ¼c. per yard. This was anticipated for some time and even now the cutting up trade is of the opinion that the price limit has not yet been reached. Orders are pouring in faster than ever and it is evident that the shirting lines are well worth the price. The new price lists show a few new departures which prove that progress is being made and that steady improvement is the watchword. The lines shown are not only better in appearance all through, but in point of dyeing they stand the test of time. Among the new lines shown for Fall may be mentioned as embracing many splendid features are the prunella cloth and Magog indigo in the flannels. These will be well taken up by the trade as their values are exceptionally good. A new colonial mill production is the downette, which is a low-priced flannel and is purposely made to meet many requirements in the trade. A new rock fast diamond drill has been added and will prove a welcome addition to the already meritorious drills.

Spring Print Lines Withdrawn.

On the first of the month the Dominion Textile Co. withdrew their Spring prints. Further orders, it is thought, could not be filled in satisfactory time for delivery. The orders already on hand more than fill the mills' capacity. The demand for Spring lines has been abnormal and the textile people are anxious to fill all orders on hand. Further orders would only prove an encumbrance under the circumstances. Merchants who placed their orders early upon the advice of The Review are probably well covered ere this, the same advice is again reiterated regarding Fall lines. There is nothing to be gained by delay, for even if the raw cotton market should decline, is cannot affect the present stringent conditions.

Fall Price List.

Below is printed the new Fall price list issued recently by the Dominion Textile Company. The present prices are compared with those of the Fall of 1906, and where a blank is left there is no quotation :

FALL PRICE LIST.

Issued by the Dominion Textile Co.

Magog Branch—Twills and Drills.

	1907	1906
Heavy Twill, 31—32 in.	11½	11½
400 Drill, 33—34 in.		10½
350 Drill,33—34 in.		11½
265 Drill, 33—34 in.		13½

Cretonnes and Prints.

Twill Cretonne, 25—26 in.	9½	8
Oatmeal Cretonne, 29—30 in.	11	10
Sateen Cretonne, 30 in.	12	10
Flags and Bunting, 24 in.	7	6
Satine Rayee, 27—28 in.	11	10
D. Heavy Indigo, 31—32 in.	10	
G.C. Extra Heavy Indigo, 30—31 in.	12½	

Flannels.

Velours Fancy, 27—28 in.	9	8
Superfine Flannel, 28—29 in.	11	10
Kimona, 27—28 in.	12½	12
Swansdown, 27—28 in.	15	15
Alexandra Cloth, 35—36 in.	12	12
Magog Indigo, 27—28 in.	10	

Skirting.

Princess Skirting, 36 in.	12	12
Moreen Skirting, 30 in.	10	10
XXK Skirting, 36 in.	12½	12
Alberta Skirting, 38—39 in.	13½	12½

Ducks.

A.A. Duck Indigo and Aniline, 25—26 in.	10½	10½
A. Duck, light, 25—26 in.	10½	

Colonial Branch—Flannels.

Downettes, 24—25 in.	8	
Royal Waist Flannelette, 27—28 in.	9	8
Empire Twill Flannelette, 27—28 in.	11	10
Komura Cloth, 27—28 in.	10	10
Outing Flannel, 27—28 in.	11	
Henery Serge, 27—28 in.	11½	
Cashmerette, 27—28 in.	11½	
Foule Cloth, 36 in.	12	

Art Ticking.

265 Ticking, 33 in.	13½	13½
288 Ticking, 30 in.	18	18

Drill.

Rock Fast Drill, 28 in.	12½	12½
Rock Fast Diamond Drill, 28 in.	13½	

Moles.

Colonial Tweed, 27—28 in.	11½	10½
Colonial Tweed Aniline, 27 in.	12½	12
Light Mole Tweed, 27—28 in.	13½	12½
Light Mole Aniline and Navy, 27—28 in.	14½	13½
Heavy Mole, 28—29 in.	16½	15
Dominion Pantings, 28—29 in.	18	
Colonial Quiltings, 31—32 in.	10	

BUSINESS NOTES

Louis Foisie, McTaggart; sold out.
Neree Simard, Bagotville; deceased.
Hanna & Co., Wingham; burnt out.
Cayley & Tanner, Picton; burnt out.
C. O. Gardner, West Lorne; removing.
Jas. Rowe, general store, Avon; sold out.
J. P. Gervais, drygoods, Montreal; starting.
W. & J. Brass, general store, Fox; dissolved.
Lajorie, Freres & Co., Three Rivers; dissolved.
John Blais, general store, St. Agathe; registered.
G. C. Truman, gneral store, Fairlight; selling out.
R. Wedon, general store, Edgar's Mills; sold out.
Gervais & Lecompte, dry goods, Montreal, dissolved.
S. Bildodeau & Co., drygoods, St. Romuald; registered.
J. O. Gagnon & Co., drygoods, St. Ronald; dissolved.

C. H. Carbonneau, general store, Mariapolis; sold out.

Jas. H. Whitlaw, general store, Meadowvale; loss by fire.

B. F. Smith, East Florenceville; succeeded by E. Kilpatrick.

R. B. Jones Co., Limited, drygoods, Woodstock, incorporated.

J. Coleman & Co., manufacturer of furs, Montreal; dissolved.

R. Bellefeuille, St. Nonbert (Arthabaska); succeeds Jos. Noel.

C. O. Gardner, general store, West Lorne; removed to Vienna.

George McGregor & Co., Wilno; sold out to A. Slominshie.

J. H. Brault, St. Armand Station; succeeds Brauet & Michaud.

O. B. Fralick, tailor and men's furnishings, Picton; loss by fire.

Martin McGinn, general store, Glen Smail; giving up business.

R. S. Sargent & Co., general store, Hazleton; loss by fire, insured.

A. W. Beausoleil, general store, Richmond; succeeds J. A. Revard.

H. T. Baker Co., Limited, general store, Lumsden; incorporated.

Bishop & Redden, general store, Tyvan; E. D. Bishop, deceased.

Strassburg Clothing and Shoe Co., Strassburg; sold to McKay & Co.

J. A. Campbell, general store, Hawkesbury; succeeded by F. Dupuis.

Carrot River Trading Co., Limited, general store, Tisdale; burned out.

Martin Delany, general store, Brigham; burnt out, partially insured.

Lajoie, Frere & Co., drygoods, Three Rivers; Real Lajoie, registered.

A. L. Orvis, general store, Dryden; succeeded by Orvis & Kennedy.

Mackie & Smith, general store, Battleford; succeeded by Mackie & Co.

C. Gauthier, general store, Monteerf; succeeded by Martineau & Poirier.

J. A. Campbell & Co., general store, Hawkesbury; style now A. M. Steele.

Marquis & McCullough, general store, Wakopa; loss by fire, partially insured.

Marquis & McCullough, general store, Wakopa; succeeded by Morgan & Oles.

Mund & Schneider, general store, Lannenburg; sold to Miller & Fieseler & Co.

Vatusdal Bros. & Olafson, general store, Wadena; succeeded by F. E. Vatusdal.

Copy 1

That store gets a long start on rivalry which makes the FIRST showing of the new **KINGCOT** fabrics. Imported cottons for double the money provide the only real competition. Yet **KINGCOT** cottons sell on a quality basis—Canada's womenkind buy them from choice, not merely from economy.

Copy 2

All that is novel, catchy, worthy and saleable is included in the **KINGCOT** lines as a matter of course. These cottons provide any merchant, be he ever so progressive or his customers never so exacting, with every variey of cotton fabrics he needs to show to get trade and to hold it.

Copy 3

These are the **KINGCOT** lines for spring and summer—

Ginghams	Shirtings
Dress Goods	Oxfords
Apron Ginghams	Denims
Saxonys	Galateas
Flannelettes	Tickings
Domets	Cottonades

Awnings

Copy 4

KINGCOT cottons, alone, cannot make a store thrive; but they can and do help greatly to win a store reputation for giving genuine values and rare quality at the price. Your store never will be the store it might easily be until you learn by experience just how firm a grip on popularity **KINGCOT** goods can get you. Any traveler for a good house can show you the **KINGCOT** lines; the lines themselves will show you what the cotton-goods selling can be.

THIS means THIS



PRETTY much everybody who buys Underwear nowadays in Canada — man or woman—understands that the red trade mark before your eyes means Underwear that fits right, wears right, and satisfies because it has full value in every thread and won't shrink even a little bit. People know, too, that this Underwear is guaranteed by the dealer who sells it—and guaranteed to him by the maker. For fear people might forget any of these vital things, we keep telling them every day in every newspaper YOUR trade reads. What does that mean to YOU? Doesn't it mean that you are apt to miss some worth-while sales if you don't stock the Underwear that people know it's SAFE to buy?

Pen-Angle
Unshrinkable Underwear

Any traveller for a live house can show you just the grades and styles of this line that your store needs to satisfy the trade we will spend money to send your way. Pay to look over the line, at least, wouldn't it?

The Penman Manufacturing Co., Limited of Paris, Canada : : : : : : : : :



Men's Furnisher and Clothier

Suitings and Styles

Little Change in Cut of Suits—Very Pretty Grey Worsteds—A Few Browns.

The grey worsteds that are taking the public eye for Spring are exceedingly pretty. Some are seen with a self stripe or check, while others have vague stripes or checks of brown. The plain greys had their inning last season; now the fancies are almost entirely the thing. Fancy blues are a strong line, and, we believe, will be in even greater demand than the opening business would indicate. A great many people who wore grey last Spring want a change, and a few have turned to brown. The advance in prices has shoved up the tailor's figures a little, and some materials are in short supply.

Most of the clothing manufacturers are making a strong feature of their special order departments, and several concerns are specializing on this kind of business and doing a big trade.

The suit styles for Spring show very little change from the Fall and Winter vogue. Coats are all fairly long, with pressed side seams, but no vent. The form-fitting feature is modified somewhat, but still remains, and will until the length is reduced. Lapels are pretty long and slightly rolled. Three buttons are used and the bottom of the coat is cut almost straight. Trousers are generally semi-pegtop. Waistcoats have long opening and the bottom cut with deep inverted V.

WINDOW DISPLAY.

The effective display of men's wear is a vexed problem with most merchants. In the first place many windows are totally unsuited to this class of goods, and in the second place most stores are decidedly short on up-to-date fixtures. The result is that we see numbers of "plastery-looking" trims that do little justice to the goods. One great fault is the tendency to crowd too much into a display. Less merchandise and more frequent change would make a big improvement.

OUTLOOK FOR READY-TO-WEAR.

The ready-to-wear department should make a record the coming Summer in the sale of two-piece suits. It all depends on the quality and cut of the goods that are handled. Everybody knows that a ready-to-wear can be bought for considerably less than a custom tailored suit, but there is a stiff prejudice against the former because it so often carries in its general make-up the marks of the "hand-me-down." Manufacturers are putting forth very commendable efforts to produce a good article. The retailer should be careful that his stock is right, and then he may go ahead and attract a class of trade that heretofore would not think of buying a ready-to-wear suit.

The popular two-piece suit will be made up principally in light grey homespuns, with coat having two buttons and long lapel.

THE HAT TRADE.

There is practically nothing new in hats. We have already described the styles that will prevail, and about them there are few features of interest. All are pretty much along conservative lines. Values have kept up well considering the condition of the raw material market. In black stiff hats the leader has a rather high crown and a little less curve to the brim than last season. Browns are very quiet. The telescope in both felt and straw will be popular. There will again be a scarcity of straws. Of course the sailor will be just as much worn as last season and colored bands will be more plentiful.

Shirts and Collars

Coat Shirts Selling Well—Stiff Fronts for Fall—Neat Checks Good.

With the exception of those who cater only to the cheap trade, retailers in general show a disposition to handle the coat shirt, and they are selling it in good quantities, too. We need not again go into details to show that it is the coming garment, and that it is only reasonable to expect that in time it will crowd the old style off the market. In the meantime every merchant should carry and show it.

* * *

Values for Spring are not so good as those of last season, due to causes that are very well known. A choice must be made between selling an inferior article at the old figure, taking a smaller margin of profit, or advancing the price. The best course is maintain quality, even at some sacrifice, and push the sale of the better class goods. Of course, a merchant must be governed a great deal by the circumstances under which he operates, but this is what he should aim to do.

* * *

The re-appearance of the stiff front shirt will be a feature of Fall business. Many stores have been giving

COLOSSUS SHIRTS AND OVERALLS

9 Reasons Why It Pays to Handle These "Garments of Quality:"

(1) Materials are all carefully selected and represent the best that can be produced at the price.

(2) Only cloths that have proven their strength and wearing qualities are used.

(3) The patterns are certainly the latest.

(4) The workmanship in all particulars is thoroughly reliable, every garment being minutely examined before leaving the factory.

(5) All lines are double stitched throughout, thus insuring strength of manufacture in keeping with the materials.

(6) Special attention is given to the finish—both strength and attractiveness are emphasized.

(7) Size is an essential feature of Shirts and Overalls. Free-and-easy movements must be provided for if satisfaction is to be given. Colossus goods make a special feature of size. All garments are large and roomy, but not so at the expense of Fit.

(8) Uniformity is maintained at all times. No cutting or trimming in the size, or saving of materials in order to meet a price.

(9) **COLOSSUS** goods are registered and on the market to stay. If you are already handling this Brand of Shirts and Overalls, you can depend upon it the original standard on which you took it up will be equalled at least as the seasons go by, and that no deterioration either in Materials, Workmanship or Finish will be allowed. If you are not selling Colossus Shirts or Overalls you are not selling the best on the market, and there is no reason why you should not be.

Your wholesaler, in fact all wholesalers, carry Colossus.

it a place in their displays, and the public are coming to look upon it with decidedly more favor. A great deal can be accomplished in this way to ensure a good reception for it in the Fall. Our idea is that a fairly short, narrow bosom will be most strongly favored.

* * *

The attached cuff continues to gain ground, particularly as a dress garment.

* * *

Neat checks are in big demand, but solid colors are holding their own. Pinks are considered by many to be good property. This Summer will, we believe, be a big white season.

* * *

There is very little change in collar styles. We notice a leaning toward the fold of medium height with straight opening. It has been shown extensively with two and a quarter and two and a half inch neckwear. The fold with V-shaped opening will be the big seller during the hot weather. For outing wear the soft "Shakespearian" collar promises to be popular.



One of the "Orb" Brand—Made by Vyse, Sons & Co., at their Luton Factory, England.

NO FIRE DAMAGE.

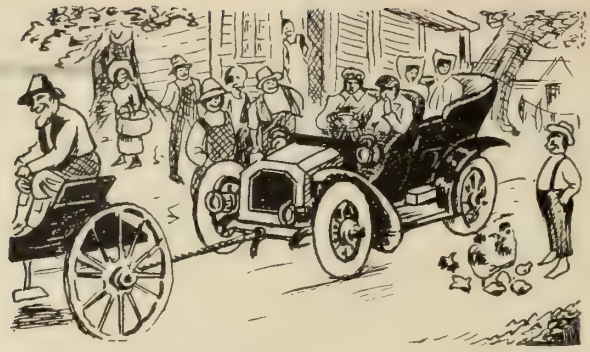
In the St. Paul street, Montreal, fire last month, which gutted the premises of Swift, Copland & Co., Limited, the adjoining buildings, 511, 513 and 515 St. Paul street, occupied by the cloak house of J. H. Waldman & Co. was reported by the daily papers to have been damaged. This report is entirely unfounded, as the firm was not in any way affected and busines went on as usual; in fact they were never busier, according to J. H. Waldman.

Neckwear

Narrower Widths are Being Readily Accepted by Public —The Best Sellers.

Purchases for Spring are about completed, and a feeling of optimism pervades the trade. The advances in the cost of materials have disturbed values very considerably, but this condition is met, in many quarters, by the buying of better class goods. Then the attractiveness of colorings and designs helps matters greatly.

The three-inch four-in-hand, which has been so popular, will give way to that of two and a quarter and two and a half inches. For one thing, manufacturers can afford to put better stock into the narrower widths, and any acceptable means of assisting quality is welcome. The public have become quite strongly attached to the wide tie, but in places where the others have been nicely displayed, with collar and shirt, the change is coming easily. The medium height fold collar, with opening about an inch in width, will be worn a good deal, and a three-inch tie would not be suitable at all. In Summer goods the narrower widths are more desirable, for the reason that they look cooler.



Were you ever left with a lot of Neckwear on your hands that will not move out?

Thought you got a bargain somewhere, when there is no such thing as bargains in Neckwear.

$4.50 goods are never sold at $4.00; nor $2.25 goods at $2.

Would you like to only buy Neckwear that moves?

We have a plan that Haberdashers who are doing a leading business are following, its free information carefully thought out by expert Neckwear men.

NIAGARA NECKWEAR CO., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

Grey will be one of the best sellers for Spring, and some exceedingly pretty materials have been made up. Many have small, neat designs in black, while many others are in self patterns. Red, in the quieter shades, should be in large demand. An attempt is being made to push browns, but we do not anticipate that it will meet with any very marked success, although window display will create a limited call for them. The trade is being shown a big range of plaids and is touching it lightly. We have seen some very pretty blues with white coin and polka dot.

* * *

The wash neckwear this Summer may be expected to surpass that of last year, so far as appearance is concerned. We still have a great fancy for whites and creams with coin dots, although we have not seen any made up yet.

* * *

There will likely be a big sale of bows, for the reason that waistcoats will be discarded by a great many when the weather gets warm.

* * *

It is surprising, the number of ties that are being purchased at 75c. and $1. This is a tendency that should be watched and taken advantage of by every retailer who can possibly do so.

UNDERWEAR.

We have before now advised the pushing of better grades of underwear. After one trial most men are willing to pay considerably more than they have been doing, for goods that give greater comfort and possess high quality. In durability they make up for a good deal of the difference in price.

For Summer, athletic underwear—knee-length drawers and sleeveless shirts—will be in excellent demand. Some are made up in mesh material.

Fancy Waistcoats

Will Be in Good Demand This Spring—Lightweight Flannels are Most Popular.

Some merchants are buying light on fancy waistcoats, but the majority are stocking them liberally. The former are afraid that the negligee shirt with belt will be so generally worn that the sale of waistcoats will be limited. They are taking a narrow view of the situation, just as they probably do in regard to stiff and soft front shirts. While the waistcoat may be discarded on most occasions during the hot months there are others on which it will be worn, and then there is the Spring to be considered. The indications are that fancy waistcoats will be in brisk demand then.

The most popular lines are lightweight flannels, but piques are selling well also. The three-button garment is in most general favor.

MARITIME PROVINCES.

J. E. McKenna, manager of the clothing department of Crowell's, Ltd., Sydney, C.B., underwent a successful operation for appendicitis.

At the annual meeting of the Cornwall & York Cotton Mills Company, at St. John, a dividend—the first in twenty years—on the capital stock was declared.

The Day of Buying Imported Cloth is Passing. One Reason Why:

OXFORD TWEEDS AND HOMESPUNS

have steadily increased in value as stylish materials. It is notorious that they are absolutely Pure Wool goods, but when the Newest Patterns and Smartest Colorings are added they certainly win their way on very merit. For men, women and children.

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA Limited

MILLS ESTABLISHED 1867.

Wilcox Bros., St. John, will add two stores to their already large premises. They have purchased those now occupied by J. Corkery, dry goods, and E. Friel, men's furnishings.

Mayor Paton and Mrs. Paton, of Charlottetown, P.E.I., entertained the employes of James Paton & Co., and the evening was very pleasantly spent in musical entertainment and games. The occasion was an evidence of the agreeable relations existing between Mr. Paton and his staff.

Miss Corbett, who has been in the millinery department of H. G. Marr, Moncton, for ten years, left on February 9 to join the Misses Harrison and Warnock, of the same store, in Toronto. They remained in the wholesale millinery workrooms four weeks copying the new hats, and returned to Moncton via New York.

WESTERN.

Fire in the premises of the Montreal Fur Co., at Winnipeg, did a lot of damage.

D. Spencer & Co., Vancouver, B.C., will build an extensive addition to their store at a cost, at least, of $100,000.

N. Svaigher, lately manager of the Montreal Fur Co., in Moose Jaw, has gone to Vancouver. His successor is L. Lesage.

Mrs. G. Frankfurter and Roy Frankfurter, of G. Frankfurter, dry goods and stationery, Winnipeg, were in Toronto on a buying trip, and called on The Review.

The Portage la Prairie Board of Trade wired the local member at Ottawa that they had decided to protest against the change that was proposed in the parcel post system.

Hewson Woolens Mean Many Sales

Hewson Costume-Cloths—Fine and beautiful.
Hewson Tweeds—Known all over Canada.
Hewson Underwear—A new line of pure-wool, unshrinkable Underwear—as good as it can be made.

The people soon find there are no woolens they would rather buy—and every sale wins more.

If our salesman does not call at the right time, write us for samples.

Hewson Woolen Mills Co., Limited, Amherst, N.S. 96

PURE WOOL HEWSON, AMHERST. TWEEDS.



JAEGER

PURE WOOL

NEGLIGEE SHIRTS

FOR SPRING TRADE

Choice and exclusive styles and colorings in fine Twill Flannels, Wool Cambric and Wool Taffeta.

There is nothing so comfortable for business or holiday wear and far more healthful than cotton or linen goods.

SEND FOR PRICE LIST AND SAMPLES.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED

Wholesale Warehouse, 301 St. James St., MONTREAL

YOU WANT—

OVERALLS THAT SATISFY your customers and bring you good profits. We make that kind. Will you investigate?

THE ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

WHEN YOU BUY

Globe Suspenders

YOU WIN OUT EVERY TIME.

We Never Disappoint

Send Us An Open Order

The Globe Suspender Co., Rock Island, P.Q.

AERTEX

THE ORIGINAL

CELLULAR

THE HEALTHIEST

Shirts and Underwear

Illustrated Price List, of full range of Aertex Cellular Goods for Men Women and Children, sent Post Free on application.

Agents for Canada :

WREYFORD & CO.

Romain Buildings King St. West, TORONTO

WREYFORD & CO. Romain Building, TORONTO

WHOLESALE MEN'S FURNISHERS

UNDERWEAR SPECIALISTS

Ranges for Fall are ready, and our travellers will wait on you in March and April.
We are Sole Agents for following English Manufacturers :

YOUNG & ROCHESTER'S

Knitted and Tattersal Vests

DRESSING GOWNS AND SMOKING JACKETS

Good ranges of **Fine English Flannel and Oxford Shirts, New Collars.**

Cellular "Aertex" Underwear

HEAVY WEIGHTS FOR WINTER.

The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

Tress & Co., London, Eng.

Manufacturers of select shapes in

HATS and CAPS (Silk and Felt)

Latest West-End and City shapes. Specialties in CAPS.

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery,
Sweaters, Athletic Shirts etc.
Ladies' Blouses and Norfolk Jackets

☞ Any specialty of Men's Attire for sporting or general wear that is good in quality and likely to meet the requirements of particular customers—we have it.



Motorist (wet through)—Just look how my coat is shrinking !
2nd Motorist—My dear fellow, why don't you wear GARBIRNETT ?
Specially constructed weatherproof cloth.
The very thing for automobiling, riding, driving, etc.
All goods bear this stamp.

"GARBIRNETT",

"JENNWEL"

WATERPROOF

REGISTERED

Sole Makers, JOSHUA F. GARNETT & SON, Castle Mills, Idle, Bradford
Canadian Representatives : GEO. S. PLOW & CO., 232 McGill St., Montreal.
A. ALEXANDER & CO., 77 York St. Toronto.
MAKERS TO THE WHOLESALE TRADE ONLY.

Housefurnishings and Decorations

Carpets

Spring Shipments Heavy—Further Advances Are Expected.

Shipments to the retailers throughout the month of February were larger than any previous month, deliveries from the mills improved appreciably, and the retailers are pleased with the appearance of their large Spring stocks. The province of Quebec has ordered particularly heavy this year, which compensates the jobber and manufacturer for its slow buying last Fall. It should be understood by the travelers in that province that under the old French law, which calls for yearly leases from May to May, the demand for house furnishings is generally confined to the months of May and June. Apart from these months there is comparatively little buying done. Stock moves with great ease during the period following the moving season and then it lapses into inactivity. In other parts of the country Autumn is considered a very good season for the disposal of house furnishings, but in Quebec that season is poor. Retailers have secured much larger stocks than usual and are prepared for the rush season. The state of the foreign carpet market is, to say the least, somewhat strained and uncertain as to future orders and prices. Manufacturers abroad will not take orders at the present prices for delivery after the first of May, nor will they hold goods over three months. All this would indicate that further advances are contemplated. Comparing the present prices with those of two seasons ago would give rise to the question as to the ultimate end of the present upward trend. Tapestries, Brussels, Wiltons and Axminsters are 40 per cent. higher than two seasons ago; jute carpets are advanced 50 per cent. and are considered cheap under the prevailing conditions of the jute market. Hemp carpets are 60 per cent. higher, and while there are plenty on the market, Canadian buyers are hesitating to buy largely at current prices.

The green shades are still the predominating leaders at present but the fawns are being well received and are expected to improve as the Spring approaches. Piece carpets are still holding their position, and each month there is an improvement noticed in the qualities sold. The west has recently ordered large quantities of union and Wilton carpets.

CONVERT CARPET REMNANTS INTO RUGS.

A dry goods firm has adopted a method of converting carpet remnants into rugs, which has solved the problem of odds and ends in the carpet department very satisfactorily. They describe the plan as follows:

"We employ a man who is competent to make the remnants into rugs. The chief part of the work is this: We have no difficulty at all in disposing of the remnants after they are made into rugs, and also realizing a good price for them. The most popular size is 36 by 72. Velvets and Brussels are perhaps the best remnants to work into rugs, and are the most salable for small rooms, vestibules and dens.

It is one of the very best ideas we ever introduced into our store, and has been the direct means of conserving the profits of our carpet department.

"We have a novelty fixture for showing small rugs which I think is worthy of description. The fixture proper is made of gas pipe and is half a circle. The half-circle is about four feet in diameter. The ends of the semi-circle are securely fastened to the wall. Blocks were secured to the wall and iron collars on each side of a block, the ends of the gas pipe running through the iron collars and the wood. The rugs are attached to pants hangers by means of traverse rings, which are used for holders. The fixture is one of the most practical ideas which we have ever introduced in the store, and is recommended to other merchants."

Wall Paper

Manufacturing Season Completed—Sampling Season Started—Some Splendid Lines Promised.

Last month wall paper manufacturers completed their orders, and are now busy on next year's new set of samples. Warehouses are filled and shipping will be general during the next few months. What will be shown next year is the question holding the attention of the trade. A still further improvement is promised in all lines. In these days of hard competition goods must possess artistic value and quality to stand against, and compare favorably with the best. The best goods sell and the retailer will go far to find the best values. Therefor, it is incumbent upon each manufacturer to produce the best line of samples than he has ever done, for to reduce his range, or repeat too frequently the stereotyped patterns, would mean ruin. On novelty and freshness of patterns depends the result of the season. This sampling season will bring out some handsome effects in English designs. This means rich floral patterns of artistic qualities, open and highly colored. Ingrain has to a large extent been displaced by heavy figure and floral effects and also the landscape borders and woodland side-walls. These have taken well with the trade, and some entirely new patterns are being prepared for next season.

Geo. H. Hees, Son & Co.

LIMITED

Toronto,
52 Bay Street

Montreal,
20 St. Helen Street

N.B. Keep handy our new Catalogues and Color Books



Our new Office and Warehouse, 52 Bay Street, Toronto

Mail Orders Receive Prompt Attention

MANUFACTURERS OF

Window Shades
Curtain Poles
Lace Curtains
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers
Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.

Oilcloths
Linoleums
Cork Carpet
Inlaids

Never in any previous season have we showed as large and varied a range of ***Qualities*** and ***Designs*** in both ***Domestic*** and ***British Floor Cloths,*** as this year.

As the demand for ***4-yard wide goods*** has been on the increase during the past year or two, we have anticipated a still greater demand for this Spring, and have stocked an exceptionally strong line, from a ***"SPECIAL" low-priced*** 16-4 ***British Oilcloth*** to the ***best grades "Domestic"*** and ***"Foreign" Linoleums*** and ***Oilcloths.***

We cut ***Plain*** and ***Printed Cork Carpet*** and ***Inlaid Linoleums*** across a piece of 8-4 at a small advance over full roll price.

Write for Samples and Prices

THE IMPERIAL CARPET CO.

60 Front Street West **LIMITED**
TORONTO

KING'S
Established 1775

FAMOUS
Sold by leading Jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made.

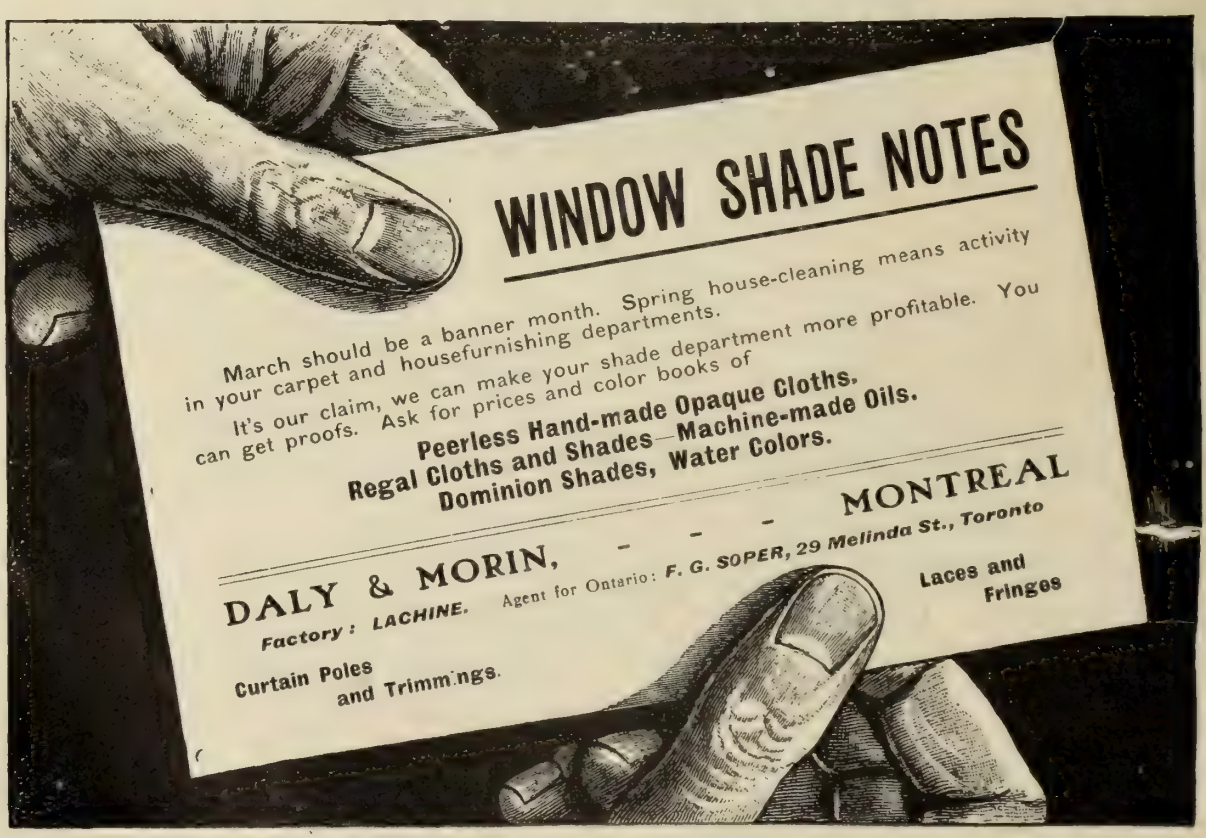
or its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Nordheimer Bldgs., 8 Colborne St., TORONTO



QUOTE COST OF PAPER BY ROOM.

Is there a wall paper dealer who does not experience a feeling of pleasure in selling the better grades of wall papers? Is there a decorator or dealer who is not ambitious to increase his business in higher grade goods, which return more satisfactory profits, and which give the customer more satisfactory value in every respect? No doubt it has been your lot to handle customers who wish to purchase attractive, decorative, and reliable wall paper, but find that the goods which appeal strongest to them are just a litle higher in price than they intend paying. This difference in price may be but moderate, even trifling, but to the average consumer of wall papers it appears to figure up quite largely.

Many intending purchasers could easily be induced to select a higher grade paper—which is much preferred though a little more expensive, and on which there is a better profit—if the salesman were to quote the cost of the goods for the room instead of by the roll. It is a very simple matter to quickly and correctly ascertain the quantity required by referring to a wall paper chart. Some people have an erroneous idea of the extra cost of a better paper, and would understand the situation if the cost for the room were given instead of the price by the roll. It often means only a trifling difference, and the customer is more than compensated by se-

MAKE it a point NOW

to carefully review your stock.

Note any Weak Spots

and take measures to strengthen them.

Refined, Attractive Parlor Styles

are are often overlooked when buying

Wall Papers

Write us for samples to fill any short lines. We have on hand all the big sellers for 1907, in every grade.

Be in a position to satisfy every customer. Let us help you with samples.

Try us for BURLAPS (DYED, SIZED, OIL COATED), SANITAS.

Prompt service at all times, especially during the Spring Season.

STAUNTONS LIMITED

Makers of Superior Wall Papers

TORONTO



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TORONTO



Sell carpets without carrying stock

Store keepers should be interested in knowing of a plan whereby a good carpet trade may be done in connection with the regular business without necessitating an enlargement of premises or any investment beyond a very small amount. Some features to consider are—

No Capital Involved. ***No Old Stock at End of Season***
Always a Good Range of Patterns. ***No Worry.*** ***Prompt Service.***

Upwards of a half hundred enterprising dry goods dealers in Ontario are finding this a profitable acquisition to their business. Send in a request and let us give you full particulars of this matter. You'll be glad if you do. Address –

"Cut Order" Department.

The Adams Furniture Co., Limited

CITY HALL SQUARE, TORONTO, CANADA

curing a room decoration that is much preferred, more attractive and decorative, will be a source of pleasure daily, and will also keep its appearance better, thus giving longer wear

It really is practical economy to select better quality papers because of their superior wearing qualities. It costs no more to hang them than cheap and inferior papers, and when you consider the average life of wall paper and compare the cost of the decoration, and the excellent returns, with the cost of a rug or carpet, or a purely ornamental article of furniture, It will be found that really wall papers actually give you a better return in every way for the money expended than for any other household goods. Point out and emphasize the fact that the judicious selection of an appropriate wall paper does more to embellish a room and gives more pleasureable results for the expense incurred, than any other household furnishing.

Try this method, Mr. Dealer: Quote your customer to whom the better clases of wall paper appeal, but who thinks he cannot afford them, the cost of the room instead of by the roll, and increase the business of your wall paper department in better grade goods, and establish the local reputation of keeping the best variety of up-to-date, attractive, decorative and reliable wall papers. Such a reputation has a distinct money value.

Rugs

Demand Continues Active—Taken in Preference to High Priced Piece Goods.

Manufacturers of rugs state that their orders are much larger than last year and they are satisfied with the season's business. Wilton rugs have thus far held a prominent position in the sales, and as they are within the reach of all it is likely that the sales of them during the next few months will be enormous. The rug at presents forms a solution of the perplexed question of price to the consumer, and while the piece goods remain firm in price they will continue to sell in even greater quantities. Oriental rugs have also sold well throughout the entire country, and the numerous auction sales in many of the large centres have in no way interfered with the retailers' trade. The Axminster rug is a great favorite in the Eastern Provinces, while the west is ordering large quantities of Moravian rugs, The red shades have a slight lead and then follows green and fawn.

Rugs should prove a boon to the small merchant. They are sure stock and will aid materially in building up a trade in carpets.

A NEW MANUFACTURERS' AGENCY.

Dodd Bros., manufacturers' agents, have opened an office and sample room at 8 Colborne St., Toronto. Among the firms which they represent are: Walters, Limited, manufacturers of furniture silks and upholstery trimmings, London; F. Withall, manufacturer of dress and mantle trimmings, and belt specialist, London; and W. & T. Lock, wholesale cabinet manufacturers, Bath. Wm. Dodd has had about twenty years' experience in all branches of the drygoods trade in Great Britain.

QUEBEC.

H. S. S. Molson, with Gault Bros., Ltd., Montreal, is at present on a buying trip to Europe in the interests of the dress goods department.

A. B. Mole, manager of the Dominion Textile Co., Ltd., Montreal, was in New York and other American centres on business during last month..

A. O. Dawson, with D. Morrice, Sons & Co., Montreal, has left on a busines trip to the West in connection with the cotton department of the firm.

W. E. Walsh, leather and fancy goods merchant, Montreal, has admitted to partnership his brother, P. F. Walsh. The firm will now be styled W. E. Walsh & Bro.

W. T. Whitehead, general manager of the new cotton company, The Mount Royal Spinning Co., Ltd., Montreal. spent some time last month visiting American centres.

A report comes from Montreal that plans are in progress for the erection of another big departmental store there. Already some property on St. Catherine street has been acquired.

At the recent meeting of directors of the Paton Manufacturing Co., Sherbrooke, held in Montreal, the following officers were elected: John Turnbull, president and managing director; Hon. Robt. Mackay, vice-president; D. Forbes Angus, Jonathan Hodgson, George Hyde, George M. Loy, Frank S. Meighen, Robert Reford and Lord Strathcona.

Ladell & Butcher, general store, Trout Creek; sold to Trout Creek Store Co.

Marquis & McCullough, Killarney and Wakopa; Wakopa branch burnt out.

Swift, Copland Co., Limited, women's hats and furs, Montreal; burnt out, insured.

W. E. Southgate & Co., manufacturers of clothing, Berlin; removed to Seaforth.

Gervais & Lecompte, Montreal; dissolved, business continued by Albert Lecompte.

Postal Express Discussed in House

Postmaster-General Still Believes in Merit of His Scheme, But Yields to Practically Unanimous Opposition of Members.

House of Commons, Nov. 30, 1906.

H. H. Miller (South Grey)—"Notwithstanding a substantial decrease in the postal rates, we have to-day the magnificent surplus of $1,000,000. But I would like to see that surplus, or a large part of it, in time to come, devoted to a still more rapid extension and improvement of the rural mail service. And I am exceedingly pleased—and I am sure the people of Canada will be pleased—to know that the hon. Postmaster-General (Mr. Lemieux) is contemplating the establishment of a postal express that will be a matter of great convenience to every Canadian, whether he dwell in the city or upon the farm."—Hansard.

House of Commons, Dec. 6, 1906.

Mr. Armstrong—"What is the nature of the postal express legislation referred to in the speech of the member for South Grey on Nov. 30 ?"

Hon. Rodolphe Lemieux (Postmaster-General)—"The postal express legislation referred to in the speech delivered by the member for South Grey on Nov. 30 foreshadowed an arrangement for the transmission and delivery of post parcels c.o.d. It is contemplated that the post office should be the means by which parcels could be despatched and collection of any charges thereon made by the department on some definite scale. The details have not been perfected, but are now the subject of consideration. Parliament will be more fully informed when the project has been completed."—Hansard.

House of Commons, Feb, 15, 1907.

The Postmaster-General said his own view was that a parcel post system should be established, just as in England, but in order to avoid useless discussion he might say that he had yielded to the practically unanimous opinion expressed by members on both sides of the House. For the present no such scheme would be put in operation.

February 8th was the only occasion on which the House really entered into any discussion of the matter, and, in line with the policy which they have steadily followed, the metropolitan dailies carrying catalogue house advertising absolutely ignored the free expression of opinion that took place. The Review, therefore, reproduces the following extracts from Hansard, which give a good idea of the stand which the members took :

Alex Martin—"I do not believe that the postal service of this country should be used for the purpose of carrying parcels at unremunerative rates, to the advantage of some large business concerns in the cities, but to the detriment of the storekeepers throughout the country. Our country merchants are doing an honest business and bearing their share of the municipal and provincial taxation in their several localities, and I do not think it is any business of the Postoffice Department to endeavor to injure their trade by such a proposal."

Mr. Logan—"I agree with the Postmaster-General that we should use every possible means to increase the postal facilities throughout our country, and I feel that it must be gratifying to him to be able to announce that this year there will be a surplus of $1,000,000 on the working of this department. At the same time I do not think that, at the request of certain large departmental stores we should undertake to carry post parcels at a rate lower than the actual cost of transmission, and at the same time to assume the responsibility which would be entailed by delivering them c.o.d. In my opinion, such a system would create unfair competition to the retailers throughout Canada, who pay municipal and provincial taxation, and who contribute in no small measure to the maintenance of social institutions in the communities in which they live. * * * The department ought to give facilities in the towns and wherever possible rural mail delivery."

J. J. Hughes—"I understand it is not the intention of the Postmaster-General to make any radical change in the postal system or any great reduction in the charges for carrying parcels. But I believe it is the intention of the department to make some change in that direction. I therefore presume that he would like to know the feeling of the country as represented by members of this House, and as one of the members I wish to say that I am decidedly opposed to giving additional facilities to the large mail order houses in the cities for sending their goods all over the country to the detriment of the retail merchants. These retail merchants pay their share of taxes and take their part in all the local improvements in the localities where they live. They do their duty as citizens, and are at present subjected to very keen competition from the large mail order houses, which are in a position to send their goods everywhere—goods no better and perhaps not so good as local merchants carry, although people, ladies particularly, think they are better. They send out circulars stating that they can furnish all kinds of goods, and they can do that very cheaply under present conditions. But those who give the orders have to pay the money in advance, and I know that in many cases when the goods are received there is disappointment. If the facilities for sending out these goods be increased the evil will be increased. I would impress upon the Postmaster-General as earnestly as I can that it will not be a wise policy, in the public interest generally, to tax a whole people in order that a few large mail order houses may be enabled to send their goods more cheaply, and make a delivery wagon of our postal system."

Mr. Gordon—"The Postmaster-General deserves to be congratulated on the efforts he is making to extend our postal system and the country expects it of him, but I trust he will not consent to putting into effect the c.o.d. feature of the package scheme. I believe it would be unfair to make every postal official in Canada a collecting

agent for the departmental stores, and that is what the thing would amount to."

Mr. McLennan—"I must add my protest against the c.o.d. syatem being established in connection with the parcel post service for the reason given by the other speakers: that the postal service in Canada would be merely an express agency for the benefit of a few departmental stores, to the great detriment of the local traders."

Mr. Alcorn—"We are aware it is threatened that what is called the c.o.d. postal express delivery may be established by departmental regulation in this country, and I join with the other hon. gentlemen who have spoken in protest against such a scheme. The Postmaster-General is no doubt aware of the strenuous objection raised by the retail traders throughout Canada to the establishment of any such service. I have received many letters of protest, some of which I have handed over to the department."

Mr. Lennox—"I have had many communications addressed to me on the subject. One of them is signed by some fifty merchants and business men of Barrie. Were this matter one which the people generally undertook there would probably be a greater number of petitions sent in against the proposal. Most people are under the impression that what is proposed is the introduction of a bill, but it is a change that can be effected simply by departmental regulation. One of the effects of such a change would be injury to the trade of local merchants."

Mr. Clements—"I think the c.o.d. system would work to the detriment of the rural storekeepers and not to the advantage of the country. As against this, I would strongly urge that greater attention should be paid to the rural postal service."

Mr. Henderson—"I desire to say a word in regard to the proposition which has been discussed here this evening, that of a cheap parcel post. I do not think it is the duty of the Government to become a common carrier of goods, and I think the Postmaster-General will make a mistake if he prostitutes—if I may use the word—the postal system to any such purpose. It seems to me that it is beneath the dignity of the Government to become a common collecting agency and take away the work from banks and other institutions which perform services of that kind to-day. I think that the Postmaster-General, when he considers the subject from every point, will see that there is no merit in the proposition."

Mr. Miller—"I wish to say just a word as to the proposed parcel post and c.o.d. system. As to what the hon. member for Halton (Mr. Henderson) said on the subject, I do not think it undignified on the part of the Government to do anything that promotes to comfort or convenience of the people. I do not think it was the intention of the Postmaster-General, in introducing the c.o.d. system, to assist the departmental stores at the expense of the stores in the towns and villages of Canada. It has occurred to me that, perhaps, a c.o.d. system might be established; that, instead of bringing grist to the department store mill, will help the stores in smaller places to hold their own against departmental stores. I think there is a provision already by which newspapers pay a certain rate within a certain distance and a certain increased rate at a longer distance from the place of publication. I have wondered if it would not be possible to bring into effect the proposed parcel post system on somewhat the same plan. Nobody seems to object to anything but the c.o.d. feature. Could you not have the c.o.d. part of the system only applicable to mails within a certain distance, say ten miles from the point of departure? That would not bring in the large departmental store, but it would procure a great advantage to people in the rural sections, who, by means of the rural telephone system, could procure parcels by mail from the neighboring town not more than ten miles away."

The Postmaster-General—"I wish to say a word or two about the parcel post system. I may say that I was born and brought up in the city of Montreal, although I represent a rural constituency far away on the Gulf of St. Lawrence. Perhaps I have been brought up with all the prejudices of a gentleman who has spent most of his life in a city. I do not know, I never dreamt of that great rivalry which seems to exist between the departmental stores and the country stores, but I quite agree with hon. gentlemen on both sides of the House that there is certainly to-day an undercurrent against the establishment of a parcel post system on account of the injury it might cause to the country merchants. For my part I have been biased in favor of cities, having been born and brought up in a city, but it was not my intention to hurt at all the interests or feelings of country merchants when I thought that I should perhaps give this country the benefit of that system, because my hon. friends on both sides must not forget that the parcel post system is not at all a new system; it exists in Europe, it exists in England; in fact, in England you can send practically anything through His Majecty's mails and the English mail system is considered to be the most modern and best equipped in the world. There they have the parcel post system and the c.o.d. system. We thought that the Canadian mails could perhaps be used to bring to terms the express companies of this country. We would have afforded additional channels for the public and at the same time we would, perhaps, have put an end to what is practically a monopoly. But, however, I find public opinion, that is to say, public opinion framed by the country merchants, against the proposed system, and I may frankly say that I would not run against public opinion in the present case, but I think that if public opinion was educated, public opinion would back up the Post Office Department in the proposed establishment of this c.o.d. system."

A. Martin—"Now let me tell the Postmaster-General that he never should impose on this country such a scheme as the free parcel post delivery. I am as anxious as anyone could be that people should get cheap goods, but I do not believe that the departmental stores of this country should be able to sell cheap goods at the expense of the postal service. I may tell the Postmaster-General—I need not tell the Minister of Finance, because he is too good a financier, and I need not tell the Minister of Agriculture, because even he can see it—that the departmental stores in Montreal and Toronto come into competition with the retailers all over Canada, and every dollar's worth of goods they sell in Nova Scotia or in New Brunswick or in Prince Edward Island tends to crush out the power of the merchants in those provinces to make a living. It cripples the power of that merchant and the result is people cannot obtain the goods they want at the prices they should. That is the result of killing off local trade and centralizing it in the hands of a few. Well, I think the policy favored by the people of this country, as well as the people of the United States, is to break down these large corporations and not centralize the purchasing and selling power in the hands of the few to the detriment of the many. I do not see why any large corporation in this country should be allowed the privilege of using our mail service for the carriage of its goods and thus preventing that service from being self-maintaining. We do not want to carry the stock of the department stores at a loss. That would not be fair to the mass of the people, and I hardly think that the Postmaster-General will allow it."

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

Greenshields Limited, Montreal.

Activity is general throughout the entire establishment of this firm. Every department reports improved deliveries from mills and factories, and thus they are in a better position to cover the requirements of their customers. The lines upon which there was a shortage feared have been improved throughout the past few months, and all orders will be filled within a more satisfactory date than was anticipated. The wash dress goods department has some fine lines for Spring which are well worth inspection. The fine assortments of

Priestleys'

HUGUENOT CLOTH.



This Fabric is Priestley's latest creation. It possesses all the durability and close texture of the old time serge with the soft rich draping qualities of a French Cashmere.

IN ALL COLORS.

For Hard and Dressy Wear.

sheer white waistings, Victoria and Persian lawns are still the great sellers of the department and merchants should bespeak their requirements at the earliest possible date as further repeats from the mills are uncertain.

Orders should be placed immediately for Summer gloves, as a greater scarcity of goods than even last year is feared. There is now a good stock to choose from, and now is the time to secure a good assortment. The same applies to cotton and lisle hosiery; the state of the foreign and domestic markets is such that no dependence can be placed upon future orders. The old reliable brands upon which the trade reposes every confidence are being carried and there are many lines which will boost the retailer's business. Underwear will be found in greater variety than ever, and again early ordering is urged. Handkerchiefs in all the novel styles and patterns of the season are being carried in well assorted ranges and are of the right prices to attract the merchants looking for bargains. The carpet and housefurnishings department presents a scene of activity during this season of shipping Spring orders. It is noticed that the orders are larger than ever and this is a very consistent criterion of the satisfaction the goods are givng to customers. Still the heavy demand continues and every effort is being put forth by the company to keep well supplied. There is everything in the travelers' samples to suggest many ideas to the merchant and prices are right. Carpets, curtains, oilcloths, linoleums, squares, matings, mats, cretonnes and art muslins are kept in stock and every need can be supplied.

The dress goods department, realizing that their success depends upon the turnover of the retail merchants who carry a line of Priestley's cloths do all in their power to aid the retail merchants. The firm is ever ready to enhance the oportunities of the trade. Modern progrsive methods are always employed, and a helping hand always extended to merchants who are willing to accept timely hints in the selling interests of their stock. The firm has had a set of electros made which show various garments made from Priestley's cloths. These will be furnished to merchants handling this cloth and they will be found a great attraction in advertising.

Two of the five illustrations are herewith given.

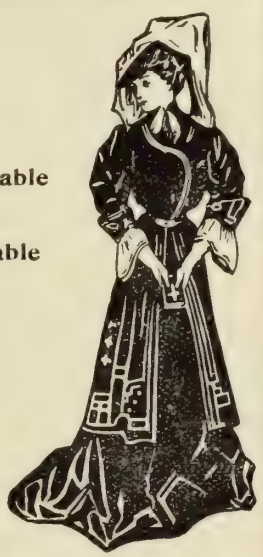
Daly & Morin.

The moving, renovating, and housecleaning season is approaching and the progressive retailer will not deem his stock complete unless he has a pleasing range of window shades to offer his customers. The season is propitious to the sale of window shades, which are more than ever considered a household necessity. Not only are they ornamental, but useful as well. Daly & Morin's goods have the selling qualities that appeal to the retailer and consumer alike. The latest ideas and novelties are embodied in their goods, and they stand preeminently as the best that latest methods and skill can produce. There is at present a great scarcity of raw materials, cotton having increased in price materially, and there is an upward tendency in all lines manufactured. The trade seems to be drifting towards piece goods and the retailer has found trade brisk when a good stock is carried. With so many different-sized windows now being put in the modern buildings, piece goods are desirable and the trade is drifting towards them. There is a steadily improving demand for the better quality of laces, Battenberg and Guipure being leaders. Next to the staple greens there is a tendency towards light shades, white and cream. Now is the season to cover requirements to catch the best trade of the year and besides this, there is likely to be further advances in prices within a short time.

Priestleys'

BROADCLOTHS & VENETIANS

Fashionable and Serviceable



Known the world over for their appearance and wearing quality. -:- -:- -:- -:-

Demand for "J. A. P." Lines.

The enterprising firm of J. Arthur Paquet, Quebec, reports business unusually brisk for this time of year. The demand for "J. A. P." gloves and mitts has never before been so great, and new customers are being added daily to their lists. This is, indeed, an encouraging state of affairs, and in the face of the scarcity of certain grades of leather this firm has so far been able to fill all orders promptly. The demand for "J.A.P." shoe packs and mocassins has also increased to a remarkable degree. This speaks well for the quality and workmanship of their products,

which are now sold by leading general stores and dealers from Halifax to Vancouver.

Globe Suspender Co.

The Globe salesmen are now on the road with Spring samples, which are the best ever produced in their factory. It only needs a short time to inspect the line and they will convince all that they are the best that modern progress can produce. The values are well up to the high standard of the firm and their merits are quickly recognized. Merchants are advised to order early as the demand this year is expected to be very heavy for the lines warrant speedy ordering.

Debenhams (Canada), Limited.

At this season of the year the first floor of Debenhams (Canada) Ltd., Montreal, is of special interest to the trade, containing as it does, some very novel lines which for qualities and values forcibly appeal to the higher class trade. Infinite pains have been taken to make their blouse department an unparalleled success; the most modern methods and ideas have been employed and the closest attention has been given to the manufacturing of the line so that the firm could make a bid for the trade upon thoroughness. The new blouses for the season have been made under their personal supervision on the latest American models and the latest New York ideas. A meritorious line and one which is bound to meet with the favor of the trade is the Shantung blouse. It is made in a variety of styles and colors and is washable and specially attractive to those desiring goods of durability. They are also carrying an extensive range of Japanese silk blouses at prices to meet the requirements of all. The lawn and muslin blouses embrace many novel features and a stock of them should add to the selling values of any store. The house is making a specialty of laces, allovers, laces and insertions to match, a big range of vals., for which there is a big demand this year, has been carefully seclected and the firm is prepared to meet the requirements of all.

The latest novelties in veilings and made up veils, painted chiffon and crepe de chene scarves will prove a boon to the novelty seekers. A handsome range of collars and neckwear will be found on this floor in styles and prices to satisfy all customers' wants. Their range of belts is particularly seasonable and contains all the fashionable designs in silks, elastic and kid. The firm has prepared to meet the demand for chiffon and tulle. They are enabled through their valuable London connection to place large contracts and are in a position to offer the best the market affords to the trade at prices which cannot fail to attract the attention of even the most fastidious. Trimmings, ruchings, and frillings are also big features with this house. The ranges are well up to the latest productions of the fashion plates, and every line in itself is complete.

On the same floor will be found the children's ready-to-wear department which the firm is making special efforts to keep thoroughly up-to-date. A complete range in well assorted styles of linen, cotton, silk, cashmere and serge dresses, overalls, coats and many other articles is carried. The methods of display adopted by this enterprising firm is propitious to their endeavors to cultivate a house trade. Nothing is left undone to make the various departments as attractive as possible.

Travelers are now on the road with full lines of furs, ladies' coats and skirts, children's wear and woolen goods for Fall trade.

The W. R. Brock Co., Toronto.

The W. R. Brock Co., Limited, Toronto, are showing new lines of rainproof mantles for ladies—"Evelyn," "Trixie," and "Irene"—to retail at $10.50 and $11; "Victor," and "Challenge" for men to retail at $12.

Scarce goods—Swiss spot muslins to retail from 10c to $1 per yard; in variety of spots, sprigs and embroidered patterns, and all choice designs; embroderies in carton lots and regular stock, edgings and insertions to match; allovers, etc., not to be surpassed for value as they are worth 15 to 25 per cent. more than when Brock's placed orders. Laces pronounced by millinery buyers to be embrace the choicest variety seen, and in allover, with laces and insertions to match, and sets in vals and plauen there is all that could be desired; long kid gloves, dressed and undressed; special value in India linens and Persian lawns; their well-known lines of cashmere hosiery, "Brockbest," "New Cairo," "98," "Llama" and "Angora," all in stock and A1 value; ladies' vests and corset covers; children's vests, univrsal stock, all prices, all kinds; special values in ladies' and gents' umbrellas; new styles in back and side combs from New York; corset cover embroideries in white, pink and blue—extreme novelties.

The men's furnishing department is showing a particularly large and attractive range of fancy half hose in embroidered cotton and cashmere, fancy striped cotton and lace effects in blacks, tans, pearl, greys, navys, and all the season's shades. There is also a complete range in Summer underwear in balbriggan, merino and light-weight natural wool. Two lines of natural wool are extra value: M138 to sell at 75c; M139 to sell at $1. All sizes, from 34 to 46 in stock. In men's overalls, smocks and work shirts there stock is complete and their values are much better than present prices. In men's work shirts, Big Four and Wabash, to retail at 50c and Great West and Rock Fast to retail at 75c, are worthy of special mention. They are fast colors, and large roomy shirts made for comfort and wear.

Greenshields Western, Limited, Winnipeg.

Greenshields Western, Ltd., Winnipeg, are emphasizing to the trade the importance of early buying of all staples, particularly cottons and cotton manufactured goods. The mills are behind with their orders and deliveries will be delayed. All indications point to higher prices in these lines.

They have an attractive line of ginghams which they are offering at a reduced price.

In carpets they have an extensive and handsome range of American draperies, silkilines, art crepons and denhams.

They wish to direct special attention to a line of flannelette blankets (seconds). These blankets are not torn and they are offered at a very low figure. There are a few singles among them.

In tapestry squares Greenshields Western have a strong showing in all sizes from 2¼ x 3 up. They have also a particularly strong assortment of Wilton squares in attractive patterns. There stock of inlaid linoleums is complete and they are prepared to ship in large quantities.

In the men's wear department the stock is now almost complete. They have a handsome line of soft neglige shirts and fancy embroidered hose to which they direct special attention. Their new line of Spring neckwear is in and is meeting with a ready sale.

In the ladies' wear department, cotton and lisle hose are selling freely and the mills are not able to take care of repeat orders. The retail trade are advised to buy early, as it will not be possible to get these goods later. The same remarks apply to embroideries, laces, summer gloves and lawn gloves. Cashmere hose will be higher.

Greenshields Western have a good stock of ribbons, which will be sold at present prices while it lasts. The price is advancing owing to the increased price of silk. Silk handkerchiefs are also advancing, and delivery from mills is very slow in linen and cotton handkerchiefs.

In silk blouses Greenshields Western offer a special line at a close price. Close prices also in black sateen underskirts.

John Macdonald & Co.

John Macdonald & Co., Limited, are showing in their carpet department fifty pieces of tapestry carpets at clearing prices. Nine qualities in tapestry carpets, representing hundreds of pieces to be sold considerably below to-day's market prices; five qualities in British Brussels carpets; over one hundred patterns of goods in stock at prices below to-day's market prices. They are clearing out all their surplus stock of union and wool ingrain carpets at old prices. Ask to see these goods. They

are sole Canadian wholesale selling agents for Crossley's Brussels, velvet and tapestry carpets. Their new goods are arriving in large quantities. They carry the largest range of tapestry, velvet, Axminster, union and wool squares, piece goods and linoleums in Canada.

John Macdonald & Co., Limited, are showing in their men's furnishings and haberdashery department men's neckwear for Spring and Easter trade, all the leading shapes and colorings to retail at from 15c. to 50c. each; a complete range of men's outing shirts in plain and fancy stripes to retail at from 50c. to $1.25 each; men's fancy half-hose in all the leading patterns, to retail at from 15c. to 50c. per pair; a special display in ladies' fancy hose supporters, one dozen assorted colors in box, which retails at 25c., 50c. and 75c. each. Ladies' fancy embroidered wash belts, correct thing for the coming season, to retail at 15c. and 25c. each.

John Macdonald & Co., Limited, are showing in their silk and dress goods department superior value in val. and torchon laces, chiffon nets and ruchings, Victoria lawns, India linens, Persian lawns, Swiss book muslins, fancy checks and stripes, washing novelties in cotton voiles, both plain and checks; colored taffeta silks, black peau-de-soie and taffeta silks. A beautiful assortment in the following makes of dress goods is shown: Chiffon broadcloths, tweed effects, voiles, panamas, cashmeres and mohair waistings.

John Macdonald & Co., Limited, are directing special attention to their letter order department. Letter order business has been a specialty with them for a number of years, and as the years roll by business increases in this department. They are now sending out a catalogue giving description, quality and price of the different lines carried by them. If you have not received one they will be pleased to mail you

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson, John R. Green, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
Mercantile Reports and Collections
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

AFTER THE SHUTTERS ARE UP

"My dear," announced a lady whose husband had acquired a fortune rather suddenly, "I believe you ought to get a coat-of-arms."

"Nonsense," replied the man, whose wealth was considerably in excess of his education. 'I've already got more clothes than I know what to do with!"

* * *

A customer walked into a boot shop recently and asked for a pair of boots. The assistant, a youth of fourteen, showed him a suitable pair, the price being $4.50. The customer stated that he only had $3.50 with him, and inquired if he could pay that and bring the $1 next day. He was told he could do so. After the customer, who was a stranger, had left the premises, the proprietor severely reprimanded the assistant for allowing the man to take the boots, saying he would never see him again.

"Ay, but I shall," replied the smart youth. "I wrapped up two boots for the left foot, so he's bound to come back."

* * *

In the high street of a certain northern town there lived two drapers who were determined rivals, and who were always trying to undersell or over-reach each other in every possible way. Both were shrewd, smart men, but one had slightly the advantage of the other in this respect.

The smarter of the two had his shop always open first in the morning, and his brother tradesman had to pass it on his way to his own.

Every morning the first draper was in the habit of marking down most of his goods displayed in his windows, and after his rival had passed and noted the reductions he withdrew the low-priced tickets and resumed his former prices.

* * *

He repeated this ruse morning after morning for several days, until the other, not to be outdone in cheapness, was selling for eleven pence stockings which cost him fifteen pence wholesale.

This was the opportunity for which the smart man had been scheming all along. z

He hired boys and girls to buy the stockings of his rival at the greatly reduced rate, and before his unsuspecting rival was aware of the fact his entire stock of hosiery was transferred to the counter of his wide-awake opponent at eleven pence per pair, and were sold by him as a "bankrupt lot at a terrible sacrifice" at eighteen pence per pair.—Smith's Weekly.

* * *

"You have some fine ducks this morning," said a schoolmaster to a poulterer.

"Yes, sir, all fresh to-day."

"What is the price?"

"You can take you choice, sir, for I have them at all prices."

"Well, I want to give my boys a treat; but I do not want them to be too tender. There are a dozen here—pick out four of the toughest."

The poulterer obeyed.

"Here, sir, you have four of the toughest birds in my shop."

"Thank you, sir," said the schoolmaster; "I'll take the other eight."

Dress Accessories.

At the annual meeting of W. H. Storey & Son, Limited, Acton, it was shown that the operations of 1906 were the most profitable since the re-organization of the business in 1903. The Board was elected as follows: President, W. A. Storey; vice-president, W. Stark; sec.-treas., John Firstbrook, Toronto; D. D. Christie, Guelph, and John Moore, Acton, directors.

R. B. Hutchison, head of R. B. Hutchison & Co., Bay Street, Toronto, is dead. He was 69 years of age, and heart failure was the cause of death. Mr. Hutchison went to Toronto about 17 years ago, having been in the wholesale woolen business in Montreal as a member of Mills & Hutchison. He was associated with one or two firms in Toronto before becoming the head of R. B. Hutchison & Co. His only son, Harold, is engaged in the business.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms. Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

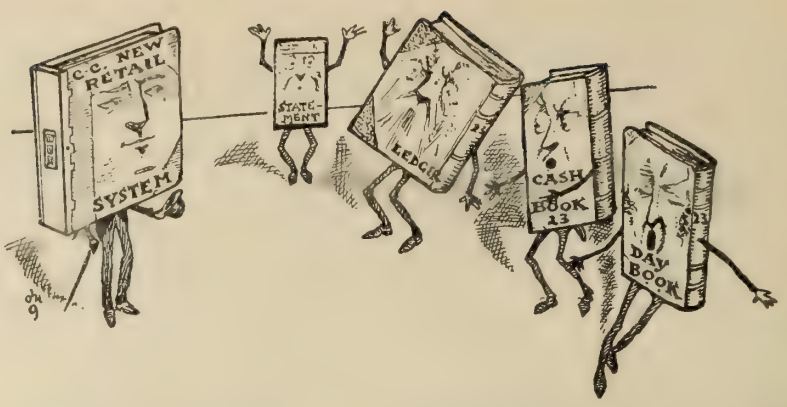
HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block - WINNIPEG, MAN.



New Retail System: "Gentlemen, I'm the new clerk—I'm the Copeland-Chatterson New Retail System—I do your combined work in half the time you take to do it, and with half the labor." The Copeland-Chatterson Co., Limited, Toronto, will send catalogues of their Systems for Business on application.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favorable terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
IMPORTER of all kinds of Buttons, Laces, Neckwear, Belts, Dress Trimmings, etc. Complete stock of Buttons and Tailors' Trimmings always on hand.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd. Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal
SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

Condensed Advertisements

AGENTS WANTED.

ABARMEN (Germany) ribbon factory, specialin linen, underwear, laces, embroidered and woven linen marks and shirt labels wants a live agent for Canada. He must visit linen underwear factories and the wholesale firms. Apply with offers to No. 5 Orell Fussli, Annoncen, Zurich, Switzerland.

BUYER of Montreal dry goods store, residing in Paris, speaking French, English, German and Spanish, is open to represent a good Canadian firm. Apply Box P, DRY GOODS REVIEW, Montreal.

STRAW GOODS AND MILLINERY—London, England, house wishes to correspond with manufacturers' agents in Montreal, Toronto and Winnipeg, with a view to representation; women's and men's straw hats, flowers, feathers, shapes, etc., and fur goods; good inducements offered to the right men. Address Faire, care of DRY GOODS REVIEW, 88 Fleet St., London, Eng.

WANTED

BRIGHT intelligent boy wanted in every town and village in Canada, good pay besides the gift of a watch for good work. Apply The MacLean Pub. Co., 10 Front St. East, Toronto.

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

GILMOUR, NEPHEW & CO.,
THE LEADING WHOLESALE JOBBING HOUSE
IN DRY GOODS AND SMALLWARES
We have at present several job Lots well assorted. RETAILER, it would pay you to give us a call.
GILMOUR, NEPHEW & CO.,
366 St. Paul Street, Montreal
TELEPHONE MAIN 2202.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS
St. Catharines, Ont.

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Something Different

Our principle of always carrying an up-to-date stock is evidenced by the many new and exclusive lines in our

Men's Furnishing Department

where we try to get away from the old stereotyped lines which are shown season after season and endeavor to secure some newer and more up-to-date lines with noticeable improvements that help to make selling easy for the retail merchant. Our buyers have scoured the world's markets and have gathered together for the

Fall of 1907

the finest range of nobby and up-to-date goods that we have ever placed on the road.

Our travellers are in your vicinity. Drop us a postal and we'll instruct the man nearest you to call.

54, 56, 58, 60 ARTHUR STREET | **Winnipeg** | 53, 55, 57, 59 KING STREET

To the Trade March 1907

Letter Orders

Ordering by letter will save you time and trouble. Those who commence ordering by letter from us continue to do so, because of the superior value of our goods, the careful attention paid to all orders and the prompt dispatch in all our deliveries.

If you have not received one of our catalogues write for one, it will not cost you anything and will give you an idea of the assortment of lines we carry in general dry goods, men's furnishings, haberdashery, carpets, house-furnishings, woollens, tailor's trimmings and ready-to-wear goods.

If you will call and see our warehouses and the extent of our stock when you are in the city it will do you good. We shall be pleased to show you through our different departments and give you some idea of how well fitted we are to fill your orders no matter how large or small they may be.

Filling Letter Orders a Speciality

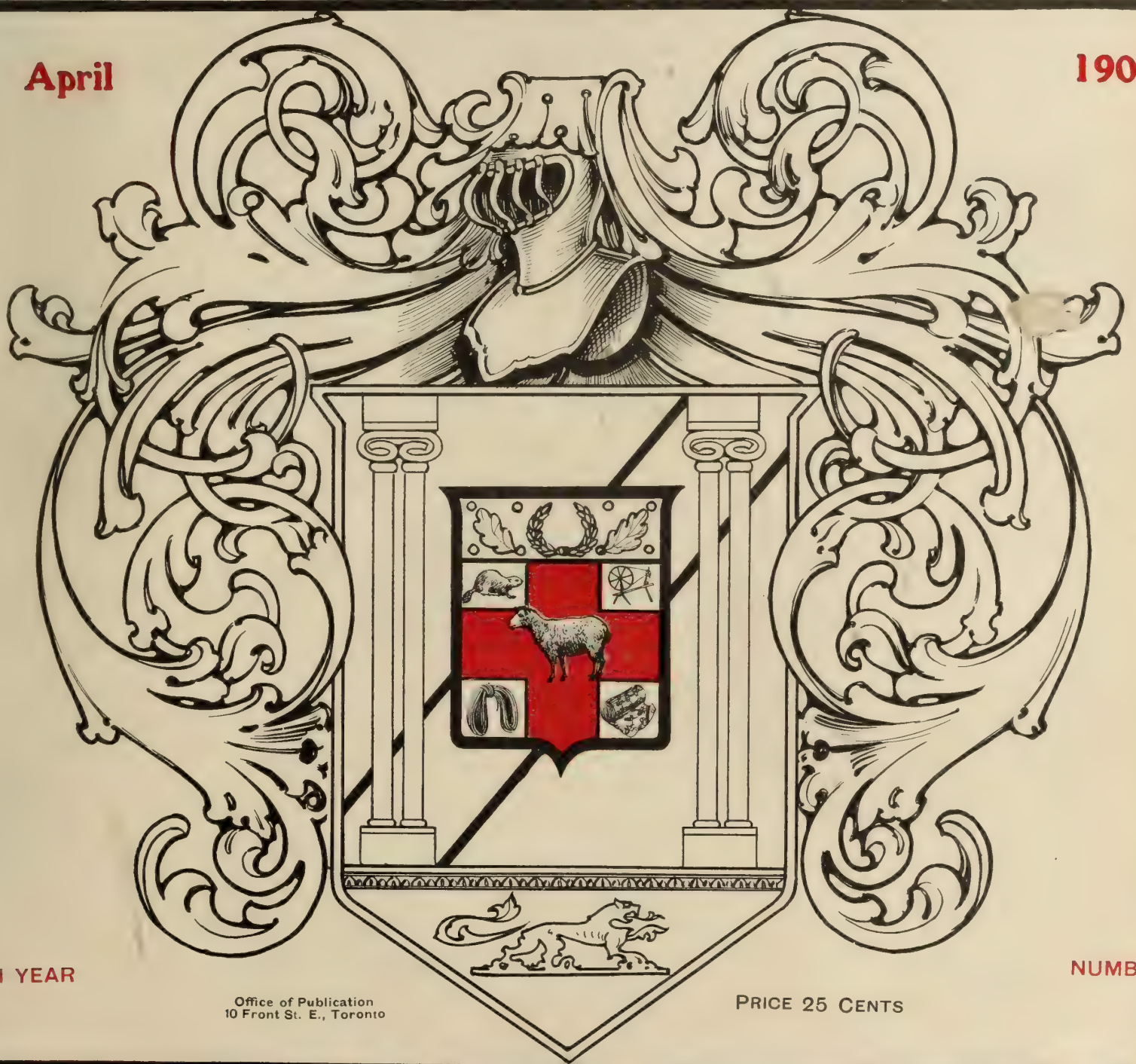
John Macdonald & Co., Limited

Wellington and Front Sts. E.

Toronto

THE DRY GOODS REVIEW AND MEN'S FURNISHER

April 1907



18TH YEAR NUMBER

Office of Publication
10 Front St. E., Toronto

PRICE 25 CENTS

THE MACLEAN PUBLISHING CO. LIMITED
MONTREAL, TORONTO, WINNIPEG.

Starting the Season with New Stocks

This is not a difficult matter if you know how well old or soiled or off-color stocks can be made to rank with your new stocks, once having been re-dyed and finished in these works.

For over thirty years we have been doing this class of work for the best men and women in the Dry Goods and Millinery trades.

We are very successful in cleaning and re-dyeing fine Plumes and Feathers.

R. PARKER & CO., Dyers and Finishers to the Trade.

TORONTO - - - CANADA

COLORED UMBRELLAS

are the correct style for early spring wear. We have in stock the following lines—

Navy Blue (wide tape border) - -	$24.00 per doz.
Navy, Brown, Myrtle, Garnet (tape border) -	27.00 "
" " " " all silk (tape border)	39.50 "
Navy with White border - - -	45.00 "
Navy with self-colored floral border -	60.00 "

MANUFACTURED BY

The Irving Umbrella Company LIMITED

79-83 Wellington St. W., - Toronto

"ROOSTER BRAND"

Best 

Made

Travellers now out for Fall.

Heavy Working Pants
Heavy Working Shirts
Heavy Winter Smox
Overalls and Jackets
White Coats and Sleeve Vests
Boys' Knickers

ROBT. C. WILKINS
MONTREAL.

N.B.—All lines of Summer goods for assorting.

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads on pages 6, 7, 8 and inside back cover.

Spring Sorting Line for Quick Shipment

You will want a few lines to brighten up your stock for Spring business. Our assortments are all new, and include the most salable goods.

Cottons, Flannelettes, Ginghams, Prints, Wash Goods

Newest Patterns and Latest Colorings at CLOSEST Prices.

Carpets and House Furnishings

These goods will have a great run during this month. Our lines are the latest importations, and assortment is large.

Smallwares

Summer Goods for Ladies and Misses are a special feature here.

A big line of Embroideries and Laces.

Send us a list of your wants or see our Travellers' Samples. You will be equally satisfied.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited,
Vancouver, B.C.

PRIESTLEYS' HUGUENOT CLOTH

Their Latest Creation



Priestleys' All-Wool "Huguenot" cloth is a combination of beauty, suppleness and durability, which will add to the reputation of these celebrated makers.

"Huguenot" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a French Cashmere.

YOU NEED IT. YOUR CUSTOMERS WANT IT.

Samples and particulars upon request from the Sole Agents for Canada.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
WINNIPEG

GREENSHIELDS & CO. LIMITED
VANCOUVER

JOHN M. GARLAND SON & CO.



Wholesale Dry Goods

146, 148, 150 and 152 Queen St.
45, 47, 49 and 51 O'Connor St.
OTTAWA, CAN.

Bousters for Spring Business

Are Real Swiss Spot and Embroidery Muslins, 20-yd. ends, to retail for 25, 35 and 50 cents.

Our Anglo Swiss Spots and Stripes, natty designs, 24-yd. ends, to retail for 10, 15, 20, 25, 35 and 50 cents.

A soft finish Embroidery Linen, **special cloth for eyelet embroidery,** 40-in., 27½ and 37½ cents.

Attractive Woolens

The many attractive weaves shown in Coatings, Suitings and Trouserings will appeal to careful buyers. We have cut up ready for mailing, a very select range from the best cloths that our merchant tailors may have for the asking.

New Veilings and Laces

Our New Veilings will interest the retail millinery trade. They are the right goods. Valenciennes, Oriental, Chantillys—special widths for short sleeves.

Embroideries in Boxes

SHORT ENDS

These are made up of splendid assortments and comprise insertions and embroideries to match, etc.

Gloves and Hosiery

With the advent of warmer weather the demand for silk and lace gloves will be very large. Special long lengths will be scarce. The demand for Tan Hose will revive with the call for golden brown dress stuffs. Samples of our new Spring tweeds for costumes are ready for your asking. Mail orders filled same day as received.

Yours to serve,

JOHN M. GARLAND, SON & CO.

OTTAWA, CANADA

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Shirtings,

Ready-made Shirts

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

TAFFETA SUPRÊME

THE GUARANTEED SILK

After a year's experience with this silk we find it to be firmly established as one of the most popular makes of black silk, and it will give the satisfaction desired.

WE GUARANTEE Taffeta Supreme not to split or wear creasy, if subject to fair wear, and we undertake to replace any length which does not fulfil these conditions.

WRITE FOR SAMPLE

DEBENHAMS (Canada) LIMITED

TORONTO

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



THREE SELLING QUALITIES IN

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides every pair is guaranteed.

Fall Samples Ready for Inspection

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Ready-to-wear Goods
New Lines for Fall

Our travellers are out on their respective grounds now with samples of **Furs, Golfers, Tam O'Shanters,** and **Children's Coats.** In a few days they will have the complete range of ready-to-wear lines, such as **Blouses, Silk Waists, Skirts, Wrappers, Flannelette Wear, Children's Dresses, Bearskin Coats** and **Mantles.**

Be sure and have a look through our range this season as we are offering some special values in all lines and have a very choice lot of styles and patterns.

See our new skirts specially designed.

E. T. Corsets at factory prices.

Write us for a catalogue.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

MEN'S WEAR DEPARTMENT

As usual, this department has many "good things" to offer. We will just mention one of them. Ask our travellers to show you **Line No. 1007 Working Shirts; extra large English make. SPECIAL.**

Negligee Shirts

We have a complete range of these Summer Shirts and show many exclusive lines.

Balbriggan Underwear

We have a huge stock of this light underwear at all prices.

Suspenders

Our special "Western Brand" Cord Suspender is second to none.

Neckwear

Newest shades in all styles. We have the largest assortment in the market.

Fine Gloves

Dog Skin, Kid and Undressed Kid.

Letter orders receive careful and prompt attention.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Have you seen

PRIESTLEYS' New Spring range of Dress Goods? If not it will repay you to do so and will be well worth your while.

The complete range is now in the hands of all our travellers and it is well worth an inspection.

54, 56, 58, 60 Arthur Street

Winnipeg

53, 55, 57, 59 King Street



I. B. KLEINERT RUBBER CO.

No. 1 Mincing Street, - TORONTO

Mr. Busy Man

You may not have much time for reading but it is essential that you read

The BUSY MAN'S MAGAZINE

It will acquaint you with what the successful business men have accomplished. It will keep you in touch with existing conditions in other countries as well as your own. Every article will suggest ideas, which, combined with your own, cannot fail to bring you success.

his many-i n-one magazine will interest you deeply, as it embodies the best features of the world's publications. The cream of hundreds. Have your subscription commence with our March issue.

THE BUSY MAN'S MAGAZINE

Toronto, Canada

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D. Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C. Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - - -	1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96

THE METROPOLITAN BANK

Capital Paid Up, - - $1,000,000
Reserve Fund, - - - $1,000,000
Undivided Profits, - - $ 133,133

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc,	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc'	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St.
New York, 1 Broadway

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

W. H. Whittingham & Co.

GENERAL

Shipping, Forwarding, Railway, Insurance, and Commission Agents and Warehousemen.

ESTABLISHED 1890

Head Office: Liverpool, 20 Chapel St.

and at

London, Manchester, Birmingham, Hanley, Swansea, Cardiff, Newport, and Hamburg

AGENTS IN CANADA:

H. V. COWIE, 476 Temple Bldg., Montreal

W. R. BEGG, 88 Bay Street, Toronto



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S. A.

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



Size 4

NICKELED STEEL "SKELETON" IN 4 SIZES

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Fibre Papers of Quality are

"Scotch Fibre" and "Invictus Fibre"

"Made in Canada" from specially selected pulp. Let us send you samples.

CANADA PAPER CO. Limited

TRADE MARK

Toronto
Montreal
Windsor Mills, Que.

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McREA & WALKER

Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

"Spero"

Accept no substitute for

"SPERO" Bleached Calicoes

Every yard made of highest grade cotton—every yard unrivalled in wear.

"SPERO" Make is stamped on the selvedge

Be on the safe side!

"SPERO" Flannelette

is not only of excellent quality and durability, but almost fire-proof.

"SPERO" Make is stamped on the selvedge

"SPERO" MAKE Regd

For Ladies' Overalls and Children's Dresses, get

"SPERO" Apron Cloths

Real Indigo dyed; printed in newest designs; the last word in utility.

"SPERO" Make is stamped on the selvedge

For Skirt Linings, buy 44-inch

"SPERO" Cambric Linenette

Light in texture, Bright in finish, will not drag.

"SPERO" Make is stamped on the selvedge

Manchester

Dominion Hammock Manufacturing Co.

There's something about our Hammocks which hold the reputation for Quality their excellence gained as soon as marketed.

You'll have the Hammock the people insist on having---if you place our name on your order list NOW.

WRITE FOR OUR CATALOGUE

Feature Tapestry Curtains if you want more business.

Ignore your curtain department and you woo commercial disaster.

We don't pretend to manufacture all good curtains---but we do manufacture the best. Write NOW.

Dominion Hammock Manufacturing Company :: :: Dunnville, Ont.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

15 cents per square inch for half-tones
7 " " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address:

MONTREAL
232 McGill Street

TORONTO
10 Front St. East



LATEST SPECIALTIES:

BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

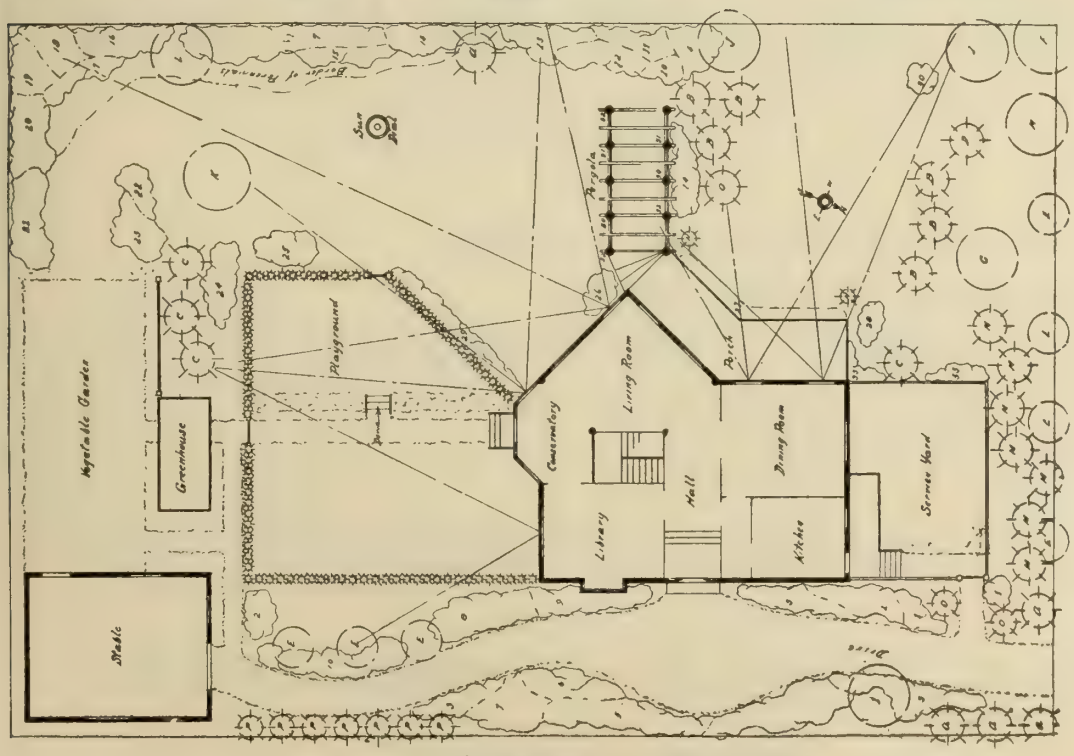
White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND
Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO
Please Send for Samples.

Landscape Engineers

We are the Largest Canadian Nursery Company in this line of work.
We supply working drawings and also supervise plantings.



Ornamental Trees
Shrubs
Vines

Our prices are right—
So is our stock.

SET YOUR HOME IN A FRAME OF FOLIAGE

Ornamental Trees, Shrubs, Roses and Vines.

write for Terms and Prices.

BROWN BROTHERS CO., Limited, Nurserymen
BROWN'S NURSERIES P. O., ONT.

"MEN'S WEAR," London, says:
"Tailors and Outfitters all over the kingdom are greatly indebted to Messrs. Saml. Kirk & Sons, Limited, for the perfection to which they have brought their permanent finishes for Linings (Italians, Mohairs, etc.)."

The BEST Italians

BEAR THE STAMP OF

SAMUEL KIRK & SONS

LIMITED

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength:

(1)

The Original "Permanent" Finish

(2)

"Velper" (Reg.)

THE VELVETY PERMANENT finish for those who prefer a soft handle

Obtainable from the leading Importers, or particulars from
THE BRADFORD DYERS' ASSOCIATION, Limited, BRADFORD, ENGLAND

The Dominion Linen Mfg. Co., Limited

BRACEBRIDGE, ONTARIO

MANUFACTURERS

Cream and Bleached Damask Tablings.
Bleached Damask Cloths.
Napkins, Towels and Towellings.
Dress Linens, Dowlas, Tea Cloths.

The best value in the trade. Write us for samples.

COMPLETE STOCK CARRIED IN TORONTO

Sole Selling Agents for the Dominion

WALLACE, BLAKE & SHOULDICE

Successors to E. B. WALLACE & CO.

79 Wellington Street W., - TORONTO, ONT.



The new **B D A Mohairs** show the smartest fabric patterns of the season—narrow and medium stripes, block checks, skeleton checks, and some stunning plaid effects.

Their style alone would assure them ready sale. Then consider this style added to the iron-wear qualities of the goods. That's what brings the trade. The **B D A** brand is a mascot for big business.



The W. R. Brock Company. (Limited)

TORONTO

The Leader

500 Men's Oxford Grey Rainproof Coats, Tailor Made, to retail at $7.00 to $8.00, worth $10.00.

100 Dozen Ladies' Sunshades

Mercerized Gloria Cloth (durable), to retail at 50cts., worth 75cts.

Best Value—500 Pieces White Victoria Lawn

39 inch, to retail at 10 to 12½cts., worth 12½ to 15cts.

500 Pieces White Spot Muslin

25 inch, to retail at 12½cts., worth 15cts.

Long Kid Gloves (in stock)

Undressed in Black, White and Greys;
Glace in Black, White, Pastelle and Greys.

500 Dozen Job Excelda Handkerchiefs

to retail at 10cts.

Hosiery, Gloves and Underwear

are three of our pet lines. See our stock and values.

MEN AND METHODS

Fine General Stores in a Village of 650 People—Successful Cash Business in Sarnia—Millinery on Third Floor — Other Items of Interest.

YOUNG FIRM "MAKING GOOD."

Mills Bros, of Sarnia, are a young firm—little more than a year old—but one that was founded on the right principles and is "making good." The Messrs. Mills are Sarnia boys, who spent some years in the trade there and had the advantage of being generally well known. They saw an opening for another store and grasped the opportunity Acting on an intimate knowledge of local conditions, they decided to start out on the strictly cash basis, and are well placed with the results.

"We knew all the disadvantages of the credit system," said one member of the firm, "and the way in which it operated in Sarnia. We had no more than enough money to pay for our stock, and figured that we could not afford to carry people for such periods as we knew many of them had become used to it. It would be better to do a fair business for cash than a considerably larger one and extend a good deal of credit. We are attracting a nice patronage and find our premises too small to carry all the lines that we would like to. We take all cash discounts, and they represent a substantial amount which will grow steadily."

This firm makes a specialty of dress goods, silks and linens. A good trade is done also in fancy goods and notions, which are well displayed. An ad. is run regularly in one of the Port Huron, Mich., papers and also in one daily and two weeklies in Sarnia.

Mail order business has developed into quite an item. Express charges are paid on all parcels sent out. It is regarded as found business, and the firm is glad to do this. No mailing list is used; the public is informed through the newspaper advertising that all letter orders will be promptly filled and charges prepaid.

For every Saturday a couple of leaders are advertised, but further than that bargains are not made a strong point.

LARGE FUR BUSINESS

With Geddes Bros., of Sarnia, furs are an important line, and the firm claim to carry one of the largest stocks in Western Ontario. Woolens and silks occupy a good portion of the shelving down one side of the store, and, we were informed, command a very active trade.

The millinery department earns a profit and a formal opening is held. Ready-to-wear business is good. No charge is made for alterations except on reduced-price goods.

A BRIGHT STORE.

Smith & Ash, of Sarnia, are successors to C. S. Ellis. Their store is bright, neat and well appointed throughout. Three floors are used for selling space, a condition made possible by the installation of an elevator. Up till recently the third floor was devoted principally to reserve stock, but it has been remodelled to accommodate the millinery section. Ready-to-wear, a department that is going ahead splendidly, occupies the entire second floor.

A formal millinery opening is held. The firm would like to start the Spring season earlier than at present, but does not see how the formal opening can well be dispensed with.

A charge is made for alterations in all ready-to-wear garments and customers are so informed.

The lighting of this store is excellent. The first floor has prism glass back and front, and each of the upper floors has a window across the entire front in which goods can be displayed, if so desired.

The Review asked if there were many pedlars operating in Sarnia and was told that they were practically excluded. The municipality looks after the local merchants pretty well. A by-law makes it impossible for Port Huron stores to distribute bills on this side of the line.

PROGRESS IN A GENERAL STORE.

Five years ago McKenzie & Meldrum, of Thedford, Ont., were burned out, with liabilities of $8,000 and only one asset, insurance amounting to $6,000. Their creditors accepted settlement at so much on the dollar, leaving them



McKenzie & Meldrum's Store, Thedford, a Village of 650 People.

a balance of $300, which could not be collected within about three months. Eight days after the fire the firm were again doing business. Their premises were previously utilized as a butcher shop, and millinery was displayed on a billiard table in a back shed. No time was lost in making plans for the erection of a suitable store. The necessary capital was quickly secured and in September— the fire occurred in May —the building herewith illustrated was occupied. It has store space 60x70 feet, while the rear section, 30x60, is used as a warehouse. On the second floor are the apartments of Mr. and Mrs. McKenzie, and also the town hall. The firm have a commodious driving shed for the accommodation of their customers.

This business has made fine progress during the past five years, and on March 2 last, a store in Arkona was purchased.

The cash plan has not been adopted, but credits are not at all heavy. Last year, at stock-taking time, there was only $390 on the books.

McKenzie & Meldrum carry just about every line of goods that it is possible for a general store to handle—dry goods, groceries, hardware, stationery, boots and shoes, crockery, etc.

"We don't sell much of the real cheap stuff in dry goods," said Mr. McKenzie. "We don't carry much of it, and our people are demanding better goods right along."

The firm ship a lot of produce, which they receive in exchange. Asked if this branch of the business paid a good profit Mr. McKenzie said it did not. Very often —gauged by the selling price of the merchandise—more is paid for butter and eggs than can be got for them. Local competition is very keen and keeps the prices high.

The store uses the barter coin system instead of issuing due bills for produce that is brought in.

Millinery always pays a small profit, and that is the most it is expected to do.

GOOD CARPET DEPARTMENT.

Thos. Symington & Co., of Sarnia, do an excellent business. The store runs right through the block, with

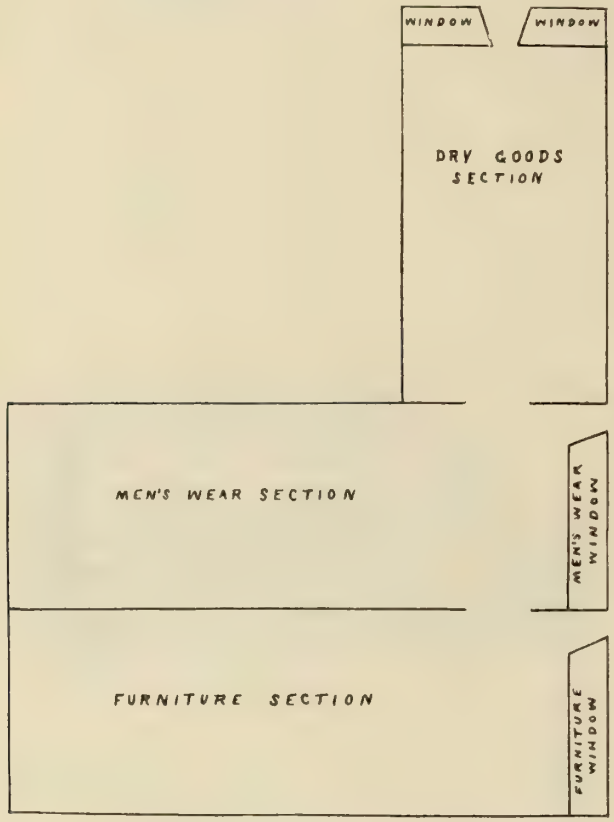


Diagram Showing General Arrangement of C. Austin & Co's Store, Chatham.

an entrance on both streets. At the front are general dry goods lines and at the back a large carpet department. Woolens, silks and furs are strong lines with this firm.

LONG CREDITS STOPPED.

The Thedford branch of A. Beattie & Co., St. Marys, is an exceedingly neat store. Its stock comprises dry goods, men's wear, hardware, groceries, boots and shoes, etc. Long credits were stopped seven or eight years ago and for four or five years the business has operated very close to the cash basis.

In carpets and linoleums sales are made mainly from sample, the stock being carried at St. Marys.

A good trade is done in seeds. The store closes at six o'clock every evening except in the berry season, when someone stays latter.

LESS CREDIT ASKED FOR.

Clark & Fowler, of Sarnia, have a store that impresses one with its appearance of roominess. It is L-shaped, and one section is devoted to carpets and other house-furnishings. The cash system is not in force, but the firm find that not nearly the same number of people desire credit as formerly. This tendency is carefully fostered and encouraged.

CASH SYSTEM IN FRANK, ALTA.

Out in Frank, Alta., the merchants of that and neighboring towns have organized the Pass Mercantile Association, the object of which is to introduce a rigid cash system. The following circular, isued by the merchants interested, explains itself.

To Whom it May Concern:

On and after Monday, the 11th day of March, 1907, all goods will be sold for cash only.

The above matter has been under consideration for some time and the undersigned have agreed to abolish the credit system.

In taking this action we have carefully considered the welfare of our customers, as well as our own, and we feel that the cash system has proved a grand success.

Hoping all will see and derive the benefit of buying for cash and soliciting a continuance of your patronage, we are,

Yours truly,
The Geo. Cobley Co., Frank.
A. V. Lang, Frank.
Western Mercantile, Limited, Frank.
S. J. Watson, Frank.
The Frank Drug Co., Frank.
J. H. Bricker, Frank.
Western Mercantile, Limited, Bellevue.
Burnet and Lang, Bellevue.
Western Mercantile, Limited, Blairmore.
Western Mercantile, Limited, Lille.

Dated at Frank, Alta., this 22nd day of February, 1907.

P.S.—Any member violating the cash rule will forfeit the sum of $200 to this association.

The secretary has sent us a copy of the agreement which the members of the association have signed, but unfortunately it is too long to be reproduced in full. It provides that each member shall furnish the secretary with his bond for $150, and in case he breaks the agreement to sell for cash only he shall forfeit his bond and also pay a fine of $50.

THE NATIONAL CLOTHING CO.

A Dominion charter has been granted The National Clothing Company, Limited, Montreal, with a capital of $20,000, divided into $100 shares. The incorporators were: Geo. J. Jajour, merchant; Alex. G. Coudsi, accountant; Adelard Rivet, clothier; Odillon Gratton, clothier; and Edouard P. Beaudry, accountant, all of Montreal. The objects of the company are "to manufacture, sell and deal in generally, by wholesale or retail, clothing of all kinds; to import and export and trade in generally, by wholesale and retail, all sorts of dry goods, or other goods, merchandise, materials or supplies generally used in businesses of similar nature; to acquire by purchase or lease, or otherwise take over, own and operate the business now owned and operated at Montreal by A. Rivet, O. Gratton and E. P. Beaudry, under the style of National Clothing Manufacturing Company, Limited, as a going concern."

JOHN KNOX COMPANY, Limited

WHOLESALE DRY GOODS

18, 20 and 22 King Street East, - - - HAMILTON, ONT.

APRIL SPECIALS JUST TO HAND

American Batistes

White Grounds, Red, Blue and Black Polka Dots. 2 lines—Elite, 7c.; Dauphine, 11½c.

Poplinettes*—*White Figured

A very special line, 6 patterns, price 25c.

White Checked Muslins

A special lot of 50 pieces at 11½c.

Washable Belts*—*Ladies'

3 lines, very latest, retail 15, 20 and 25c.

Black-hide Shirtings

have advanced, but we are offering another lot at old prices.

"Old Bleach"

Expert buyers say

"Old Bleach" Linens

are unrivalled.

This brand of Irish Linen is now known and sold all over the Dominion. Why not place a trial order and compare?

Write for illustrated booklet on the "Care of Linens"

R. H. COSBIE

30 W. Wellington Street TORONTO

IRISH LINEN AGENCY

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

To advertise, or not to advertise ; that is the question :
Whether 'tis wiser in a man to suffer
The wants and worries of an unprofitable business ;
Or—to sling some ink into a telling ad
And make things hum. To drone—to sleep—
Perchance to dream of dollars when the milliner's bill
Just hangs fire and all the babies in the house
Are crying loud for frocks—when a few words
About the values of our wares would make our stores

The marts of all the people in this town and change
These antique-laden shelves into a silver stream
And boost our bank accounts. This surely is



A consummation devoutly to be wished for. Then,
Let us advertise and keep on advertising.

* * *

To grunt and sweat under a weary life
But that the dread of something not to eat
Makes us keep hustling. The lack of advertising
Explains the weary routine of our days and the game
Of checkers in the back store. Let us shuffle off
Old-fashioned methods and attune our ways
Like unto those of shrewd players of the game
And enterprises of great pith and moment,
In this respect, will no longer turn away—but
Be what they were meant to be—a source
Of affluence for us and our posterity. Then,
Let us advertise and keep on advertising.

Now wouldn't I be a first-class chump if I were to step to the front of the platform and solemnly declare that the shade of the late Mr. Shakespeare was responsible for the retailer's soliloquy. On the contrary, I apologize to the immortal William—not because the parody is inapt or untimely ; but because I have turned the idealistic ravings of Denmark's incomparable dreamer into common-sense, twentieth-century, business philosophy. Besides, the only ghost that disturbs our slumbers is—a delicate treasury and if I can impart a few hints which will be useful to my dry goods friends here and now I'll take chances on being able to mollify Brother Bill hereafter.

* * *

The last quarter of the nineteenth century demonstrated beyond the shadow of a doubt that printed salesmanship would be the mightiest lever in the commercial life of the twentieth. Incidentally that just explains why I am an advertising man. This century will revolutionize business methods so thoroughly that the astutest business men of the last—men who have heaped up millions—would be hopelessly outclassed could we fling them unprepared into the year 1920. I tell you there is joy in being alive to-day. Because it does not matter how insignificant your business may be this vast country of ours will call strong men from every department of commerce and the lesson of all the ages is that the practical, sagacious young man of to-day in any line of endeavor will be the big man and the leader of to-morrow. There can be no doubt about such an assertion because history makes it good. Moreover, I think that Canada's drygoodsmen stand to win big prizes during the coming years. This immense country cannot be developed without making thousands of wealthy retailers. You can be one of them. Save your dollars, use common sense and advertise—advertise.

* * *

Let me dispel the fears of the man who imagines he cannot "get up an ad." This fact cannot be emphasized too much, viz., you do not need to be a first-class scholar, a master of language to advertise and advertise pretty effectively. The best of us are merely finding out things as far as the advertising game is concerned. The intellect of no one man can comprehend it in all its fulness. We are simply standing on the threshold of a new world which offers huge rewards to men of versatile and creative genius. Set down the advertising man who knows it all as a nonenity in the advertising world.

I intend to reproduce a few ads by amateurs, ads written by retailers, and the longer you consider them the more you will be convinced of your own ability to produce good strong advertising copy—copy with a jingle to

it—just the kind of copy that sells goods. There are specialists (so-called) who might study the advertising of many country and small city merchants very profitably. You know your business, you know the value of your goods and their selling points, you know the wants of the people in your section and because of that knowledge you can produce good advertising—just the kind of ads which will clear your shelves. Get out your copy, take it to the printer, tell him to arrange it properly and gently hint that if he can help you to make your ad. a paying investment you'll be inclined to buy space regularly.

Material interests sway the business world. The newspaper man dreads the milliner's bill et cetera just as much as you do. Scratch his back and he'll scratch yours. And banish for all time the idea that you cannot produce an ad that will sell goods. You can. Every business man can. At least 99 dealers out of every 100 can do so because there is nothing intricate about retail salesmanship. Try it now. Advertise !

* * *

The man who swears fervently that advertising does not pay, because he has tried it, has either wandered from the truth in his advertising, or expected the whole community to make a bee-line to his store after his first ad. or two. Wooing business is pretty much like wooing a girl, and we all know enough about coy damsels not to try rushing tactics. You would not drop on your left knee, place your right hand on your heart and pour forth your song of adoration to the "dearest girl on earth," after the first, second, third, or even the sixth, visit. You cannot make her Mrs. Jones that way and you know it. You see the happy day approaching every time you look into her darkly, deeply, beautifully blue eyes ; but there's a glint of resistance still there which says plainer than words, "Don't rush things. Don't expect too much."

* * *

Some dealers expect a great deal too much from their advertising and expect it a good deal too soon. That's just why we have reproduced Thos. Symington & Co.'s ad. It would not be too much to say that Mr. Symington expects a good many things in this world which he won't get, and it is equally apparent that he will get quite a number of things which he does not expect. Apparently Mr. Symington advertises for "The Fun of It." If he intended to add to the gaiety of Sarnia in particular and the nation in general by the ad, we have reduced and reproduced, he has, like a good many of us, failed to live up to his intentions. I humbly confess that I am unable to understand just what our friend from Sarnia means. One of Napoleon's fairest and most ardent champions once remarked : "Napoleon is not a man ; he's a system."

"Splendid, splendid," murmured every adult present. However, a young girl knocked the profundity out of the Duchess's remark by asking what she meant. No one knew; not even the Duchess herself. And I am very much inclined to think that our mutual friend in Sarnia does not know exactly what he means by "The Fun of It." Probably he derives some pleasure from buying space in the newspapers far the purpose of filling it up with kind remarks about the ways and means employed by his competitors in securing trade. "There's heaps of 'Fun' in the analysis of modern advertising of a class," says this most prodigal space-buyer. To analyze anything on this green earth one must know something about it. But Mr. Symington doesn't believe it. It is immaterial whether he knows anything about advertising or not so far as his analysis is concerned. He states that "advertising of a class is largely composed of "Ferment and Froth," and, then, with the grace and ease of the average lady discussing mental philosophy, he goes on to show how beautifully he can sling "Ferment and Froth" all over the page—after darkly insinuating that the business methods of his competitors are far from being as righteous as they might be.

Now, Mr. Symington ! I do not pretend to know what the first paragraph of your ad. means. It resembles the orations of not a few of our modern preachers. They are good talkers ; but they never say anything. You start out with a rushing, bubbling torrent of words and we'll leave your first sentence in all the glory of its midnight obscurity. There is no doubt—there can be no doubt—about the meaning of your second paragraph. You simply make the bald statement that you're about the only drygoodsman in Sarnia conducting a business worth considering. The other fellows are running peanut concerns, so far as size is concerned, and as a consequence they cannot buy nearly as profitably as you can.

What's your opinion of your fellow citizens ? Do you

"The Fun Of It"

Sarnia, February 25, 1907

☞ There's heaps of "Fun" in the analysis of modern advertising of a class—which all intelligence and experience attests is largely composed of "Ferment and Froth"—this indisputible "Fact" being admitted your clear and bounden duty is in every instance to make comparisons—We'll be glad to give you every facility—every assistance in so doing.

☞ The man who does a pea-nut business can't either buy or sell merchandise or anything else in competition—how many storekeepers in Sarnia don't enjoy this enviable distinction? Let your every day comparison and experience make reply.

☞ Every day brings new goods to this store—they're placed in stock as fast as received —new merchandise is herein all its unmatachable exclusiveness—if you've nothing else on hand—come and see what it looks like—courteous, obliging and competent salespeople will greet you—newness and novelty go hand in hand you'll probably be unable to find anything like he stocks,the prices, the inducements, anywhere else—test it.

☞ Storekeeping is the connecting rod between the Manufacturer—the Importer—the Jobber—the Consumer Only guaranteed goods, best values and largest stocks are handled and offered here—These are no empty exclamations—but facts, if you don't find it so, we don't want your trade.

☞ House Furnishings, there s a fascination for every Carpet and House Furnishing buyer here and marked enthusiasm in the Swelling Sales, you can't but be delighted with the Curtain display, the Rug displays, the Mat and Rug displays, and wonder how many cars would take to carry away the tons of merchandise—took just as many to bring them We invite you to come and see—we lift the store, the stocks the prices above you and compel attention. This statement of fact refers with equal force to every department in the Store.

☞ Great Slaughter Sale of Furs and Winter necessities still going on

Thos. Symington & Co.

CHRISTINA & FRONT STREETS, SARNIA

think that they cannot distinguish between common-sense and utter rubbish ? You can fool lots of people for a time ; but you cannot fool all the people all the time—not even in Sarnia. You're doing your future business an irreparable injury, imperceptibly, but surely undermining your reputation, simply because the statements you make in your ad. are as untrue as your insinuations are unfair.

The copy of the best ad-writer on earth will soon lose its pulling power, unless he sticks to the truth. Exaggeration is entirely out of place in all effective advertising matter. And since there are no drygoodsmen in Sarnia conducting peanut-sized establishments, Mr. Symington's insinuation is only a libel on his own veracity.

"Every day brings new goods to this store." That isn't exactly true, and Mr. Symington knows that it isn't. He simply means to fill up so much space and he rattles along throwing out words and phrases which come mighty near being dyed-in-the-wool, ancient and honored bluffs clean through and through. But, friend Symington, bluff as a business asset is in a delicate condition. You have probably as good values in your store for the people of Sarnia as any retailer. Tell the people so. Liven up your talk with some items with prices attached. Forget all about your favorite style of writing up that stuff

for the newspapers—stuff which no stretch of even the most excursive imagination could ever designate as effective advertising. Write ads, not to show the strange and varied extent of your vocabulary or the wild and picturesque use you can make of the King's English, but for the simple purpose of selling goods. Stop throwing bombs labelled "trade-destroyers" at all competition, because they're sure to burst about your own doors. Take some thought for the morrow, conserve your nerve force and your trade at the same time, and your posterity will have solid and material reasons for remembering your name.

The man who makes his advertising space a medium for belittling the wares and business methods of his rivals is almost beyond the pale of a charitable thought. Not because he can destroy the reputation of his competitors, but because he would do so if he could. I do not think that Mr. Symington was actuated by purely business motives when he penned that ad., and others of the same class which lie on my desk at present. It seems to me that all such advertising is produced by men who cannot appreciate the effect of printed salesmanship, and, of course, since they buy space they must fill it up with something. Mr. Symington is too shrewd a business man for one to suppose, even for a second of time, that he gave any thought or consideration to the production of that copy. One can hardly imagine the average business man producing copy which is bound to injure his own business sooner or later. It is a disastrous policy to attack the policy of one's rivals—the extent of their businesses—or the poor economy of their buying methods. The public isn't at all interested in your opinion of either Jones or Brown. The public has its own opinion. The people look for some interesting news, some good values in your ads. Ordinary mortals are gifted with some common sense. And they weary very quickly of all second-rate attempts on the part of second-rate humorists to become great. My advice to all retailers who write their own ads, reads this way. Tell the story of the values you have for the people, in a straightforward manner. Use the same language you would use if you were speaking across the counters to a group of customers. Be honest and sincere with the people. That means—avoid all exaggeration, mind your own business and leave the business of your neighbor severely alone. These are the only directions that will carry a man far along the success road. If you're out for success—observe them.

* * *

It is with something akin to real joy that we turn to the ad. of the G. B. Ryan Co., which we have greatly reduced to reproduce. There is nothing startling about this ad. in any way. There's nothing strikingly attractive about the copy, but there's a good deal of sound common-sense packed into that space. The Ryan Co. have excellent values for the people of Guelph, and they know it. They do not pretend to know anything about the values offered to the public by their rivals, and they do not seem to either know or care about the business methods of their competitors. There is no slashing and cutting of prices here. The Ryan Co. credits the people of Guelph with good sense and so they tell their story in a dignified manner—in the language of truth and soberness. That kind of advertising always lands me. There's a guarantee of honest value about it. The Ryan Co. have good values for the people of their community and —these good values are easy priced. The people are bound to attach considerable importance to that kind of advertising sooner or later. The ad. could be arranged better. And perhaps it has the appearance of being a little crushed in places. But the matter is good—just what advertising men call "meaty," and the man who wrote that ad. can arrange his copy a good deal better—if he tries.

* * *

We intended to reproduce a few more ads., but space forbids us doing so. Currie Bros., of Saskatoon, have sent us in a splendid ad, which would do credit to any expert in the business. We are sorry that the ad. is too big to reproduce; but if Currie Bros. mail us a smaller one on the same line we'll be only too glad to reproduce it. The ad. is nicely balanced and attractively illustrated, items as well as prices being displayed.

* * *

What is easily the best sample of town store advertising we have seen in months has been forwarded to us by the Playfair, Preston Co., Limited, of Midland. The ad. is in circular form and would fill one page of any of our big metropolitan dailies. The copy is good, strong, trade-pulling stuff—just the kind of copy which simply cannot help selling goods; but what surprises me most about the ad. is the work of the printer. To say that it is good work is putting it very mildly. And because we have little more space this issue we will lay this ad. aside for special reference in our next.

* * *

Ads. sent by readers whose names we have not mentioned as yet will come up for criticism in their turn. A number of surprisingly good ads. have been forwarded during the last few weeks, and we will be glad to receive lots more. Be patient. Your ads. will be criticised in their turn.

INTERESTING EXTRACTS AND IDEAS.

"A comprehensive exhibition of Spring millinery will be made on Thursday next—chiefly adaptations from the French hats we have been studying. Not copies, but studies, and, therefore, fairly called 'White styles.'"—The John White Co., Woodstock.

"Unprecedented values for spot cash. * * * Spot cash must accompany each transaction to get the above discounts."—The Anderson-Langstaff Co., Kemptville, Ont.

"Shirt waists at popular prices. See them! That's the best way of knowing just how beautiful, charming and stylish they are, and the extraordinarily good value they represent."—Stanley Mills & Co., Hamilton.

"At the White carnival. Back before the advance in cotton fabrics our order for counterpanes for this sale was in the hands of the makers. Every price is especially cut for the White carnival."—Moore & McLeod, Charlottetown, P.E.I.

"We have determined to clear out every Winter jacket we have in stock. Wednesday you can have your choice from our stylish stock of garments at exactly one-half the regular selling price. We would sooner make this sacrifice than carry over any garments until next season."—The T. H. Pratt Co., Hamilton.

"We have gathered within the four walls of this department what we feel sure you will say is the best stock of carpets it is possible to get. First of all the makes are reliable. Then the patterns are new and tasteful. The assortment is larger than ever and the prices are all in your favor for they are below the market prices of to-day. Bring in the sizes of the rooms or halls you wish to be carpeted and let us show you suitable patterns."—Campbell Bros., Woodstock.



SOMETHING NEW



Something new but different is what a great many retail merchants are looking for, but this it is often very difficult to find. Our buyers make it a point to spice their assortments with just this "something" which lends zest to business, and scores a "scoop" in favor of the finder.

Speaking generally, our stock as a whole this season, was never larger or better selected, and the price-values will bear the scrutiny of the closest buyers, and come out ahead. We pride ourselves on Dress Goods, but we equally pride ourselves on Staples, and so on throughout all the departments of our warehouse. We also pride ourselves on being quick shippers even at a time when the congested state of manufacturing makes the reputation hard to maintain.

Test the foregoing statements, and we'll hold your trade.

BROPHY-CAINS, LIMITED

WHOLESALE DRY GOODS. MONTREAL.

QUICK SHIPPERS

"March linen and beddings sale."—W. W. Wilkinson & Co., Galt.

"The question just now is not 'What might these goods sell for,' but 'What price will surely sell them at once.' "—E. R. Bollert & Co., Guelph.

"The money is better to us than the goods, and the old-fashioned idea of carrying goods from one season to another is not ours."—Hollinrake & Son, Milton.

"This is Barrie's corset specialty store, where every pair of corsets bears the stamp of excellence and every sale is accompanied by our own personal guarantee of satisfaction."—Geo. Vickers, Barrie.

"There is as much difference between ———— brand garments for men and the ordinary or garden variety of clothes, whether custom-made or ready-made, as there is between an automobile and a stone boat." Farthings, Aylmr.

"Europe has sent us her best. No need to go to Paris; Paris is here. New York can't beat us; she's not as near to Europe's heart as we are. We'll have a show here on Monday that will be a credit to Canada, and when you see it you'll be just as proud of it as ourselves."—The John Murphy Co., Montreal.

"Towel Day at the White carnival. Little towels and big towels—cotton towels, linen towels, huck towels, Turkish towels, bath towels—every sort of towels."—Moore & McLeod, Charlottetown, P.E.I.

"The store of best service—that's Crompton's."—Crompton's, Brantford.

"A woman can never have too many waists—especially when she can get them at three for the price of two."—T. H. Smith, "The Cash Store," New Westminster, B.C.

"There are hundreds of small lots of Winter goods that, individually, it would not pay us to advertise. We can only ask you to visit this busy store on Saturday and likely find just the thing you want, most likely at half price."—Shea's, Hamilton.

"The store that guarantees customers absolute satisfaction."—Scroggie's, Montreal.

"The Great Emporium of the Great West."—David Spencer, Limited, Victoria.

"Handled whitewear at 'given-away' prices. The sale of whitewear herewith announced represents the aftermath of our January sale of women's undermuslins. These garments have been tossed and mussed somewhat by handling or through display upon tables, so they have been classified and re-marked at a fraction of their actual value."—The Murphy-Gamble Co.

"Our 'White Sales' are not theoretical or visionary, but are practical realities that put better whitewear, better values, in cottons, sheetings, embroideries, and the many other lines, into the homes of the people, and save them a third and more"—The John White Co., Woodstock.

"Where Things Are Done That Count! Looking backward. To carry poor goods when good ones are available is little short of commercial suicide. To cater to a rational demand for ready-to-wear garments that have character and distinction is the wisest kind of a move but to deliberately sacrifice future prosperity for the sale of what is apparently present gain is a serious error. * * * * If you are not satisfied we will give you back your money."—Currie Bros., Saskatoon.

"Nobby styles for late Winter, between seasons and early Spring."

"Half dollars do full dollar duty in the buying of high-grade overcoats for men and boys." D. E. Macdonald & Bros., Guelph.

"Everything in our window will be ticketted in plain figures. Remember these prices only hold good for four days—not a day longer."—G. B. Ryan & Co., Guelph.

"We use 'handsome' advisedly in connection with these fine French and English dress fabrics. There is a dash and style about them that places them at once far above the ordinary class you have been accustomed to seeing."—J. D. Creaghan Co., Moncton.

"Everything marked at a price to clear it out must be cash, cash, cash. We must have money and room for the new goods now arriving for Spring trade."—Chas. E. Neff's, Medicine Hat.

"Smart, fashionable styles in silk shirt waist dresses, $10. No nicer dresses are to be seen even at $20—certainly none with more style or with more care in making. Beyond the $20 figure you'll see more elaborateness, but for smart effects these dresses embody all that comes within the realm of correctness. The skirts are full pleated styles, plenty of width to give a graceful flare at the foot. Waists, both in jumper and fashionable shirt waist effects, handsome lace fronts, lace trimmed neck and sleeves, in attractive shot effects, every thread pure silk. Sizes 32 to 40 inches."—W. A. Murray & Co., Toronto.

"Yes, ribbons are destined to play an important part in fashionable women's attire this season, and, of course, we have prepared for a phenomenal demand."—Jas. A. Ogilvy & Sons, Montreal.

"February patrons of our clothing department never fail to get exceptional values."—Manchester, Robertson, Allison, Limited, St. John.

"Studying ceaselessly to obtain goods that build up rather than destroy a business in what this aggressive, progressive, go-ahead store is doing every day. Well, of course, the profits are not so large, but then it's nice when you are able to buy and sell for cash—it pays."—Currie Bros., Saskatoon. In a recent ad. this firm reproduced letters from two customers relative to the goods and values that they offer.

"This is always a very quick sale. Exert clerks, prompt service."

"There seems to be no limit to the exquisite effects obtainable in lawn and linen waists."

"Words lose their force unless you can come here and witness for yourself the remarkable values, the beautiful tailoring of the garments, and the distinction of both styles and materials. * * * The freshness and daintiness and the excellent workmanship on these waists would commend them to the interest of almost every woman—even at higher prices. * * * We are proving our utility to men around town these days by keeping them in touch with the latest furnishings."—David Spencer, Limited, Vancouver.

"Refreshing springtime newness everywhere about the store."—Weiler Bros., Victoria.

"Facts only over this name."—O. H. Bricker, Essex.

"You will save money by retaining us as your exclusive outfitters."

"Clothes to please the lads; prices to please the dads." Mulcahy, Orillia.

"Satisfied customers are our best advertisement."—Sandersen Bros., Cash Store, Waterford.

"A delightfully gay exhibit of new wash materials chic, tastefully designed, new."

"Buying these high-grade carpets now is like buying government bonds. A substantial investment, the dividends on which are the difference between the regular prices and these we are now quoting to close out discontinued patterns and make room for the new Spring Stock."

"All our corsets from $1 up are filled with genuine illuminized non-rustible steels, and are warranted not to rust or mark your apparel."

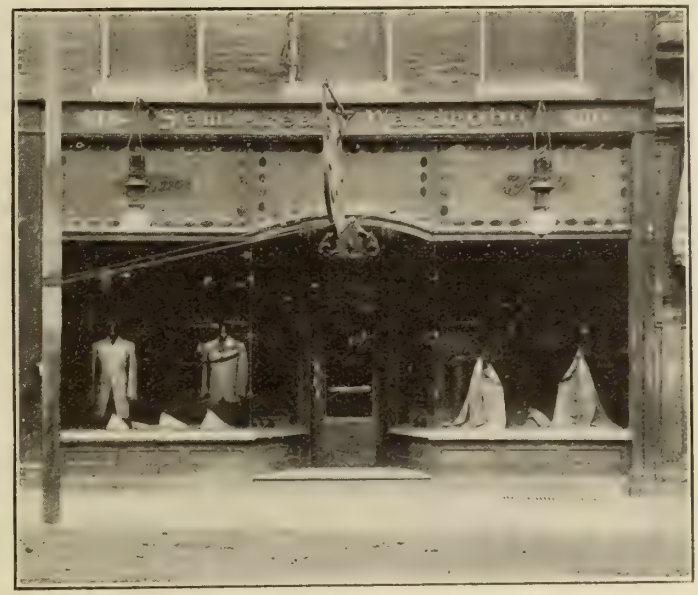
White Opalite Glass Tile

The only Sanitary, Non-Crazing, Weather-Proof, Light-Reflecting and Non-Absorbent Tile on the Market.

Complete with Corners, Mouldings and Cove Base.

The Cleanest and Best Material for Wall Protection.

Estimates and Samples Supplied.



Used in Vestibules, Halls, Lavatories, Bathrooms, Operating Rooms, Kitchens.

One of Our Latest Store Fronts

LUXFER PRISM CO., LIMITED

100 KING STREET WEST, - - - TORONTO



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: **Mount Forest, Ont.**

U. S. Factory: **Mason City, Iowa**

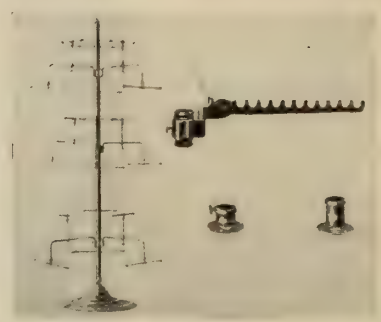
HARRIS & SHELDON, LTD.



STAFFORD ST.

BIRMINGHAM

ENGLAND



SHOPFITTERS

And Manufacturers of **BRASS FITTINGS** and Display Fixtures and Forms for **STORES, Etc.**

Illustrated Catalogues mailed free on application

ENGLISH BRANCHES:		DEPOTS	
LONDON:—	70 Wood St.	BERLIN:—	40 Krausentrasse
MANCHESTER:—	38 Thomas St.	CAPE TOWN:—	94 Hout St.
GLASGOW:—	71 Queen St.	JOHANNESBURG:—	102 Fox St.
DUBLIN:—	15 Wicklow St.	Agencies all over the world.	

"UNISYSTEMS"

Systems built to fit into each unit of your organization

SALES OFFICES:

Toronto Montreal Quebec

UNIVERSAL SYSTEMS, LIMITED

8-10 Adelaide Street West

Toronto, - Canada

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

Spring Opening Windows

What Toronto Trimmers Are Doing and Showing—Some of the Most Striking Displays.

Toronto has been treated to some exceptionally good windows since the Spring goods have been on display, windows that have not only been a delight to the eye, because they were dignified and artistic, but which also have been a delight to the heads of departments, because in the effort to evolve a display that attracts, the main object of window trimming—the sale of goods—has been well kept in mind. This is the proper ideal for every window trimmer to keep before him. He should strive to produce just that combination of artistic merit and practical effect that will prove the best trade winner. It is on this that his success depends. To hold the attention of the buying public, samething more, at this season of the year, than a bare display of goods is necessary ; there must be something extra used to attract the eye. To hold the attention the window display must have richness and harmony of line and subtle blending of color, and though the background is responsible for this in a great measure, it must not, by over-elaboration, draw one's eye from the goods—in short, it must serve to emphasize the goods and still be a background, nothing more.

One of the R. Simpson Company's windows, dressed for the millinery opening, we reproduce. This was in the "new art" style. The shaped pieces which formed the background feature were covered with white felt, as was the floor also. The floral decorations were sprays of small crimson roses and foliage, arranged over the background. The curtains used were of velours in the new soft grey-blue, "Copenhagen." The same background was used also for a splendid dress goods window, the materials being light-weight tweeds and wool and worsted suitings. After this was taken out, suits and costumes were put in. Another noticeable millinery display afterwards put in the same window had the background somewhat altered. The fancy panelling was replaced by a narrow, straight one, also covered with white felt, and with the rambler roses and foliage sprays trained and bunched over it. A little to one side of the centre was placed a copy of Gainsborough's Duchess of Devonshire in a hand-some gilt frame, and depending from the picture were long loops, bows and ends of handsome ribbon. The ribbon, and all the millinery displayed, was of the new Copenhagen blue, the curtains at the back being changed to a very light tint of blue in raw silk. This window has been one of the most successful shown, and has done much to stamp upon the minds of the women of Toronto that Copenhagen blue is a leading millinery color this season. Nearing Easter, a lovely mauve and white window was dressed. The curtains used were of Madras over white and paneled above with white felt, the floral decorations being white geraniums leaves shaded with violet. All the hats, which were very handsome, were of shades of mauve.



Display of Curtains—The Ross Co., Welland.

The W. A. Murray Co., while relying, as they always do, on the beauty and style of their goods, have gone more than usual into background effects, but they cannot be congratulated upon their success in this direction. The goods this firm display are always well draped, but further than that the windows contain nothing of interest to the trimmer.

The T. Eaton Co. have lately devoted a good deal of space to house furnishings. A showing of Oriental rugs occupied nearly all the windows of their Yonge street front. Men's furnishings have also been well pushed. The most effective of this firm's displays was devoted to millinery. The floor of the window is only a foot or so higher than the sidewalk, and this brings the trims into particular prominence. In this instance the floor was covered with white felt, softly clouded over with pink chiffon or some other soft material, draped against a panelling of bronze green. In the centre of the panelling was an arrangement of ribbon streamers, held on one side



A Millinery Window—The R. Simpson Co., Toronto.

by a dove and on the opposite side by a mirror, with a heavy gilt frame. In the centre was an inlaid mahogany stand, with a rich vase containing a sheaf of Malmaison roses upon it. Two wax figures, besides the millinery, were used, one at each side of the window. Behind the one at the left, and placed across the corner of the window, was a large dressing mirror. Really, it was the soft effect of the pink chiffon, and its treatment, that made the success of the window. Another good point that it scored was the appearance of warmth that it gave. There are days in the early Spring when millinery displays have a decidedly chilly look—a look of rushing the season—and it was just this that the soft, rosy, pink effect excluded.

France expects that her colonies will soon supply the greater quantity of raw cotton which she requires. Last year her purchases amounted to 400,000,000 francs, chiefly from the United States.

Ideas for Draping

Some Home-made Stands That Any Trimmer Can Make for Himself.

The up-to-date trimmer is always on his guard against falling into a rut in the matter of drapes, and a new idea is always acceptable. The Review is giving this month a number, and while they may not all be new to some of our readers, they will be so to many of them. Though the fixture manufacturers are always producing novelties in stands, etc., the leading trimmers are not content with combining them and putting them to new uses ; they are also utilizing a number of ingenious, home-made stands, that, while not superseding in any manner the manufactured fixtures, which are indispensable, are being used to supplement them in making varied drape displays.

The mission style lends itself particularly well to this purpose, as both shape and finish are well adapted to display uses.

The large stand explains itself, and figures 1, 2, 3, 4 and 5 give the construction of the most complicated one. The others are made either over T-stands, or uprights with a brass draping ring screwed in, with the exception of one that has an arm raised at an angle from the upright.

Wash Goods Windows

A Few Simple Directions as to Ways in Which Loss Can Be Avoided.

From now on, the new season's wash goods will have to be pushed to the front, and the display artist will have to be prepared to put in some telling windows. The buyer for this department will be very eager for the usual special window representation that it is his right and privilege to enjoy at this season. He will also be, no doubt, a

little loth to part with his daintiest patterns and choicest goods, unless he is very sure that they will be carefully handled, and that they will return to stock in such a condition that the bargain table will not be the only place to sell them. Some loss must be expected, but proper care on the part of the trimmer can minimize this. For one thing he can guard carefully against damage by dust, and he should personally see that both floor and fixtures are free from all dust before the window is put in. If

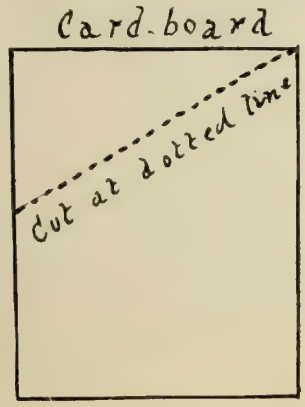


Fig. 1.

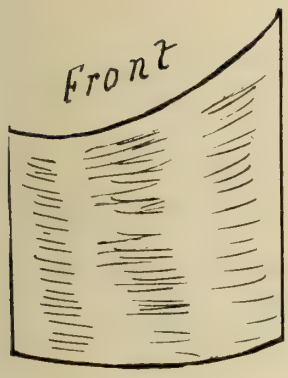


Fig. 2.

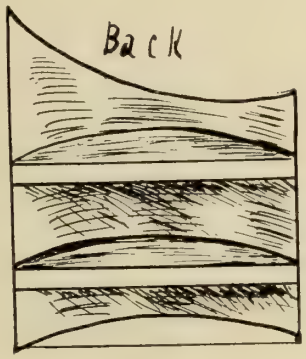


Fig. 3.

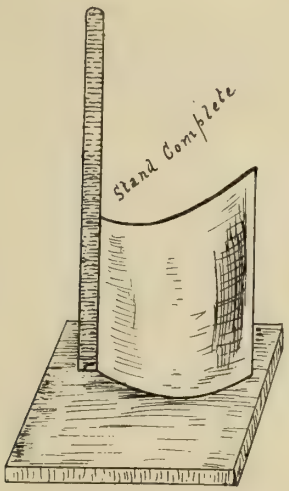


Fig. 4.

the window floor is of hardwood, it should be covered, as felt, carpet, etc., will hold fast to much dust and dirt that would be free to leave a polished surface and cling to the materials used in making the display. If a trimmer has any doubt about this fact, let him drag a length of fine wash fabric over both a carpet and a polished window floor and note the result.

Clean felt slippers should be worn while dressing the window, or a piece of white flannelette tied over the feet, and the trim should have been so carefully and thoroughly planned that no unnecessary handling has to be done. Another way in which a trimmer can avoid damage to goods is to carefully limit the number of pieces used in making a display, and by using, as far as possible, waist and dress lengths, rather than whole pieces of material.

The class of drapes used should be as simple as possible, and of a kind that requires little manipulating and pinning. Pinning should always be avoided, but if it must be done, should be confined to the selvedge of the goods.

The very best drapes to use for wash materials are of the loose, flowing order, of the kind made with T-stands, and suspended rings, etc. Possibly to obtain some given effect, you may have to resort to plaiting and puffing, but this should be done as sparingly as possible, especially where the fabrics to be shown contain a considerable amount of dressing.

Lavenders, purples, certain shades of blue, and other well-known fugitive shades, should be as little used as possible, but when they have to be shown should be placed near the background and in such a position that the direct rays of the sun will not reach them. Careful attention to the awnings while the display is in the window, will save a lot of loss through fading.

If the trimmer can afford a fairly elaborate back-

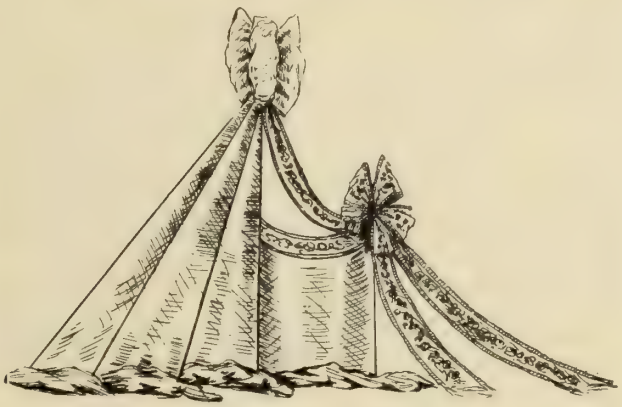


Fig. 5—The Finished Drape.

ground he can confine the drapes he uses to these simple types; in fact, the goods may only be arranged loosely over T-stands of different heights. To draw away attention from the uniformity of his drapes, he will have to devise various schemes. He can, for instance, show a central figure in an appropriate wash suit or costume, or a lace robe, or he can use a draped dress form. Parasols, millinery, ribbons, laces, hose, belts, bags, neckwear, etc., can be freely and effectively used for this purpose.

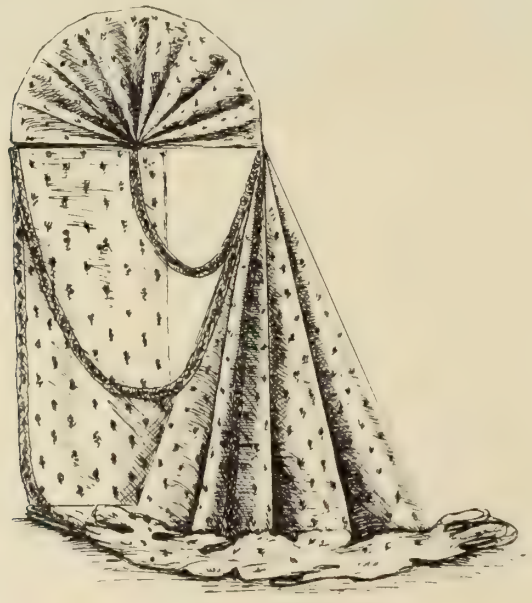
AN INTERESTING DECISION.

Draper's Record:—At the Central Criminal Court, Harry Cohen, a furrier, was sentenced to nine months' imprisonment in the second division for obtaining by false pretences goods from P. L. V. Rosentower to the amount of £639. The evidence showed that while Cohen was obtaining these goods, he was selling them on the very day of delivery to anyone who would take them for cash, and that he had already booked his passage to New Zealand in an assumed name, clearly with the intention of gathering in all he could and disappearing. Acting on his counsel's advice, the prisoner pleaded guilty to the charge of obtaining these goods from Mr. Rosentower, and also to the charge of leaving the country with intent to defraud his creditors. The prisoner was then duly sentenced. At this stage of the trial an interesting

and unusual development took place. At the time that the prisoner was arrested a sum of £565 was found upon him. Mr. Rosentower, who had been solely instrumental in securing the arrest of the prisoner, claimed that the money should be handed to him in part satisfaction of



his debt of £639. To this the counsel for the trustee in the bankruptcy of Cohen objected, claiming that the money should be handed over to him for the benefit of all the creditors. None of these other creditors, however, it would seem, had taken any steps to secure the debtor's arrest, the burden of the day having been left to Mr. Rosentower. The judge, having discussed the question with his confreres, decided that Mr. Rosentower was entitled to the restitution of the money in question, as he had taken the trouble and expense of bringing the prisoner to court. We fully concur in the judge's decision, and would give it the widest publicity. It should act as an incentive to creditors to combine in matters of this kind, instead of leaving it to one of their number to pay the expenses in bringing an offender to justice.



CAPITAL INCREASED.

John Northway & Son,, Limited, have been granted authority to increase their capital stock from $150,000 to $500,000 by the issue of 3,500 shares of new stock at $100 each.

NEEDLES AD INFINITUM.

The Scientific American is responsible for the statement that the daily consumption of needles all the world over is something like 3,000,000, and our contemporary asserts that "every year the women of the United States break, lose, and use about 300,000,000 of these little instruments." It is impossible to state how reliable these figures are, but it is rather startling to be told that the world's consumption of needles, reckoning 300 days to the year, amounts to "something like" 900,000,000.

As a contrast to present prices it may be stated on the authority of an English drapery paper that in 1624, 600 needles cost five shillings. This would represent in modern currency at least twenty-five shillings, or one half-penny for each of the needles; and as they were then, of course, made by hand, the cost does not seem excessive. Stow tells us that in the reign of Queen Mary, a Spanish negro "first made needles in England, which he sold in Cheapside," but he would not, the historian says, "teach his art to any." On the other hand, the origin of the Needlemakers' Company dates back to the reign of Henry VII. It was incorporated by Oliver Cromwell in 1656, and received another charter from Charles II. "Whereas," so the charter runs, "we are informed that sundry persons using the trade and mystery of needlemaking in our City of London, have



A Group of Drapes.

used, and still do use and practice many abuses and deceits in making of iron needles, and needles of bad stuffs and unworkmanlike, to the great abuse and wrong of the people of this kingdom," etc.

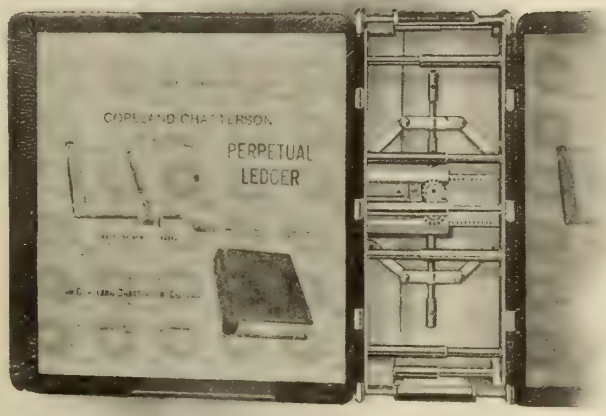
The United States was the first to adopt needlemaking by machinery. This was carried on in America in 1818, and was introduced into England in 1824.

TRAVELERS' TAX REPEALED IN B.C.

By a bill brought in on March 8 the British Columbia Legislature repealed the tax on commercial travelers from other provinces. The only exception is in the case of travelers for tobacco and liquor firms which have no branch houses in the province.

BIG SHIPMENT OF WOOL.

The British steamship Ashanti arrived in Boston with the largest and most valuable cargo of wool ever shipped to the United States. Stowed in the holds were 13,941 bales of the finest grade of Australian wool, valued, duty paid, at $2,000,000. This enormous shipment weighed 4,362,642 pounds. The consignees will have to pay $755,000 in duties before the wool can be distributed. The freight paid the owners of the steamer amounted to $60,000, and the underwriters have received $15,000 in premiums for insuring the shipment.



PRETTY nearly every Modern Business Man is willing to admit that the conducting of accounting by Bound Book Methods is a thing of the past.

We introduced the Perpetual System in Canada, and alone, opposed at every step, we conducted a campaign that eventually revolutionized the system of accountancy.

Our ledgers are as far ahead to-day, as much in the to-morrow class as, when we placed the system before a world of bound book methods.

Copeland-Chatterson Perpetual Ledgers save you money and facilitate business. They lessen the possibility of error and assist in the transacting of business by making it easy for you to know at once the condition of your outstanding accounts, and in helping you to find the particular account wanted, quickly.

The Copeland - Chatterson Perpetual Ledgers can be adapted to meet any changes in any business at a moment's notice. New accounts may be added and old ones given more space if desired.

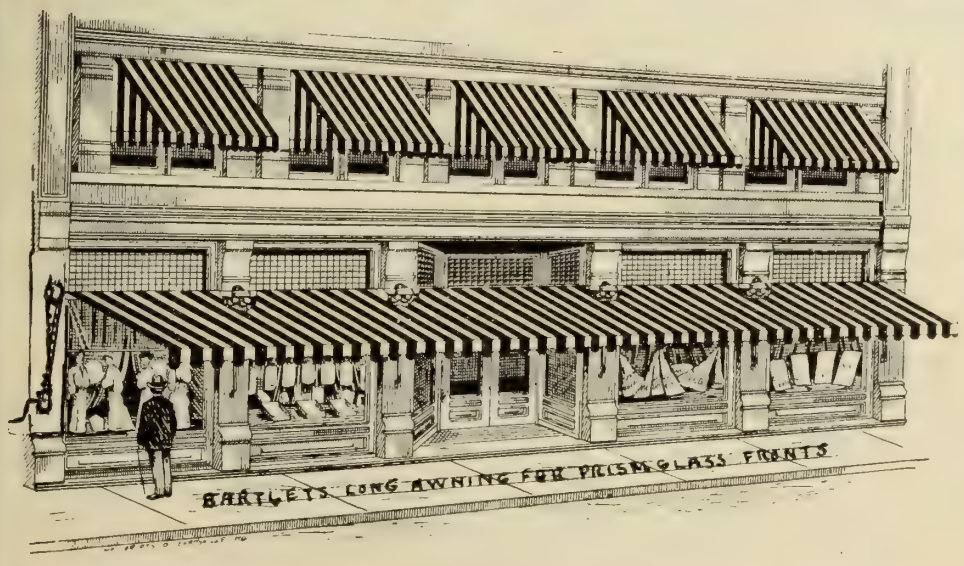
The inactive accounts may be filed away in the Transfer Ledger — active accounts only remaining in Current Ledger—never ceasing.

The alphabetical arrangement of the Copeland-Chatterson Ledger makes the Ledger an Index itself.

The Copeland-Chatterson Co., Limited

General Offices: TORONTO Works: BRAMPTON

DON'T RISK A SINGLE DOLLAR!



You need an awning this spring. But that's no reason why you should risk a single dollar. We will ship, according to your measurements and dimensions, our famous

ROLLER AWNING

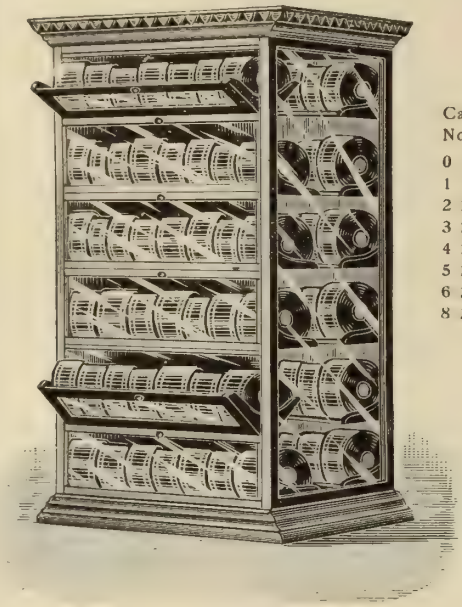
which we guarantee to give the utmost satisfaction and if it does not it does not cost you one cent. Here is a simple proposition. We claim to manufacture the best awnings in Canada. If you know it—all right. If not—write to us for the proofs. You get the awning you want, the way you want it, when you place your orders with us—or it costs you nothing. Is that fair?

WRITE FOR PARTICULARS

WM. BARTLETT & SON, 20 Adelaide St. W., TORONTO

Ribbons - Ribbons - Ribbons.

Display them Properly by Using a Practical Ribbon Cabinet.



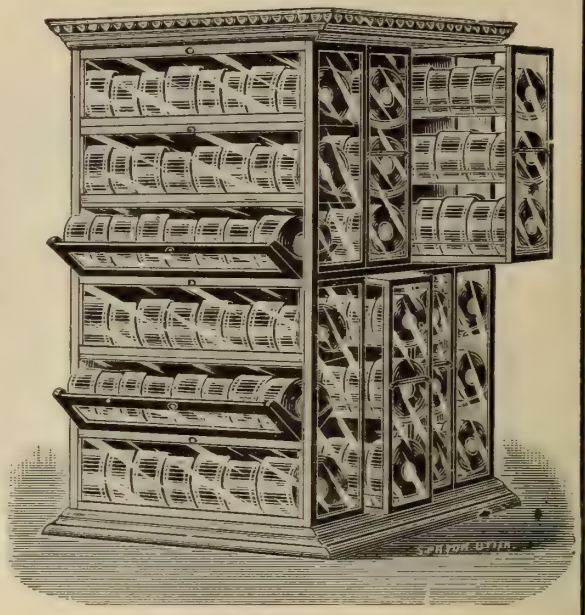
No. 2 Ribbon Cabinet

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼ x 6½ x 26½	50	$ 6 00
1	28¾ x 14 x 26	100	10 00
2	28¾ x 14 x 38	150	13 50
3	28¾ x 18½ x 38	250	18 50
4	28¾ x 23¼ x 38	325	23 00
5	28½ x 27½ x 38	400	26 00
6	28¾ x 32½ x 38	475	30 00
8	28¾ x 43¼ x 43½	700	42 00

Capacity based on No. 7 Ribbon.

MADE OF OAK
ANTIQUE FINISH



No. 4 Ribbon Cabinet

No. 0 Ribbon Cabinet opens from one side. Nos. 1 and 2 open from two sides. Nos. 3 to 8 open from four sides.

Sold by the Leading Jobbers of Dry Goods and Notions. Send to the manufacturers for Catalogue, which describes not only the Ribbon Cases, but various other Fixtures for the Dry Goods Trade, and the list of jobbers through whom the fixtures may be ordered.

A. N. RUSSELL & SONS CO., Ilion, N.Y., MANUFACTURERS OF **DRY GOODS STORE FIXTURES**



Suit Form No. 60 P.

WE ORIGINATE,

manufacture and promptly supply everything we advertise.

As the oldest, largest and only complete house in the display form and fixture line, we are in a position to do this. **Our Cuts** are made from **Our Goods.** Originality is a rare quality and in this respect we are unique.

Write for particulars of our new form models for 1907

Catalogue Mailed upon Application.

J. R. Palmenberg's Sons

FACTORY 91-97 W. Third St. 710 BROADWAY, **NEW YORK, U.S.A.** (ESTABLISHED OVER 50 YEARS)

Are Your Fixtures Paying Investments?

Beauty and artistic arrangement count; but neither should be allowed to shadow utility when it comes to store fixtures.



Here's a new shape, finely made and mounted on heavy base, 11 in. in diameter. Of course, there's nothing artistic about this, but—

it does sell Fancy Vests.

Have you our catalogue? A post card brings it.

Toronto Brass Mfg. Co.

17-21 Temperance St., Toronto

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

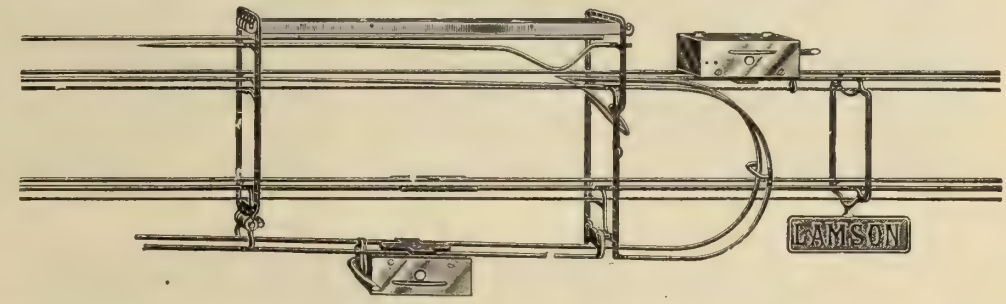
All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

Lamson Consolidated Store Service Co., 126 Wellington Street West, **Toronto, Ont.**



Calendar Ads Catch and Hold Attention

That Calendar Advertising produces the best results has been proven beyond doubt by the evidence of the most experienced advertisers. Let us show you our superb line for 1908. A request will insure a call by one of our men.

The London Printing and Lithographing Co. Limited

LONDON, ONTARIO



We Want Your Name
on our catalogue list

If you want good, substantial, artistic Store Fixtures

DELFOSSE & CO.
Canada's Greatest Fixture Factory has them.

Our wax figures are the most attractive, and will not crack nor melt in cold or heat. Try them.

Vest Stand. No. 476 **DELFOSSE & CO.** 5 Hermine St. MONTREAL

SMALL'S

Show Card Paint

THE TWENTIETH CENTURY SHOW CARD PAINT. Ground by machinery, and ready for immediate use with the addition of water for thinning.

This paint is made expressly for brush lettering on display signs, show cards, price tickets, etc., and fully answers all the varied requirements—sets up firm in lettering, will not rub, scale or crack.

Only Water Color Show Card Paint that will show up in full strength on any colored surface.

Write for Circular

Address— **SMALL'S, College & Dufferin, Toronto**

SHOW CARD WRITING

BY CRAFTSMAN. (Continued from March Number.)

Subject Cards.

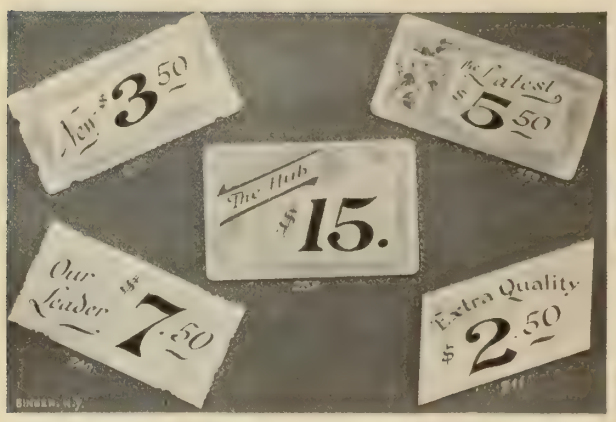
Window cards that always attract attention are those known as subject cards. They can be made with or without mats, to please your own fancy. Take any small object and by means of wire or glue attach to it your card. In as few words as possible write your "catch phrase" underneath it in bold letters, and put the rest of your matter in smaller letters.

I will give a few examples, which are simple, and, I believe, original. Take a piece of chalk and under it write: "Chalk it down—our prices are the lowest"; a screw might be accompanied by "A good many turns in this business have taught us how to please you"; a large nail by, "We nail the prices low in this store—one price to all"; a small doll by, "For the little ones we are showing new styles. See them"; a penny tin whistle by, "There's harmony in our qualities and prices"; a stick by, "Stick to us and you will never get stuck"; a toy rooster by, "Be the cock of the walk—wear our stylish ——— hat"; a row of pins by, "We can give you pointers in fashions and low prices."











Show Card Talk.

The most desirable style of card suitable for any line of business is white with black lettering. Ample white space around the lettering, proper spacing of the words and correct display with neat execution make this a card of excellence. The display lines shaded in gold, grey, drab or pearl is the next step from simplicity and still within refinement. With the exception of ver-

million, turkey red and white, there is no real reason for using any other colors on show cards than those mentioned above, unless you write what may be termed a monotone card, using only one color, like green, brown, yellow, etc., for lettering the entire card on white. The color effects should be created by the use of various colored cards, but the paint need be only white or black or combined.

Plain gold letters on white cards are very pretty. If you make a block letter in gold and shade it with drab or black you have a neat combination of color. Painting a narrow edge line around letters enhances their beauty, but takes time.

An odd but pretty card is a drab background with a turkey red initial, edge-lined white, and the letters all white. Dark green, lettered white and gold; light green, lettered black, shaded white; grey, lettered white, shaded gold; and red, lettered black, shaded white, are all good combinations.

In our May issue we will treat of cut-outs, stencils and floral cards.

CANADA-JAPAN TRADE.

The following is a comparative statement of the value of some of the principal items of export and import between Canada and Japan, as shown by the Monthly Return, for the eleven months ending November 30, of the present and the previous year:

Exports to Canada.

	1906.	1905.
Silk (raw)	$165,473	$ 40,373
Silk tissues, habutae	283,506	194,594
Silk tissues, kaiki (incl. cotton mixture)	10,925	26,976
Silk handkerchiefs	138,071	206,700
Cotton tissues	4,532	4,204
Mats and matting for floor (Hanagoza)	38,901	59,765
Porzelain and earthenware	88,563	84,733
Lacquered ware	9,440	10,058
Straw plaits	1,776	3,462
Rice	121,004	105,779
Camphor	6,623	10,244

Imports From Canada.

	1906.	1905.
Flour	$70,500	$52,054

We Have Worked Out Your Problem.

BUSINESS SYSTEMS LIMITED — SYSTEM THE SECRET OF SUCCESS — TORONTO.

When you go home at five o'clock, there is no reason why you should have your after-dinner smoke spoiled with a lot of worries over little details of your business.

There is no need for you to jot down memoranda on the back of an envelope for to-morrow.

If your books were arranged on a proper system, they would shoulder all these petty details for you—to-morrow morning they would show you everything you want to know just at the moment you want to know it.

■ ■ ■ ■ ■ ■

Business Systems leave petty routine to your books.

Business Systems do the work but leave you time to think and plan and act.

Business Systems leave nothing to chance and allow no possibility of anything being forgotten.

Business Systems enable one clerk to do the work of two and to do it more accurately.

■ ■ ■ ■ ■ ■

We would like to go into this matter with you either in your office or in ours at your convenience.

A request to know more about Business Systems, will not obligate you.

BUSINESS SYSTEMS
LIMITED
83 SPADINA AVE.
TORONTO, CANADA



THE AUTOMATIC MARKING PENS are universally used by leading show-card writers, as with them they can do much faster and better work than with any other pen or brush It necessitates months of practice to master the brush while it requires but a few hours to become proficient with the pen.

Complete Set of Pens, 7 sizes, $1.00 postpaid, including alphabets and instructions.

$2.50 Spray Outfit

Consisting of sprayer complete, six colors of ink; background patterns, all sizes; six background copies, finished in colors, with complete instructions.

We carry everything for making Show Cards. Send for Catalogue.

Air-Pencil Outfit

For making raised letters and relief work on show cards, comprising air-pencil, bottle of bronze liquid, medium and dry compound, improved filler, cleaning wire, camel's hair brush and directions, 75c. Larger outfit, 90c.

AUTO PEN AND INK MFG. CO., 40 Dearborn St., CHICAGO, U.S.A.

Business Management.

By HOWARD R. WELLINGTON.

Cash Discounts — Percentage to add for Profit—A Point for Bookkeepers.

A SUGGESTION FOR THE BOOK-KEEPER.

A great deal of time is unnecessarily wasted in posting items to a customer's account in the ledger, and it might not be out of place to suggest a few simple ideas, which are not new by any means, but which will save considerable time in posting. When posting merchandise to the debit of an account, use the letter "M"; for cash use the letter "C"; for bills payable, "B.P."; for bills receivable, "B.R."; for January "1", the first month; for February "2," the second month, etc. Some ledgers have item after item written in carefully in detail. Note the difference :—

1907.		
Jan. 2, Mdse.	$25.50	
Feb. 2, Cash		$25.50
March 5, Bills Rec.		25.50
Apr. 5, Bills Pay.	24.50	
May 6, Bills Pay.	25.00	
1907.		
1, 2, M.	$25.50	
2, 2, C.		$25.50
3, 5, B.R.		25.50
1, 5, B.P.	24.50	
5, 6, "	25.00	

It is a small matter, but of some importance when a number of items are involved.

WHAT PER CENT. SHALL I ADD FOR PROFIT?

Is it a general practice in the retail trade to add a certain percentage to the cost of an article in order to obtain the selling price, or does the dealer say, for instance : "These goods cost me 80 cents per yard ; I can get $1.50 per yard for them ?"

Is it more profitable to impress a customer favorably with the fact that your prices are right, than to have him leave your store feeling that he has paid a fairly high price for the article purchased ? There is no doubt that a customer who is well satisfied with his purchase is the most valuable advertisement a dealer can have.

As to percentage to be added for profits, this depends upon several things :—

1. The cost of selling.

2. The general expense cost of maintaining the store outside of the selling force, such as rent and taxes, insurance, stationery, bookkeeping, etc.

3. The profit which the dealer should have over and above all expenses.

It is difficult to state any definite percentage which would represent a fair margin of profit, as it depends altogether upon the particular business in which the dealer is engaged. For instance, the margin in a certain business is very fine, owing to necessity of maintaining low prices on account of keen competition. In such a case the dealer will have to be satisfied with a small margin on this particular line, even though his selling expense is high. Again, there may be a good margin on a certain line, but sales are rather slow and the selling expense is fairly high. In such a case the dealer will find it necessary to maintain a good price for his goods in order to meet expenses and leave a fair profit.

It should be ascertained definitely at the end of a period what percentage of the sales or profits, the expenses, salaries, rent, taxes, insurance, light, etc., formed, and in this way a certain percentage added to the invoice cost of the goods for each expense item involved, will give the true cost, to which the percentage for clear profit is added.

CASH DISCOUNTS.

The system of paying all accounts once a month, either on the 10th, 15th or 25th, as the case may be, is steadily growing in favor, and this is a good indication of the fact that the merchant is becoming more conversant with his business, the stock he carries, and his ability to handle quantities of goods during the season when his stock is largest.

Have you ever stopped to think, Mr. Merchant, of the amount which could be earned annually through taking advantage of cash discounts ? Suppose your purchases amount, as per invoices, to $30,000, subject to cash discounts of 2½ per cent., 3 per cent., or even 5 per cent. By taking advantage of each in turn, our cash discount amounts to $750, $900, and $1,500, respectively.

Now the question arises as to whether this cash discount should be taken into consideration when arriving at the selling prices placed on goods. Suppose a shipment of goods is subject to 20 per cent. trade discount and 5 per cent. for cash within 10 days. Should this rebate of 5 per cent. enter into the matter of cost and selling price, or is it simply a clear profit for the merchant who buys the goods ? The retailer almost invariably sells his goods for cash or "net" terms of 30 or 60 days, and does not, therefore, allow the item of cash discount to enter into his selling price. This being the case, one might suppose that it would be in order for the retail merchant to figure his cost price on the basis of 20 per cent. trade and 5 per cent. cash discount ; but look at it from another standpoint : the merchant finds that business is not very brisk, money is tight and he is unable to take advantage of his cash discount, although his prices have been figured on this basis. It will be seen that the wiser plan is to figure cost and base selling prices irrespective of cash discounts. The merchant will either take "time" on his goods to run his business or borrow money from his banker in order to take advantage of his cash discounts. In the first place he loses his discounts, in the second he makes a profit of the difference between the cash discount earned and the interest paid the bank for the use of money borrowed. It is only by actual experience in operating a business that a merchant knows whether or not he is in a position to take advantage of all his cash discounts. An unusually backward season, when sales are comparatively small, will tighten up the finances of even a business with ample capital for ordinary requirements to such an extent that renewals must be asked for or cash discounts lost, through not being in a position at a particular time to take advantage of short dates and cash discount.

THE NOVELTY FUR HOUSE

SAMPLES WILL BE SHOWN YOU SHORTLY

We make a specialty of

Fancy Neckwear, also **Astrachan Jackets, Fur-Lined Garments, etc.**

The Albert Vineberg Fur Co.

622 St. Paul Street, MONTREAL

All Our Garments Bear A Guarantee Label.



We make coats lined with Marmot, Wallaby, Russian Black Lamb and Australian Oppossum.

Sellers for Western Trade

One of our special lines this season is Black Serge-covered Overcoats, lined with Black Lamb skin, so-called Mennonit coats. Ask for prices.

Our travellers are now on far western ground with complete lines. Write for an appointment.

The Livingstone Mfg Co.

Manufacturers of Fur, Leather, Duck and Sheep Lined Clothing

144 Craig Street West, Montreal

Furs that Satisfy

That's the Right Kind

and

The Only Kind We Make

A pretty bold statement

but

We Stand Ready to Prove It.

Our salesmen are now showing a full range of Ladies' and Men's Manufactured FURS.

WRITE FOR AN APPOINTMENT.

A. Kirschberg & Co.

Established 20 years

457 St. Paul St., - - Montreal

FURS

SPLENDID RANGE OF FUR SAMPLES

Our Travellers are now out. It will pay you to see our line before placing orders elsewhere.

SPECIAL VALUES IN

COON COATS

MUSKRAT and MARMOT LINED COATS

FUR LINED GARMENTS OF ALL DESCRIPTIONS.

FULL LINES OF STOLES, MUFFS, RUFFS, CAPS, TIES, COLLARS, CAPERINES, GAUNTLETS, ETC., ETC.

LADIES' FUR JACKETS

OF ALL KINDS.

OUR ASSORTMENT OF

CLOTH CAPS

IS VERY COMPLETE AND UP-TO-DATE, IN THE LATEST CANADIAN, ENGLISH, AND AMERICAN STYLES.

SWIFT, COPLAND & CO.

TEMPORARY QUARTERS 383-385 ST. PAUL ST.

LIMITED

MONTREAL

AFTER 1st MAY 318 ST. JAMES ST.

Have You Seen the New Fur Samples ?

WELL, there is a treat in store for you and a surprise as well. It sounds almost like some old familiar quotation to say "don't buy before seeing our samples"—but that's what we would like to say in a way that would appear as "different" and as attractive as the samples themselves. And one thing we would ask you to remember well—Paquet Furs always open up to your entire satisfaction. If the samples appeal to you, then the goods will appeal even more strongly—for you know, yourself, how much handling these samples of ours must get before the buying season is over—and if goods don't come up to the samples you are earnestly requested to return them at our expense.

THEY SELL LIKE ——WELL, SIXTY !

Now, you know, we could not make an offer like this if we weren't in a position to know that you will be more than satisfied when the goods arrive.

Furthermore, you know that the reputation, which the good-will and satisfaction of yourself and thousands of other Fur Men have made for this house, is too precious to be tampered with. This reputation means a steady increase in orders for us—and wouldn't we be foolish to "kill the hen that lays the golden eggs ?"

If you are not now on our visiting list drop us a line and you'll be on immediately.

J. ARTHUR PAQUET, QUEBEC

Branches at Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

I'll Tell You This:—

The sale of my Furs is starting off better than ever this season.

Merchants acknowledge they have never seen a finer line of

Ladies' and Gentlemen's Furs—

Special Showing of Fur-Lined Garments.

You can sell my Furs with a clear conscience and a big profit.

Perhaps you'd like a man with the entire line? If so write.

A. J. ALEXANDOR

504-506 St. Paul St., Montreal

THE CANADIAN FUR TRADE

SEASON 1907-08

Splendid Prospects—Styles Changed but Slightly—Prices Firm, with some Advances—Trade Optimistic—London Sales—Mink Again Demanded.

Splendid Initial Orders

Higher Prices Paid—The Advantages of Early Buying—London Fur Sales.

Sample lines for Fall and Winter have been shown at a few points in every section of Canada during the past month. The initial business is good, as a result of the severe Winter. There was the usual keen competition to get first on the ground and the specialty houses had generally a week to the good. In Montreal the trade is assuming larger proportions each season and small firms which formerly confined their attention to city business are expanding in a wholesale way and sending out travelers. Toronto, Quebec and Winnipeg and smaller centres are all keeping pace in a manufacturing way, and a new record for the Canadian trade will doubtless be made this year.

Many merchants have been encouraged by the good business last year to stock furs more heavily, and many new accounts will be opened among retailers desirous of securing a share of this profitable trade. The fur trade, if weather is not favorable in the Fall, is always risky, as a stock carried over in January means that sacrifices must be made. However, large profits are worth the worry entailed in stocking a representative range and usually merchants are able to dispose of stock, even if the season is unfavorable.

Manufacturers and jobbers report a very good business for Fall so far, and throughout Ontario, Quebec and the Maritime Provinces retailers are buying steadily. Merchants have, practically speaking, disposed of nearly all of last year's stocks, and are placing steady orders for Fall. In Manitoba and the Northwest manufacturers find that merchants have heavy stocks on their hands, and that payments are coming in slowly. However, they are looking forward to a very good Fall trade, and more satisfactory collections in the future.

General Advances.

The advance on raw skins in general, but especially in heavy coat goods, such as wombat, wallaby and coon, would, under ordinary circumstances, retard their sale, but the general opinion is that, although prices are high, they will not affect trade, owing mainly to the prosperous condition of the country. Mink furs have advanced again recently, but the trade requirements are not great enough, throughout the smaller communities, to affect business to any great extent. The demand for astrachan, more especially in the higher qualities, has forced the price of this article still higher. More attention than ever is given astrachan jackets, but the wearing qualities of this line are not nearly good enough to justify the high prices being paid. The advance is considerable, owing to the higher cost of the fur, the lining and all classes of labor.

The demand for both ladies' and men's fur-lined coats has increased greatly of late, and the present outlook indicates a very large sale on the lines with collar laps trimmed with otter or Persian lamb. Colored cloths in ladies' jackets are not in demand as much this year, the preference running to black, as it is much more serviceable for all kinds of weather.

Fur Neckwear.

The call for fur neckwear is becoming stronger, in stoles, ruffs and scarfs of mink and sable of the better grades, and caperines for the general trade which demands an article that is serviceable as well as ornamental. Neckwear with fancy muffs is shown in profusion in the new lines and early orders show a tendency on the part of merchants to sample one of the novel ideas. The book muff is the leader in the novelty way and another style, Columbine, is having some sale. The Empire is again the leader from a sales viewpoint. As predicted, natural trimmings are on almost every piece of neckwear and muffs.

Place Orders Early.

More strongly than ever before, the advice is given to place orders early, since trade will be heavy and deliveries none too prompt. Then, it is a well-known fact that furs do not run as evenly in quality as cloth, and that there is always a selection in the made-up garments. When selecting orders for customers, travelers usually give the best selections to buyers ordering early. The retailer, too, in possession of his Fall stock has the advantage of early sales, more especially in towns where annual fairs are held, and even if sales are not effected, the inspection of goods may lead to business later on.

Another strong reason for giving advance orders early is the difficulty experienced in the Fall season by manufacturers in securing skilled help. Every factory is busy during the Fall and prices always show a tendency to go higher. As a result, deliveries of a general line are almost out of the question.

MARCH LONDON SALES.

The results of the recent fur sales have again surprised the Canadian public, as Russia, Germany and France have been purchasing very heavily on the better skins, and have forced the prices higher.

Below are the results of the first series of the March London fur sales:

The Hudson's Bay Company's Sales.

Otter, 10 per cent higher than last March.
Fox, silver, 10 per cent. higher than last march.
Fisher, 20 per cent. higher than last March.
Marten, same as last March.
Ermine, 20 per cent. lower than last March.
Fox, cross, same as last March.
Fox, white, 25 per cent. lower than last March.
Fox, red, 10 per cent. higher than last March.
Mink, 50 per cent. higher than last March.
Lynx, 5 per cent. lower than last March.
Wolverine, 10 per cent. higher than last March.
Skunk, 35 per cent. lower than last March.
Wolf, same as last March.
Bear, same as last March.

FURS
WELL WORTH SEEING

Our salesmen will show you the strong points in our line of

Persian Lamb Jackets
Raccoon Coats
Fur-lined Garments
and new ideas in
Small Neckwear

Values will appeal to you. Arrange to see the line.

The Growing Fur House
McCOMBER & CUMMINGS
516 St. Paul Street
MONTREAL

If you believe
THE RIGHT FURS in selling
The Right Kind of Furs
give one of our salesmen a chance to show you the line.

M. SILVER & CO.
12-14 St. John Street MONTREAL

At C. M. Lampson & Company's Sale.

Beaver, same as last January.
Lynx, same as last March.
Wolverine, same as last March.
Otter, 10 per cent. higher than last March.
Sea otter, same as last March.
Fox, silver, dark, 50 per cent. higher than last March
Fox, silver, pale, same as last March.
Fox, blue, 10 per cent. higher than last March.
Fox, red, 10 per cent. higher than last March.
Fox, cross, same as last March.
Cat, wild, 25 per cent. higher than last March.
Cat, house, 15 per cent. lower than last March.
Fisher, 20 per cent. higher than last March.
Badger, same as last March.
Fur seal, dry, 30 per cent. higher than last March.
Opossum, Australian, 10 per cent. higher than last January.
Wallaby, same as last January.
Wombat, same as last January.

TRAVELERS PETITION FOR VOTING LAW.

A petition, signed by about two thousand citizens all over Ontario, has been presented to the Ontario Government, asking for a voting law by which commercial travelers, railwaymen, etc., be permitted to mark their ballots before the county judge, magistrate, or justice of the peace on a Saturday or Monday preceding an election, after swearing that they are duly entitled to vote, and cannot reach home on election day without losing time or money. The vote would be deposited in a special ballot box, in the judge's presence, and, after the election, the judge would count the ballots before the returning officer.

The petition also suggests that breaches or fraud in connection with such legislation be severely punished by terms of imprisonment ranging from one month to three years.

DRY GOODS TRADE DIRECTORY.

The Dry Goods Trade Directory, including the department stores, of the United States for 1907 has just been published by the Standard Book Co., Limited, of Newark, N.J. The work has been revised and compiled to the last possible moment and is uniform in size with the editions published since 1894; the arrangement is alphabetical by state and town; department stores have been placed in the body of the work and are indicated; the population of towns and cities has been added. It contains 20,000 names, addresses and rating of firms whose rating is $1,000 and upward. This directory will be found of great convenience to traveling salesmen, as well as for circularizing the trade and for general office reference. It is convenient in size; bound in flexible leather; good, clear type and paper, and does not contain any advertising matter. The price of the book is the same as in former years, $5.

Petitions are being circulated by a Hamilton man, asking the Dominion and Ontario Governments to allow commercial travelers and railway men to vote before the county judge, a justice of the peace or returning officer if a resident on the Saturday or Monday preceding the election, during fixed hours.

Reminding you that our samples are now being shown throughout Canada.



THE BROADWAY

Muff and Stole, Natural Mink, showing Natty Whole-Skin Effect

The favor of your criticism invited.

THE

Waldron, Drouin Company

LIMITED

MONTREAL

1907 is Big

with Promises of Prosperity and Profits for Fur Retailers

The fact that our output is of a character that led to demands last season in excess of our ample facilities is a sufficiently good reason for your selling a stronger line this season.

The popularity of

LEAK BRAND FURS

(Reg.)

is continually increasing, therefore we advocate liberal buying now.

Our eight representatives are now showing a large range of Ladies' Fine Furs and the specialty men's Leak Coats.

Leak Fur Mfg. Co.

of Canada, Limited



PRINCESS RIB

The genteel stocking for Boys and Girls.
Made of fine double Egyptian Lisle Yarn.



ROCK RIB
Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.
Made of Three-ply Specially Strong Yarn.



HERCULES RIB
The Limit of Strength

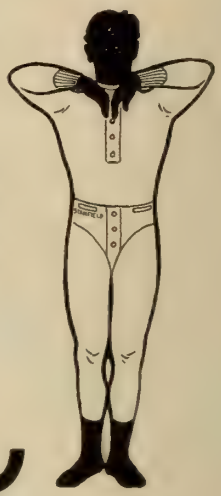
MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.
E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

Stanfield's Unshrinkable Underwear Never Fails to Satisfy

There are no flaws in the Stanfield Knitting—no dropped or uneven stitches to pull or tear. The finishing is perfect, neat and well-sewn—the buttons are on to stay.

In the thousand details which mean comfort, this pure-wool Underwear is complete.

People who once wear Stanfield's can seldom be induced to change. Shall we send you samples of Summer and Autumn lines?

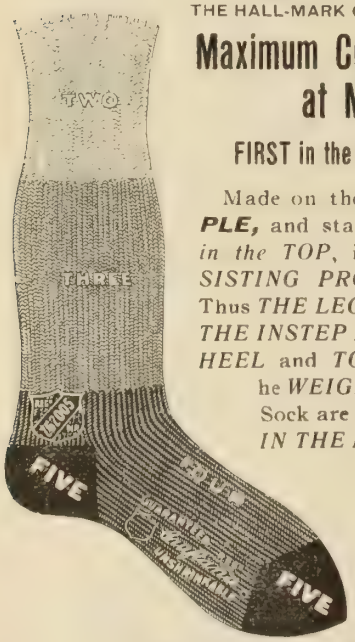


Stanfield's Limited
Truro, N.S.

127

"Craftana."

THE HALL-MARK OF Registered No. 262,500



Maximum Comfort and Durabilty at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process he *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.** MONTREAL and TORONTO

Manufactured by **W. RAVEN & CO., Ltd.** Leicester, Eng.



WOLSEY

Pure wool unshrinkable underwear has won its way into every corner of the world.

Order Early. From Your Jobber

Knitted Goods

Hosiery
Underwear
Golfers

Underwear

Deliveries Poor and Price Tendencies Still Higher—Large Orders Being Placed for Fall.

Comparing deliveries with those of last year, so far as the jobbing houses are concerned, the conditions ruling are much the same as those of last Spring. The market continues to be a difficult one for the buyer to operate in, as advances are frequent, and manufacturers require long dates for delivery. Even at that it is only with considerable difficulty that orders can be placed at all, as manufacturers are not anxious for further orders.

The fact that Easter fell on the last day of March has caused an early opening up of the Spring season, and buying has begun briskly. This has caused those merchants who have held back from buying in the hope of better terms, to come into the market in a hurry in search of the goods they are now wanting or will be wanting. Their eyes are open to the fact that the shortage is a real one, and they are paying the high prices that the manufacturer is compelled to ask. In most cases they are also paying a material advance over the price at which they could have bought the same garments if they had exercised more foresight, and had placed their orders when first the samples were shown.

The merchant who is going to come best out of the situation is the one who accepts it, and putting a fair profit on his goods, devotes his energies to pushing the better grades. The present day house-keeper is aware of the fact that prices all along the line are up; she is paying more for practically everything she has to buy now-a-days. Therefore, a little explanatory advertising talk, and a little talk of the same nature from your salespeople, will do much to reconcile her to the fact that she must be prepared to spend more money upon knitted goods. To ensure success the advertising man must fall into line, and must make use of neat, plain and pointed introductory talk, explaining the how and why of the present situation. But, Mr. Merchant, your selling force must also be instructed, and either your buyer or you yourself should see that they possess the necessary talking information, and that no sales are lost through their ignorance of the situation. Co-operation of this kind is always necessary between buyers and the selling staff, but was never more so than now, under the present abnormal conditions of the market. Another cogent reason why the better goods should be pushed now is the fact that much better values can be given for the money than in the lower grade lines. If you have to carry the low-priced lines see that your customers have it clearly explained to them that values are not so good as formerly. Some buyers are trying to meet those old cast iron prices, but as this can be done only by material sacrifice of values, and one that seriously impairs the wearing qualities of the goods, their policy is a poor one.

Now that trade has settled down in earnest, it is noticed that in ladies' lines the sleeveless underwear, with low neck and fancy yoke, is largely in demand.

The Hosiery Trade

Fashion of Wearing Hose to Match the Gown—Embroidered Lines Strongly Favored—Lighter Weights for Fall.

Spring orders have come to hand in a fairly satisfactory manner, and merchants are, therefore, in fairly good shape to meet the three best selling months of the year in this department—April, May and June. In spite of predictions to the contrary, deliveries this year have been far better than those of last year, being from five to six weeks ahead.

Hosiery prices have advanced upon a general basis anywhere from 5 per cent. to 10 per cent., but, although prices are higher, the retailer must sell at the standard rates.

Embroidered goods are having a decided preference over all-over lace effects. Silk hose are good sellers in light colorings. Black, of course, is always first in sales, but this season there is a more general demand for whites and other colors.

Chemnitz manufacturers are, according to jobbers, over-run with orders, and it will be simply impossible to obtain repeats for some time now. Buyers are placing orders now for 1908. Also some manufacturers have withdrawn some of their lines pending a new quotation of prices.

For the Fall and Winter trade, ordering has not been quite so active on the heavier lines. Orders are centreing more upon cashmeres, and merchants are also ordering more heavily on lisles and cottons than ever before, black, as usual, being in the lead.

From a fashion point of view the hose must match the gown, or, if the gown is of white with colored relieving accessories—hat, gloves, belt, etc.—the hose and shoes will match. This means, in the cities and larger centres, that there will be a demand of fairly large proportions for colored hose, particularly for blue and pink. The high favor in which tan and brown shades are regarded is once again bringing tans to the front, and indications point to an increasing sale as the season progresses. Grey, navy, and the new shades of Alice blue are also included in the Spring hosiery colors. This is the list in the popular price stores, but in the exclusive end of the trade it will be more extended.

Peerless REGISTERED UNDERWEAR CO.

Manufacturers of

Ladies' and Children's Knit Underwear

"MERIT WINS RESULTS"

¶ Although a new concern, we had record sales for Spring, and our sales for Fall are away beyond expectations.

¶ Why ?

¶ Because Peerless goods are the best on the market—the finish and quality being unexcelled.

¶ Because we treat our customers right.

¶ Are you selling "Peerless" goods ? If not, it's worth your while to investigate.

"The recollections of value remain long after the price is forgotten."

REPRESENTATIVES :

ONTARIO—Peerless Underwear Co. Hamilton, Ont.
MARITIME PROVINCES—G. A. Woodill Halifax, N.S.
QUEBEC—L. A. Prevost Montreal, Que.
MANITOBA—A. J. Snell Winnipeg, Man.
BRITISH COLUMBIA—G. A. Campbell Vancouver, B.C.

PEERLESS UNDERWEAR CO.

Hamilton, Can.

The fashion of wearing hose to match the gown, though undoubtedly extravagant, is decidedly a dainty and elegant vogue, and one that adds considerably to the distinction of any costume. It also centres attention upon the department in a manner that is very beneficial.

Retailers will do well to stock a limited line of colored novelties, if only for display purposes, as a window or two containing a fair sprinkling of these will prove decidedly attractive, and even if they do have to be sold at near cost they will have served the purpose for which they were obtained.

FALL ORDERS.

Already mills are busy manufacturing goods to fill orders received from jobbers. Prices in certain lines will, if anything, go higher, although in most cases they will remain about the same as at the present time—very high—and in view of the domestic and foreign conditions, merchants should anticipate their requirements and order liberally, as no relief from the present high rates is in sight.

On account of the steady Winter weather retailers' stocks are well depleted, and manufacturers are having no difficulty in securing large initial orders.

WOOL SALES AND SHEEP SKIN MARKET.

J. S. Larke, Canada's commercial agent at Sydney Australia, writes:

"The wool sales have been characterized by firm prices for first-class wool, but rather weaker for inferior sorts. The sheep skin market has been unchanged for some little time. The quotations at the last sales were: for merino three-quarters to full wools, 6¼d. to 8¾d., exceptional lines sold at 9¼d.,; cross breds, fine, 8¾d., coarse, 7½d. The prices of hides have also undergone little change. Butchers' hides, which are not those usually exported to Canada, are the only ones sold at last sales."

WILL ENLARGE MILLS.

The C. Turnbull Company, of Galt, will build an addition to their mills during the coming Summer. The new section will be of stone and almost as large as the present mill.

WILL LOCATE AT COTE ST. PAUL.

The Mount Royal Spinning Company have decided to etablish their mills at Cote St. Paul, on the outskirts of Montreal. The buildings will comprise a four storey mill 350x120 feet, and several smaller structures. The block of land purchased by the company has a frontage of 800 feet and is 900 feet in depth.

WAGE INCREASE OF TEN PER CENT.

The Dominion Textile Company have increased the wages of their 7,000 employes, an average of 10 per cent., which will mean an additional outlay of about $200,000 annually. The increase went into effect on April.

Three big warehouses in the Finsbury district, London's busiest industrial centre, were destroyed by fire on the morning of March 16, the loss amounting to about $1,000,000. One was the warehouse of Cox & Company, hat manufacturers.

THE LEADING
English Underwear
JAY
Unshrinkable Woollen
UNDERWEAR



SPECIALITIES:—

LADIES' COMBINATIONS fitted with the Patent "S" WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.

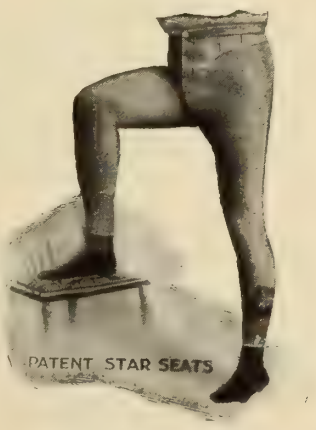


Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK



ON EVERY GARMENT

Wholesale only:—
Messrs. I. & R. Morley and Geo. Brettle & Co.
LONDON, ENGLAND.

Nazareth Waist

It doesn't make any difference how good a man is—if he jumps into the water and can't swim, he will drown.

It doesn't make any difference how fine a store you have—if you don't handle the goods folks want they'll let you sink, and do their buying from "the other fellow."

Ask ten mothers what knit waist they prefer for their children; at least seven of them will say: "The Nazareth."

Just as well push the goods that push your store, Mr. Retailer.

THESE

CANADIAN WHOLESALE HOUSES

Carry complete lines of the Nazareth Waist

ST. JOHN, N.B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co., (Ltd.)
Greenshields Western, (Ltd.

VANCOUVER, B.C.
The Gault Bros. Co

CALGARY, ALTA
W. R. Brock Co., (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co., (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd.)

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains, (Ltd.)



This mark woven in Red is on every genuine Nazareth Waist, and it means something.

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY

NEW YORK

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

THE

IMPERIAL MILLS COMPANY

OF DUNNVILLE, ONT.

Manufacturers of—

Lumbermen's Socks
Club Sweaters
Cardigan Jackets
Ladies' Golf Capes
Knit-to-Fit Jackets
Blouses, etc., etc.

Our goods bear the guarantee of responsible makers.

The Yarns and other Materials are specially selected by experts. The goods are all fashioned to fit by hand—Every garment goes under the hands of four **Expert Examiners** before being sent out.

We take back any goods which are not as ordered, By these means we have succeeded in placing our **Knitted Fabrics** in the same category as **Tailor-Made Goods.**

Our travelers are now on the road with our new and complete line for 1907, which we feel confident surpasses, by far, any former season.

SALESROOMS

60 Front Street West, - TORONTO

REPEATS

Being the only mill in Canada running exclusively on Fine Swiss Ribbed Ladies' and Children's

KNIT UNDERWEAR

OXFORD BRAND

for SUMMER TRADE

we beg to advise you that we can fill orders at short notice any time during the year. ¶ This will fill a "long felt want." ¶ Our goods are the finest gauge and purest bleach of any on the market :: :: :: ::

WRITE AT ONCE

THE **OXFORD KNITTING CO.** LIMITED

Woodstock, Ontario

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED.

Loughborough, England,

WOOL IS A NON-CONDUCTOR, keeping the heat in and the cold out; it is the most porous of all materials, permitting free circulation of air next the body. Made for **Men's, Women's** and **Children's Wear.**

Guaranteed
Absolutely Unshrinkable

CARTWRIGHT & WARNER'S name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best knit Underwear in the world, and stamps it with a character of superiority that places it above and beyond all others in a class by itself.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

THE SHREWD DEALER KNOWS

that there are two famous brands of Underwear which assure a comfortable profit while making his reputation solid and lasting.

"Ceetee" Underwear

is marvellously good and does satisfy customers.

¶ "CEETEE" is so carefully manufactured that it cannot shrink. It does remain velvety.

Perfect Fitting Elastic-Ribbed Underwear

is appropriately named, because it's just as perfect as it is humanly possible to make Underwear.

It Does Pay to
Feature Our Underwear

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT, CANADA

FALL SEASON, 1907

Watson's Ribbed Knit Underwear **(will not shrink).**

As our representatives are now showing a full assortment of Fall Underwear for Ladies, Men and Children, we wish to call your attention to a **few of our specialties.**

The **"Allen Nursing Vest"** still retains its popularity, and we are the sole makers of same in Canada.

Something new in bifurcated garments is the patent **Isabelle Drawer Skirt.** The only skirt for winter wear.

Overwhelming testimony as to the excellence of our men's and boys' goods comes entirely unsolicited. See our **Ribbed Knit Plush Lines.**

Nothing so conducive to the comfort and well being of infants as our **"RUBENS"** and other vests and bands specially designed for youngsters.

Stimulate your trade by carrying underwear **that will wear.**

AGENTS:

McCLUNG & BURNS, 117 Wellington St. West, TORONTO
J. A. MURRAY, SUSSEX, N.B.
A. L. GILPIN, 232 McGill St., MONTREAL
BRYCE & CO. Box 238, WINNIPEG

Watson Manufacturing Co., Limited, Paris, Ont.

Jaeger Pure Wool



The Golfing Season is fast approaching.
We are Specialists in

GOLFING ATTIRE

KNITTED COATS, NORFOLKS,
SWEATERS, HOSE, CAPS, &c.
FOR
LADIES and GENTLEMEN

For all Outdoor Sports there is nothing to compare with "JAEGER."
— Write for our 1907 Catalogue —
Liberal Terms to the Trade.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse, 301 St. James St., - MONTREAL

Take A Little Time



THINK IT OVER

? Got a little space in your store for a stock of Hygeian Underwear.

? Got a little room in your cash drawer for a little bundle of profit.

Then—just tell your jobber to send in some "Hygeian."

The rest will be Easy.

MANUFACTURED BY

Eagle Knitting Co., Ltd., Hamilton, CANADA

DON'T OVERLOOK "HYGEIAN WAISTS"

Safeguard Your Profits

IT is reasonably certain that most Retailers would do so—if they knew how.

Hundreds of Drygoodsmen are doing so because they push our honest-value, popular-price Underwear.

Are you doing so?

Forty years' experience in every garment we market. The quality of the material is the best, and the price right —*there's a good honest profit in it.*

JOSEPH SIMPSON SONS

Corner Berkeley and Esplanade

TORONTO

We Find It Necessary,

in view of certain misrepresentations which have come to our notice, to once more repeat and emphasize the fact that we are sole makers in Canada of SPRING NEEDLE RIBBED UNDERWEAR. Assertions to the effect that underwear of the same description is made by any other firm in this country, are false and misleading. This we are prepared to prove: You will make no mistake in stocking ELLIS UNDERWEAR, as the only genuine Spring Needle Ribbed Underwear made in Canada.

THE ELLIS MANUFACTURING CO., Limited

HAMILTON, ONTARIO.

MONYPENNY BROS. & CO., - Toronto and Montreal. - Selling Agents

RUBBING IT IN

There is such a thing as rubbing a certain warmth in a person, so that yarn which has no warmth of itself and is uneven and knotty performs its own rubbing at the expense of the wearer of garments made of such yarn.

But why buy such yarn?

when the noted Alloa Yarn, made by JOHN PATON, SON & CO. is known the world over for being

EVENLY MADE
GIVING WARMTH
AND WEARING LIKE PIN WIRE

as compared with yarn made with short wool which often breaks in the knitters' hands.

JOHN PATON, SON & COMPANY,
Alloa, Scotland

Sole Agent for Canada
Philip De Cruchy, 207 St. James St, Montreal.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.

VERY LITTLE DAMAGE AT M'CALL'S.

It was reported in the daily press that D. McCall & Co., Toronto, suffered considerable loss in a fire which occurred on Wellington street east a few days ago. In reality they had only a small quantity of stock damaged, and that by water. When the fire broke out there were, fortunately, some members of the McCall staff in the warehouse, and they moved the greater portion of the stock over to the other side of the building. The fire did not get as far as these premises, and the only loss was caused by water. It did seem for a while as though the McCall building could not escape, and had it caught fire the company, though carrying full insurance, would have suffered a great loss, as, in the present state of the market, it would be simply impossible to replace the stock. The Review is authorized to state that the fire has been no hindrance to their business in any way.

ED. MACK, LIMITED,

An Ontario charter has been granted Ed. Mack, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were: John E. Mack, merchant tailor; Louis Ervin Thomas, and Norman B. Henry, merchants; Nicholas R. Miller, manufacturer, and William H. Ferguson, solicitor, all of Toronto. The objects of the company are "to carry on the business of wholesale and retail clothiers, drapers, tailors and haberdashers, and to buy, sell, manufacture, repair, alter, exchange, let or hire and deal in all kinds of articles and things which may be required by any of said businesses; to acquire the business, trade name and goodwill of the business now carried on by Ed. Mack in Toronto."

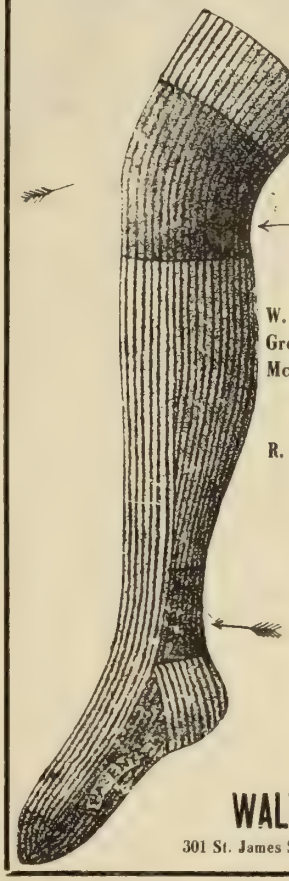
THE SMART BAG COMPANY.

A Dominion charter has been granted The Smart Bag Company, Limited, Montreal, with a capital of $2,500,000, divided in $100 shares. The incorporators were: Charles A. Smart, manufacturer; Charles E. Archibald, manufacturer; Abner Kingman, merchant; Frank H. Wilson, manufacturer, all of Montreal, and James W. Woods, merchant, of Ottawa. The objects of the company are "to carry on any or all of the businesses following, namely, manufacturers of jute, cotton, paper and all other kinds of bags; flax, hemp, jute and wool merchants; manufacturers and dealers in burlaps, buckrams, paddings, linens, ducks, tailors' trimmings, ropes and twines, and to purchase, prepare, dye, spin, weave and deal in flax, hemp, jute, cotton, canvas and other fibrous substances; to acquire and take over as a going concern the undertaking and all or any of the assets of Smart Bag Company, Limited; to purchase or otherwise acquire and undertake the whole or any part of the business, property and liabilities of the Canadian Bag Company, Limited."

"THE MECHANISM OF WEAVING."

We have received for review "The Mechanism of Weaving," by Thomas W. Fox., M.S.C. Tech., professor of textile manufactures at the Municipal School of Technology, Manchester. The publishers are the Macmillan Company of Canada, Ltd., Toronto, and the price of the volume is $2.25. The subject is treated exhaustively, and there are two hundred and seventy-four diagram illustrations showing the various processes and mechanisms.

ADAMS LOCKSTITCH HOSE



Will win and hold your trade

Note: 10 FOLD KNEES
6 FOLD ANKLES

Absolutely the Best Wearing Stocking.

STOCKED BY THESE JOBBERS:

MONTREAL
W. R. Brock Co., Ltd.
Greenshields Ltd.
McIntyre, Son & Co., Ltd.

TORONTO
Gordon, McKay & Co., Ltd.
W. R. Brock Co., Ltd.
Beatty, Kerr & Verner

LONDON
R. C. Struthers

KINGSTON
Macnee & Minnes

HALIFAX
Smith Bros.
W. & C. Silver,

VANCOUVER
Greenshields Limited

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS
WALTER WILLIAMS & CO.
301 St. James St., Montreal
33 Melinda St., Toronto



For Your Reputation's Sake

DON'T

tell your customers that a stocking is *fast* black unless you *know* it. The best and surest way to *know* is to sell only black stockings that bear the signature trade mark of Louis Hermsdorf. They're the *real* fast blacks.

Write for booklet about window trimming and ad. writing. It's free.

Louis Hermsdorf Dyer

Works:
Chemnitz, Saxony

American Bureau,
200 Greene St., N.Y.

Electro of above cut will be supplied on request to all dealers who carry Hermsdorf-Dyed Hosiery.

L DEPT.

LINENS

BEST GOODS LOWEST PRICES

TABLE DAMASK LINENS

CLOTHS AND NAPKINS TO MATCH
IN ALL SIZES, AND IN 18 QUALITIES

CRASHES, GLASS CLOTHS, TEA CLOTHS
HUCK TOWELLING, EMBROIDERY LINENS

ELABORATE ASSORTMENT OF HUCK,
OATMEAL AND DAMASK TOWELS

DRESS LINENS

The latest novelties for Ladies' Summer Costumes
and Blouses, and the most complete
assortment ever shown
in Canada.

We are Sole Selling Agents for Canada for the old established and well known Linen Manufacturers

J. & T. Alexander, Limited
DUNFERMLINE, SCOTLAND

Greenshields Limited - Montreal

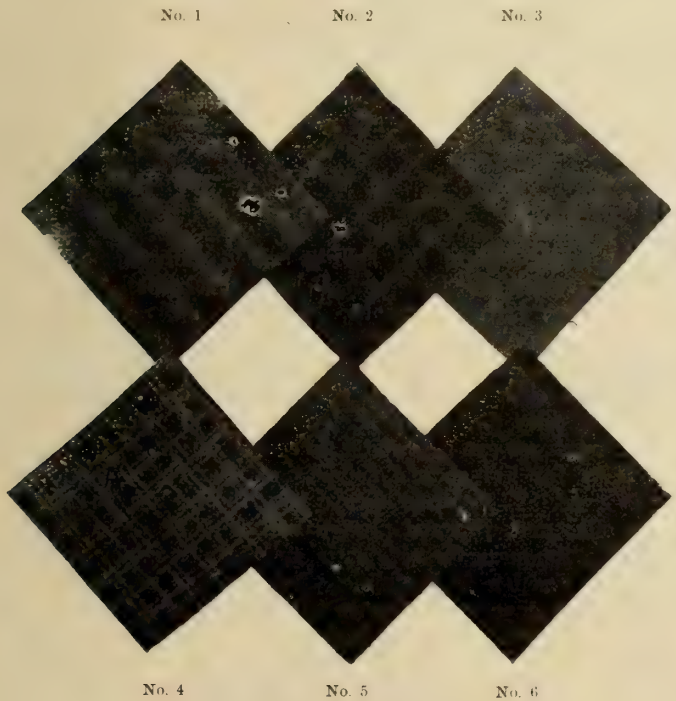
GREENSHIELDS WESTERN LIMITED
WINNIPEG, MAN.

GREENSHIELDS & CO., LIMITED
VANCOUVER B.C.



The buying season has progressed so far that there is no real possibility of any change in the basis of prices, and the present high level is sure to be maintained, at any rate until the end of the year. There are many, who have a complete knowledge of the wool market, who think that the present high values are to remain for some years. They point to the fact that it is the demand which is controlling prices now; that it is not in the power of spinners and manufacturers, with the existing plants, to turn out enough fabric to meet the wants of the trade, and until either the demand lessens or the manufacturer becomes better equipped there can be no drop in price.

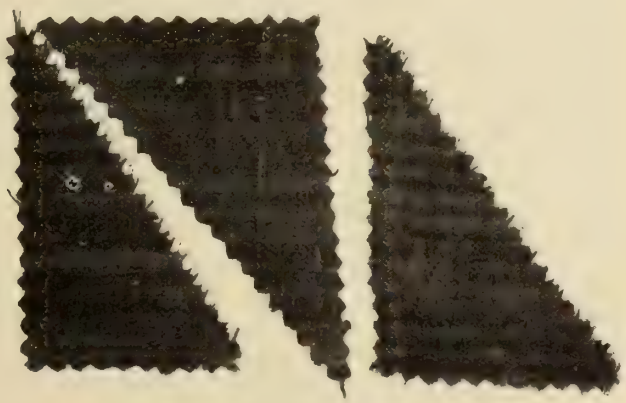
Though fancies are increasing in fashionable favor, plain cloths will be big sellers. These will be chiefly in broadcloths and cloths of a like nature and finish—that is, of a smooth, close texture and bright, unspottable finish, and in weights similar to those selling last Fall and Winter, viz., chiffon weights. In this class are included, besides broadcloths, habit cloths, amazons, box cloths, Venetians, etc. Panamas are selling well for Fall, and brown, navy and black are the colors banked upon.



Fancy Effects in Fall Dress Goods.

Brown, navy and black are the big sellers so far in all plain cloths, but there promises as well to be a wide range of colors chosen, always providing that the coloring is low in tone, for the Fall of 1907 is going to be a season of dark and decidedly subdued shades.

The demand for broadcloths will not be confined to plain cloths, but indistinct stripes and checks, with one color predominating, will be a big feature. In checks the block effect will be a leader—a tiny block in the plain shade and the other in indistinct, mingled coloring. Fancy cheviots and serges in stripes and checks, much on the same order, are making a decided bid for favor and seem to be likely goods for the Fall season. Plain serges, not only in black and navy, but in all the fashionable colors, are indicated. Suitings are again to be a big line, and smooth-surfaced worsted suitings are in active demand. Tweeds in smooth pressed finish are shown in big variety. As the season opens up stripes are becoming more and more prominent, and a decidedly good sale is confidently anticipated. Checks are specially good in block effects and also in shaded, indistinct and in over-check effects. There is a considerable wealth of coloring in the new fabrics, but the effect sought for is an indistinct mingling—a blur, as it were—and you have, in most cases, to look into the cloth to see the pattern. Brown is freely used and the majority of the best liked effects have a good deal of brown in their make-up. Even brown and grey are combined with good effect this year, giving a taupe shade that is decidedly fashionable. A small showing of cloths with a brushed surface have been seen but they have not met with much encouragement, as it



Fancy Tweeds for Fall—Block Check, Over-Check and Stripe.



THE WOMAN IN WHITE
SUIT OF MUNSTER CLOTH

¶ When a jobber's salesman comes your way with WHITE GOODS, ask him to show you these cloths:

MUNSTER 28 and 32 in.
(Linen Finish)

ULSTER 28 and 32 in.
Slightly heavier plain cloth.
(Linen Finish)

LIMERICK 28 and 32 in.
(Soft Finish)

BELFAST
Slightly heavier. (Soft Finish)

You'll see something worth while and you'll get the goods. Write us for sample swatches and we'll tell you where to get the goods.

THE MONTREAL COTTON CO.

Address, Main Sales Office: **MONTREAL**

is almost too soon to expect much from this class of material after the run it had a few seasons ago.

The cut of Fall goods in this issue will show the type of patterns. No. 1 is a brushed-surface cloth; No. 2, a chevron striped cheviot in blue and green; No. 3, a pressed milled-finished tweed in blue, brown, bronze, brown and grey indistinct check; No. 4, another tweed in grey with an over-check of a lighter tone; No. 5, a fashionable fine worsted suiting in mingled grey and brown block check; No. 6, mixed stripe worsted in navy and two shades of brown.

Silks

Fashion Favoring Silk Fabrics—Fall Silks Will Carry the Full Advance.

Hitherto the retail trade has not felt the full force of the advance in silk fabrics, but in the Fall these materials will be more in demand, and the retailer will have to pay the full advance of from 20 per cent. to 25 per cent. above present prices. Up to the present he has been protected by the contracts of the wholesale houses with the manufacturers. Another feature of the siuation that he will do well to bear in mind is that, although silk manufacturers are now willing to pay the price for raw material, they are unable to get deliveries, and this means trouble in connection with fabric deliveries later on in the selling season.

Fashion is still favoring soft makes, such as merveilleux, paillettes, messaline, satin, mousselines, etc. There is a growing feeling for soft satins and for satin-faced silks.

In blacks and in standard colors the double width silks are slowly but surely making their way, and it seems strange that, although there is every appreciation of the economy of buying wide widths—as in the case of double fold woolens—the movement in favor of wide silks should be such a slow one.

Although, before the selling season fully opens up other novelties will be shown, Pekins, checks and tartans in taffetas; tartan louisines; Pekins in satin and taffeta; and taffeta and louisine chenes, in both light and dark shades, will all be in popular demand. Shot effects in striped, checked and figured taffeta are a lately introduced novelty and gris-aille louisines, and white and black mixtures are all to find a representation.

Silks for linings and foundations are being increasingly used. Taffeta has always been the leading foundation silk, and, perhaps always will be, but there is a growing fondness for soft satin foundations under sheer gowns. Fashion is becoming very fond of a glittering effect these days, and the satin finish shows bright through the nets, chiffons and silk voiles so much worn now for dressy gowns.

Linings

Increasing Interest Manifested in Silk-Finished Cottons for Lining Purposes.

The increasing vogue of transparent and mesh fabrics is bringing silk-finished cotton linings to the fore. Most firms stock quite a number of makes of these kinds of cloth in both day and evening shades. There is a big sale of these linings for drop skirts, and for many lining purposes as a substitute for silk. They have more or less the appearance and rustle of silk, and are put on the market under a number of special names. Some lines, such as taffetine have reached the dignity of being considered a standard article.

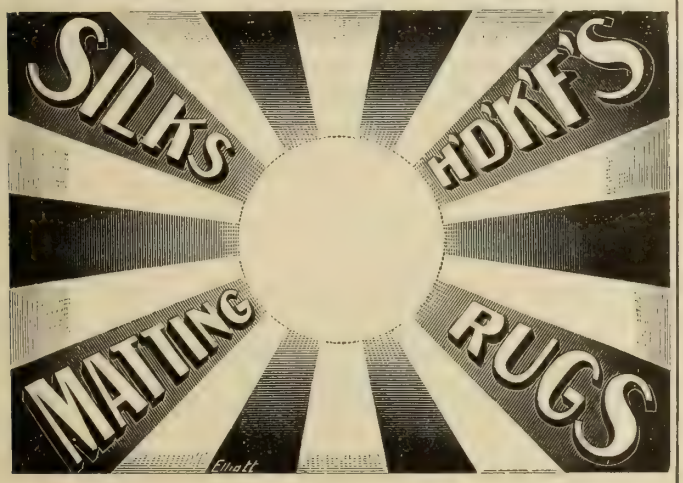
FALL, 1907

HARRIS
HOMESPUNS

LADIES' SUITINGS

MANTLE CLOTHS

HARRIS & COMPANY
LIMITED
ROCKWOOD, ONT.



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO

THE
'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS
or full particulars from

EDWARD RIPLEY & SON, Limited
100c., Queen Victoria Street, LONDON, E.C., ENGLAND

Established 1832

Cable Address: "LAW," Bradford

FALL 1907

"Lawrus" Fabrics.

(Registered)

These goods are rolled on Special boards and stamped "Lawrus" every five yards.

SUITINGS

in all the latest weaves including our new range of Vicunas.

The Royal Squadron Serge

The Dreadnaught Serge

Unspottable Finish.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Mr. Haley will be at the Windsor Hotel, Montreal, April and May.

Law, Russell & Co.

Converters of Bradford Goods

LIMITED

BRADFORD AND LONDON

Coming!

Our traveller is on his way to show you our samples of dress goods for Fall 1907.

OUR SPECIALS

"Kurragh" tweed suitings
"Korbai" plaids
"Auto" suitings
WA31 Clan tartans
JB34x Tartan dress goods

Don't delay ordering. We have only a limited quantity and when it's sold we can't repeat, and that means you can't. . . . . .

The W. R. Brock Co., Limited

MONTREAL

We have in stock

SCARCE GOODS

such as

BUTTER VALENCIENNES LACES
EMBROIDERY STRAPPINGS
EMBROIDERY CORSET COVERS
EMBROIDERY ALLOVERS
LACE ALLOVERS
SWISS EMBROIDERY STOCK COLLARS

Ladies' Neckwear and Belt Novelties for immediate delivery

SANDERSONS, LIMITED

172 Front St. West, TORONTO

Gloves Sell More Than Gloves

Shrewd Retailers are aware of that fact.
The gloves you stock proclaim the tone of your business.
You cannot afford to carry inferior gloves.
Make sure and stock

Storey's Gloves

for three excellent reasons.
1st. The people demand **Storey's Gloves.**
2nd. **Storey's Gloves** secure your reputation, while working for a please-the-dealer balance.
3rd. Because they are **Storey's Gloves.**

W. H. Storey & Son
ACTON, ONT. Limited
Established 1868. The Glovers of Canada

HONE'S BONES **HONE'S BONES**
It sells on sight, so it must be right.
WHALEBONE

8/9 Dozen Pairs



8/9 Dozen Pairs

Real Whalebone Corset Shield

No more rusty, dangerous, broken steels.
WHOLESALE ONLY.

DANIEL HONE, 1 Chiswell Street,
LONDON, - - ENGLAND

DRESS ACCESSORIES

Lace

Very Satisfactory Business so Far—Many Complaints About Slow Deliveries.

The season's business has so far been a most satisfactory one, marred only by the fact that deliveries of Calais and Nottingham laces have been decidedly slow. Indeed, it is no unusual thing for shipments to be months over-due. The lace importers are not making any particular kick for they know that the manufacturer would only be too glad to accept cancellations, as he is simply over-whelmed with orders. Moreover prices have materially advanced since the early orders were placed, and when goods do come to hand those ordered months ago will be extra good value at present prices. The trade in other laces is of a general nature, but there is an increasing interest manifesting itself in filet effects, and filet motifs ornament most of the newer laces. Baby Irish is the big seller in the heavier lines and Venise is decidedly a close second. Net laces are selling well and net all-overs with Venise or filet medallions, are much favored. All-overs in all the selling laces are decidedly good, as the present style of dress calls for both yoke and sleeves of all-over net.

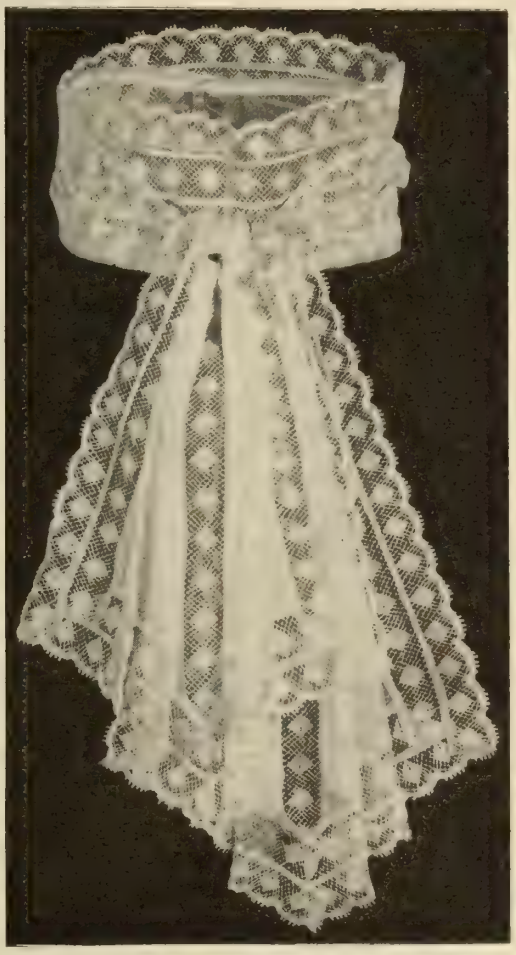
Lace robes have scored a decided success for the present Spring and Summer, and their vogue promises to be even more extensive in the coming Fall. Brussels applique, lierrie in white and chantilly in black are the leading laces, and robes with a flounce or flounces are decidedly good sellers.

Neckwear

Many Easter Orders Still Unfilled—To Cancel Would Be Very Injudicious—Business Booming.

Ever since the setting in the Fall of 1906, ladies' neckwear has been booming, and Fashion has been doing her best to make amends for her previous partial neglect. So great has been the demand this Spring that manufacturers have been taxed to their utmost to keep level with their orders, and the conditions have been further aggravated by the extremely poor deliveries of lawns, laces and other materials. The situation is so acute that buying representatives from different firms are, in spite of the heavy amount they have on order, now on their way to Europe to place further orders for materials.

No doubt there will be considerable disappointment experienced, and no little kicking done, by those retailers who did not get the full percentage of their Easter orders filled. No doubt the first impulse of many merchants is to cancel, but The Review advises buyers to take a second and calmer thought before adopting this course. Easter was exceptionally early this year—some two weeks ahead of its usual date—and there will be an extra long pause to fill in before Summer goods come freely to the front. Trade is brisk and neckwear is in high demand, and The Review maintains that the merchant cannot afford to cancel the orders which the manufacturer has on hand now, and that he will be glad to have the goods to fall back upon before Summer stuff begins to sell. This is just the predicament of a manufacturer who has had a large shipment of val. laces on order for over eight months now and has not yet received a single yard. When asked why he did not cancel he replied: "I cannot afford to do so, for I want the goods, and, besides, the prices are considerably better than I could get now." This is just the situation with the retailer; he cannot afford to cancel the orders given for Easter because he wants the goods.



Fancy Windsor—Shown by Rhys D. Fairbairn.

The certainty is growing that embroidery turn-down collars are going to be a big thing, not necessarily the stiff, starched ones, though they are being vigorously pushed, but soft-finished ones of just the same shape. Some pretty novelties now shown have a pleating of lawn around the collar. Peter Pans are to be decidedly good, particularly the new shape, which is narrower at the back, doing away with any flare there. It has slightly long-pointed ends in front. These come in handsome embroidered effects, the newest with filet introductions. Windsors and long tie novelties will be specially good. They are narrow embroidered lawn or silk crepe, and

REVILLON BROT

IMPORTERS OF HIGH-

¶ Import samples for Fall of exclusive Dry Goods lines are now in the hands of our representatives, and are on view in our Montreal showrooms. Your inspection is invited.

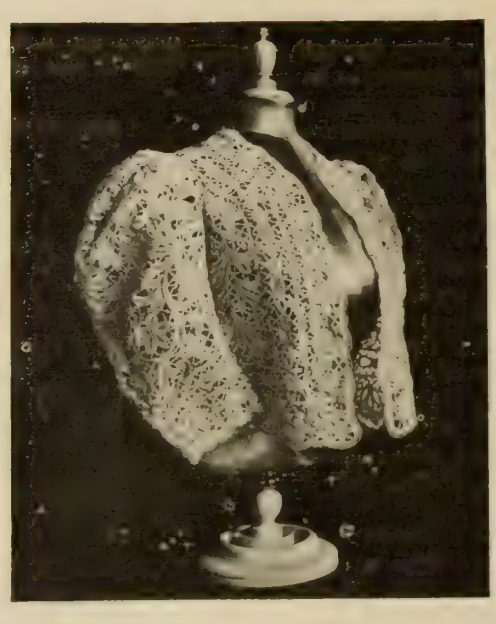
A RARE COLLECTION OF EXCLUSIVE DE

Cloths, Silks, Velvets, Ribbons, Laces, Embroideries,

Stocks carried, and exclusive Perfumes

Feather Boas

Largest range in the trade of Feather Boas. Rich, full dye, select Amazon feathers. Prices range from $3.25 to $95.00.



Irish Lace Coat, $39.00

The illustrations give an idea of the high-class Lace effects shown in our samples.

Deliveries will be made promptly.

Handkerchiefs

An original collection of Real Lace Handkerchiefs. Prices start as low as $1.25 and run as high as $35.00.



Bretonne Lace Bolero, $32.80

As our collections represent the best of European markets, you will be able to form some conception of our unlimited source of supplies.

When you want exclusiveness come to us.

Revillon Brothers, Limited,

PARIS LONDON NEW YORK LEIPZIC SHANGHAI EDMONTON

HERS, LIMITED

CLASS NOVELTIES

¶ Revillon Goods are winning renown for originality and selling value. Import prices will appeal to you.

SIGNS, LATEST STYLES AND COLORS IN

Gloves, Hosiery, Leather Goods, Fancy Goods, etc., etc.

Canadian Distributors of P. L. Bockairy's and Soaps

Laces

A wide variety of High-Class Laces in Point de Gaze, Duchesse, Flandre, Bretonne, Princesse, Chantilly, etc., etc.



Point de Gaze Lace, $175.00 yard

Lace Robes

A complete selection is shown in Duchesse, Paillette, Princesse, Venise Broderie, Printed Marquesette. Exclusive designs are the keynote of this line, as in all other lines.



Bretonne Lace Robe, $195.00

134-136 McGill Street, Montreal

MOSCOW NIJNY NICOLAEIV RHABAROSK BOKHARA PRINCE ALBERT

in fancy effects of lace and lawn like the one shown. Turn-over tab collars are good as the wheat and collar and cuff sets are good sellers. Those houses which were well stocked with the new ideas in embroidered stock collars have good reason to congratulate themselves, and have done a splendid business, as the trade finds there is nothing to take their place.

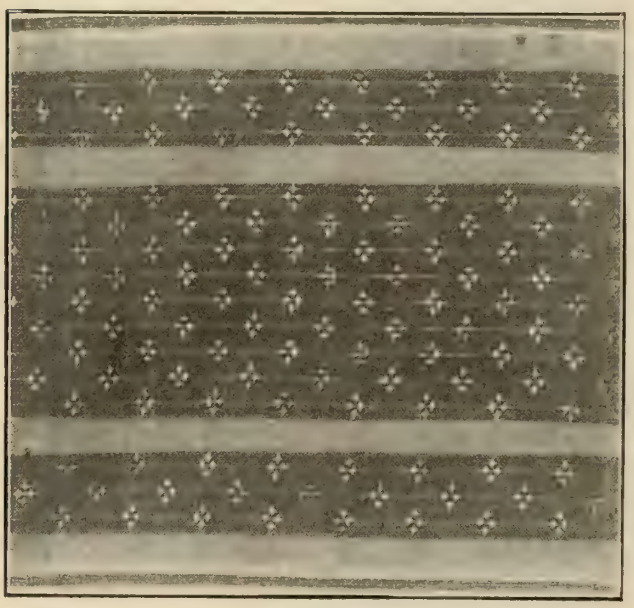
Sleevelets of lace are showing in numerous pretty designs, and will doubtless command a fairly good sale, particularly with the better trade. One house has gone into the manufacture of lace mitts, importing the lace for this purpose, but there will, it is believed, only be a limited demand in spite of the fact that long gloves are still high priced.

Dainty, full ruffs of pleated tulle, with a silk edging in white and in black and colors, and with velvet ends are extremely good sellers. There are also a number of pretty stole effects in this most successful line.

Acute Ribbon Situation

Continued Scarcity With Higher Prices for Spring—Fall Deliveries Will be Slow.

Conditions in the ribbon situation grow more acute daily, as importers find deliveries of desirable Spring



A Popular Priced Fancy Ribbon (Pink.)
Shown by W. H. Barry & Co., Montreal.

ribbons slow and unsatisfactory. As yet the situation has not seriously crippled available supplies, but as the season progresses retailers will find assorting orders hard to procure. Trade has opened actively at retail and importers and the domestic source of supply have no difficulty in securing orders.

Silk markets abroad continue very strong in tone, and it is clearly evident the supply of raw silk is not adequate to meet the manufacturers' wants. The large London houses and the American trade have placed contracts with Swiss manufacturers sufficiently large to keep them busy for months to come, and as a result Canadian houses anxious to secure duplicates for Summer trade find they cannot get anything like prompt delivery even at marked advances. Ribbons worth 8c. to lay down are bringing as high as 10½c and this represents the general immediate advance. With this in view, Canadian prices have again assumed a higher level and importers have sent out revised lists to their salesmen. However, the majority of houses continue to protect customers, and owing to keen competition the full force of the true situation has not yet been felt.

The demand continues strong for all grades and widths of taffetas, and failletines are gaining strength in millinery ribbons. Black velvet ribbons are proving good property, and colors are beginning to be called for. Light shades are strong in every line. Every description of fancy ribbons seems assured of a ready sale, and both retailers and importers express confidence in their continued strength throughout the season. On this class of goods the price situation is peculiarly noticeable, and retailers must be prepared to pay advances. Importers speak of the readiness of large city stores to protect themselves, even at present prices, while many smaller merchants hold off in a hope of lower prices. This latter policy is suicidal, and repeats should be anticipated, as far as possible.

Looking towards the Fall, prices and deliveries will be even more of a trying question, and many importers are beginning to wonder where they will fill in many lines.

Gloves

Easter Trade Taxed Available Supplies—Long Gloves Active—Fall Orders Freely Placed.

The Spring trade among the jobbers and retailers has opened up early, and it gives every indication of being a record-breaker. So far a splendid business has been done, and importers may confidently look forward to heavy repeats during the next few weeks.

Certain retailers who bought heavily in long silk gloves, and received generous shipments, have been a bit shaky lately and have been making sales at a very small margin of profit. These sales have been mostly in the lower grades of silk, however. This attitude seems hardly warranted, however, for silk gloves have sold freely during the Winter, and considering also the high prices of leathers, as well as the fact that the season for fabric gloves is now at hand, retailers should experience no difficulty in disposing at full prices of every fabric glove that they have in stock.

Spring shipments of long leather gloves ran largely on 12 and 16 button lengths in glace styles, in blacks, tans, and whites. Some buyers have also included grey in their orders.

Deliveries this year are just about on a par with those of 1906, as the Chemnitz and St. Gall fabric markets are over-run with orders, and the French kid markets extend deliveries continually. Owing to these conditions, and to the tremendous demand from the United States, merchants must expect to pay more for repeats.

Regarding colors in kid gloves for this Spring, there is a very decided tendency toward shades to match costumes.

It is expected that fully forty per cent. of the Spring business will be in long gloves, in glace effects, and at present they are in great demand. Suedes are not nearly so much favored, although there is a tendency toward this line for Fall. Prices are fully 10 per cent. to 25 per cent. higher than last year, and jobbers, in nearly every case, are getting any price asked.

Opening of Fall Season.

Importers have had their representatives showing Fall lines during the past few weeks, and initial orders are being booked. It is felt that the majority of Fall

orders will be placed this month after Easter trade shows the trend of the demand. The price and delivery problems remain unchanged, as leather markets are still in an unsatisfactory condition. Importers are urging early orders and again bank upon a fair number of long kid gloves. Domestic manufacturers have no difficulty in securing a fair amount of orders for their various lines of wool and fur-lined gloves, as retail stocks were well cleared this year. The new short terms have been well observed. Cashmere and Ringwood gloves are selling freely at advanced prices.

Veilings

A Strong Development in Favor of Separate Veils During the Past Month—Mourning Veils Scarce.

There have been quite a number of new and attractive styles in separate veils, put upon the market during the past month, and it would look as though a revival of the drape veil is due this Summer. Fancy goods and millinery houses report that the trade has taken kindly to these veils, and that some very expensive ones have been sold. Lace veils and Brussels net veils, with either a lace edge or a fancy edge, have been free sellers. The pleated edge of a maline is a big favorite, and another good style is the hem of chiffon. A novelty line that appeared late in the month has a heavy silk embroidered scalloped edge. Fancy chenille dotted veils have also these borders, and borders of narrow taffeta and velvet ribbon. In the more expensive lace veils shaped effects are shown. One that is almost square is worn with one point over the hat and the others gracefully draped, and pinned to the hair at the back. Long lace scarf veils and fancy shapes are also shown.

Chiffon veils, with fancy borders, are free sellers, and there are many new ideas and styles in motor veils shown. The colors are black, brown, tans, champagne, wine, green, navy and white. The darker colors are the big sellers just at present, but white promises to become a strong factor when the weather gets warmer. Though the draped veil is selling, its vogue is not in any way interfering with the sale of tuxedos and mesh veilings; indeed, the two veils are very often worn at the one time. Tuxedos, etc., are having a ready sale, and the colors above cited are those wanted.

Trimmings, Braids and Buttons

Braids and Bands the Chief Lines—Paris and New York Showing Balls and Pendants.

Travelers have been out for some time now with dress trimmings, and though there is more interest taken in the sample lines, and though it is felt that the day of dress trimmings is again coming, orders have been sparingly placed. This, however, does not apply to braids, which are coming into increasing use. It is now used upon the skirt of many gowns as well as for a coat trimming. French bands are also good, as the vest is just as much as ever an indispensable feature.

Paris gowns show a good deal of trimming. Ball and drop fringes, and pendant ornaments are freely used, and the same tendency is becoming manifest in New York. Pendant ornaments are shown in large variety and in simple as well as elaborate styles. Ball fringes are used to edge the short coats and boleros, and pendants on the stole fronts and as sleeve trimmings. Single balls are used to scatter over coats of Irish and guipure lace.



The Glove House of Canada

PERRIN FRERES & CIE.

302 Lagauchetiere, Corner Beaver Hall Hill,

MONTREAL

Spring Gloves

In all the newest shades and in all lengths **are now in stock.**



Long Gloves at all Prices.

Our stock is by far the largest of its kind in Canada and we can fill all orders promptly.

Write for Prices and Samples or for our traveller to call.

Fall Samples of Kid Gloves now on the road.

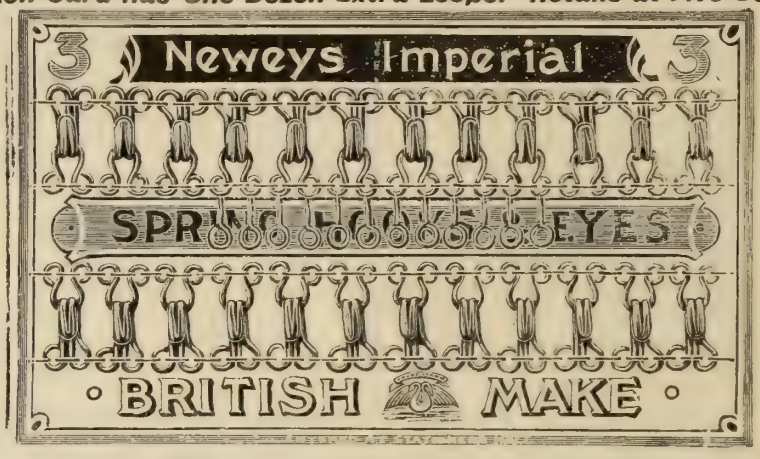
NEWEY'S SPRING HOOKS & EYES.

IMPERIAL QUALITY

Made in 5 Sizes. Black and White. A Centre Spring Hook with a Swan Bill, made from hard drawn Brass Wire. Beautifully finished and machine carded.

Each Card has One Dozen Extra Loops. Retails at Five Cents







OUR NAME IS A GUARANTEE OF EXCELLENCE

Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS LTD BREARLEY ST. BIRMINGHAM.

IT IS A

FOWNES

That is all you require to know about a glove.

FALL SAMPLES BEING SHOWN COMPLETE.

FOWNES BROS. & CO.

Rooms 1 to 4 Coristine Building

MONTREAL.

WHB WHB

Walter H. Barry & Co.

THE RIBBON HOUSE OF CANADA

Ribbon Buyers

We have a full assortment of desirable Ribbons at Right Prices.

Strong range of Fancies in stock and many deliveries to follow.

Your Orders Filled at Once.

In view of the Ribbon situation the above is a bold statement but We Stand Ready to Prove It.

234 McGILL ST. - MONTREAL

RHYS D. FAIRBAIRN, LIMITED

MANUFACTURERS

Lawn Waists **Wash Collars** **Wash Belts**

BRIGHT NEW IDEAS—MADE TO YOUR ORDER. SAMPLES SHEWN BY OUR TRAVELLERS.

HUGH HENRY
204 St. James Street
MONTREAL

107 Simcoe Street (cor. Pearl)
TORONTO

The embroidered trimmings show a free use of tinsel, and gold in particular is just as much the vogue as ever. Tinsel is also freely introduced into the fancy braids. Pleated effects are decidedly good in pulls.

A developing style is the free use of buttons, both on suits and upon the new coats. Gilt buttons are talked of in other centres, but in Canada as yet metal buttons have only been sparingly used. The new lines are extra attractive, and business should be active in metal buttons this Fall.

Tiny studs, buttons and buckles in brilliants and mock jewels for centreing bow knots, ruches, etc., are shown in big variety, and it would seem as though these sparkling little effects ought to appeal to dressmakers and also to the makers of collars and waists.

Some Grievances

A London Wholesaler Discusses Returned Drafts, Cancellations, and the Return of Goods.

London, Ont., April 6.—A well-known London wholesaler aired some grievances to The Dry Goods Review the other day.

First of all, he spoke of the retailer who dishonors drafts, very often returning them marked, "Will send cheque when due." "There is only one reason for this," said the wholesaler, "the man doesn't expect to be able to pay the draft when due if he accepts it, and he knows if it's an open account he can advise the wholesaler to draw on him at ten, twenty or thirty days, so as to get extra time without interest. Unless he is in a position to pay spot cash he should never mark a draft as described..

"Then there is the man who cancels orders. That he has taken up the time of the traveler and the warehouse staff matters not to him; he seems to think that is what we are in business for, and that it is all one to us whether we cancel or fill an order.

"But worst of all is the man who returns goods. can show you letters right here making requests, that for monumental nerve beat the draft dishonorer and the order canceller to a standstill. Fancy a man carrying goods for a whole season and then asking me to take back what he has left over, and give him in exchange goods that are right in season!" And the wholesaler displayed for inspection letters of just such a character as above mentioned.

"Of course these merchants are in a class by themselves; they are known to the trade, and you can depend upon it they do not get any better treatment at the hands of the wholesalers on account of their business methods. As a matter of fact they are very often shunned, and travelers are inclined to give them the go-by.

"Any person who will suggest a remedy for these conditions," concluded the wholesaler, "will perform a lasting service for a long-suffering branch of the business community.

* * *

Spring business is looking up in the various lines. Travelers report orders liberal, while retailers, both in the city and surrounding towns and villages, are enjoying a good trade.

* * *

Smallman & Ingram are branching out, and before the end of the year will have the largest exclusively dry goods store in Ontario. Unable to secure the corner premises east of the present stand, they bought the two stores on Richmond street south of the corner, and when operations are completed they will have an L-shaped building, with entrances on two streets as well as one on the market square.

SHARED PROFITS WITH EMPLOYES.

At the annual meeting of Stanley Mills & Co., Hamilton, the president, Stanley Mills, stated that the business during 1906 had reached far beyond the half million dollar mark. The mail order department had shown a very satisfactory increase. About forty of the employes are now interested in the business as shareholders, and he advised them to try and increase their holdings and advise others to take up stock. The regular bonus of eight per cent. was paid on preferred stock, and a bonus of two per cent. was declared also, making a total of ten per cent. on the investment to be paid to all the employes who hold shares in the company. In addition to the dividends a substantial sum was divided amongst the entire staff, from superintendent down to office boy.

S. R. Wickett, president of the Commercial Travelers' Mutual Benefit Society, entertained the directors at dinner at McConkey's, Toronto.

The milliners of Washington, D.C., have organized a union and are to have a label.





WHERE

BANNER BRAND

GOODS
ARE MADE AND SOLD



BANNER BRAND

LADIES' LINES

Ladies' Wash Waists.

Ladies' Lingerie Waists.

Ladies' White Waists.

Ladies' Silk Waists.

Ladies' Walking Skirts.

Ladies' Dress Skirts.

Ladies' Wash Skirts.

Ladies' Shirtwaist Suits.

Ladies' Wrappers.

Ladies' Kimonos.

Ladies' Dressing Sacques.

Ladies' Petticoats.

Ladies' Dusters.

IT is but a few years ago that we started with one number in a Ladies' Black Sateen Waist, which shortly grew into a complete line, and in this manner other lines were added, until now we easily figure as the largest manufacturers of ladies' wearing apparel in the west, if not in the entire country. No line was ever presented before the trade until we had mastered the details of production and brought the garments up to the "Banner Brand" standard; hence merit follows the sale of each garment, adding to the growth of Banner Brand business. From a small factory of 12 machines we have in 21 years grown until now we employ over 3,600 hands and operate 2,300 machines and our own laundries.

To satisfy the wearer is the Banner Brand Motto.

BANNER BRAND

CLOTHING LINES

Boys' Two-Piece D. B. Suits.

Novelty, Buster and Knickerbocker Suits.

Boys' Three-Piece Knee Suits.

Boys' Norfolk and Bell Suits.

Russian Military and Sailor Suits.

Washable Suits and Knee Pants.

Young Men's Suits.

Men's Suits.

Knee Pants.

Boys' and Men's Pants.

Boys' Waists and Blouses.

EVERY Banner Brand Suit or garment is turned out with the one idea of satisfying the wearer, which builds business for the retailer and in turn accounts for the growth of Banner Brand business. In this branch of our business, we long ago passed the figure that conceded us the largest manufacturers of children's, boys' and young men's clothing in America. Our lines have also gained the reputation of showing more distinct styles and clean cut values than are offered by any other house in the business.

We operate our own shops—where our garments are made strictly under our own supervision — we do not send them out to small shops, where can be found clothes of other manufacturers. There is an individuality to Banner Brand clothing.

Catalogue No. 44C on Request

STROUSS, EISENDRATH & CO.

The House with a Record

Jackson Blvd. and Franklin St., CHICAGO, U.S.A.

St. Louis, Mo., Jefferson Hotel

St. Paul, Minn., Merchants Hotel



Waists

Manufacturers Are Finding it Difficult to Fill the Demand—Lingerie Waists Already Freely Ordered for Fall.

The situation as regards the procuring of the necessary waist materials has been eased considerably by the receipt of various shipments from the manufacturers, and, in consequence, the retailer is getting his stock in better shape. The situation is, however, acute, and deliveries are by no means as good as they might be. This has led retailers to make early inquiries for lingerie waists for Fall—for this kind of waist is an all-the-year article now—and decidedly large orders have been placed.



Jap Silk Waist, Irish Guipure Yoke, Trimmed with Val. Lace and Insertions. This and the Lawn Lace Shown by Debenham's (Canada) Limited.

Styles vary only in detail from those shown now, and are invariably of the ¾ sleeve and the button-up-the-back variety. Valenciennes and cluny, and also baby Irish and guipure laces are the trimmings most favored.

For the Fall also net waists—which, by the way, are good sellers at the present time—are indicated as being in high favor. The models shown are in both plain and figured nets, and are trimmed with Venise, Valenciennes



Mercerized Lawn Waist, Val Yoke, Trimmed Strapping with Silk Motifs, Made in White, Sky, Helio and Pink.

and Cluny. These waists are in big demand for wearing with the new jumper, fichu and Japanese suits, and the trimming is massed upon the yoke and the sleeves. The returning vogue of brown in all its shades is resulting in a big call for ecru net waists in the States, and the Fall season is likely to see very many worn in Canada, as brown is safe to be the leading Winter color on this market. These waists must be made up over silk of the same shade.

The Fall will undoubtedly be a big silk waist season, as silks are coming daily more to the fore. Quiet plaids and warp prints will do fairly well. but the big seller will be the plain chiffon taffeta. Crepe de chine and chiffon waists will be in good demand.

Whitewear

June Sales to be Generally Held—Higher Prices for the Fall.

From what can be learned in the trade the usual June whitewear sales will be generally held, as they are too potent an attraction at that season of the year to be lightly passed over. From the fact that there is nothing in the nature of a reduced line obtainable it is safe to say that nothing extra tempting in the bargain line will be offered. There will, however, be soiled and shop-worn goods, and the odds and ends to close out lines. The same as at the January sales in the cities, some good values may be expected, particularly in the high-priced goods, where the cost of material does not figure so prominently. This is one of the chief reasons why the



Lingerie Waist for the Midsummer Trade.
Shown by Ladies' Wear, Ltd.

present tendency towards the buying of the better grades of whitewear is so welcome to the manufacturing end of the trade.

The manufacturers are beginning to prepare for the Fall season, and samples will soon be on the road. It may not be welcome news to the retailer, but it can hardly be unexpected, that prices will again show an advance, as under the present cotton conditions garments cannot be made at old figures. Not only are cottons higher, but trimmings cost more, and competent operators are very scarce and are demanding big wages. The expense of handling is increasing each season, and, in consequence, the retail trade is having to pay more for its goods.

The tendency to buy better goods, as we have said before, is a big help to the situation, and is one that the retailer should, for many reasons, encourage. For one thing, the wearing qualities are better. Profits also are better, for a larger turnover is made with the same expense. Then the big advances in materials that have taken place do not show so clearly in the better goods as in the lower priced ones.

Flannelette samples will be included in the Fall range, but each season—outside of a few sections of the country—sees flannalette garments in a lessening demand. This is due to the fact that so many houses are steam-heated these days.

Corsets

Heavy Business Done in All Lines—Should Hose Supporters Be Put on Cheap Corsets?

As in other lines, the manufacturers of corsets are overwhelmed with business, and have considerable difficulty in keeping up with orders and making deliveries to date. Though orders are larger and in greater volume than ever, the pressure of business is not the only trouble that the manufacturers are having to contend with. They, in turn, are harassed by delays in the delivery of cottons, laces, etc., and these delays, not infrequently, are a serious hindrance to the processes of manufacture.

Not only are deliveries of batistes, coutilles and other materials, used in corset-making, slow, but the advanced prices are becoming a serious matter, cotton fabrics now being on a basis of 40 per cent. higher than at the same time last year. Other manufacturing expenses have increased in proportion.

Considering all these difficulties, the retailer must see that it is impossible for the makers to fill orders, on the short notice, that has hitherto been sufficient. They cannot undertake to ship on receipt of order, and the retailer, to keep his stock in proper shape and assortments unbroken, must order well in advance of his requirements.

Another point that is beginning to be important is the question of hose supporters on cheap corsets. Keen competition amongst the manufacturers led to placing of them on these grades. The attaching of hose supporters to corsets to retail under $2 or $2.50, and their acceptance by the trade, has always been regarded as a mistake by The Review and the reasons why have often been discussed. Every buyer must know that the price of the hose supporter comes out of the value of the corset; that to get the corset down to the necessary price poorer materials, poorer workmanship, and poorer finish must be given. If anything that was really of permanent value was obtained in return it would not be so bad, but as the cheapest supporter possible to obtain is used, it is only a matter of a week or so until it becomes useless. Indeed, where stock is only slowly turned over, the elastic is often gone before it leaves the merchant's hands. Rubber, as is well known, will not stand sudden changes of temperature, and the elastic rots after being exposed to such. No man ever expects to get $1.50 in exchange for $1, though many seem to be looking for it. How can the retailer expect that he is going to get a dollar corset, with a fifty-cent hose supporter attached, for the price of the corset alone? As a matter of fact, he does not, and what is worse, he is sacrificing his department's reputation for keeping dependable goods in the effort.

The high price of raw materials is making the situation still more serious, as it is meaning a further weakening of the already impaired value of the corset. It is true that to the eye there is little difference noticeable between the appearance of corsets with and without supporters. It is the manufacturer's business to see that

there is not, but he knows, the man who is selling to you knows, and your customers soon realize, that the quality is not there, and then your department loses prestige and trade. The value that ought to have gone into building up your trade went into low grade hose supporters that lasted no time after they were once worn, and in cases where sales were slow they did not even last until they had left the store.

This is a matter that is vital to every corset buyer, but particularly so to the man who has only a small department and who, to do business, has to stock a fairly large number of styles and sizes. Many of these styles and sizes stay on his shelves a considerable time before they are sold, and if the rubber rots he is going to have endless loss and trouble in the shape of exchanges and returns.

In this matter the interests of both retailer and manufacturer are identical, and before long something definite will have to be done, for the trouble is becoming acute. Should any manufacturer conclude to make a stand, and put the value where it belongs—that is, in the corsets—and leave off the hose supporters, The Review hopes that for the preservation of their own interests the retail trade will give him their strongest support.

The Fall Coat

The Staple Lines Are Out—The Merchant is Strongly Advised to Place Orders Now.

The staple lines for Fall are now out, and retailers would do well to give them the most careful consideration as the present market conditions show signs of becoming yet more difficult as the season approaches. The cloth manufacturer is sold away ahead of his production, and there are mills that can not take another order for the next eight months. There is no sign of any relief and the man who requires his goods when the season opens must place his orders now.

The styles put out by the Canadian manufacturer are well considered and are entirely adapted to the needs of the Canadian trade. The lighter cloths are really considered right for the early Fall trade, but it must be remembered that dark colorings are down on the slate for Fall.

Japanese Effects

The Japanese Robe Idea the Latest, and One That is Being Generally Accepted in New York.

The Japanese robe idea is certainly the latest development in the garment section, and the wide arm hole, drooping shoulders and cross-over effect are now generally applied to the later New York costumes and suits. This idea has also been extensively taken up by the leading dressmakers, and promises to appear in modified form in not only the Fall suits but in the novelties in the cloak and coat line.

As this style applies only to the waist it has no influence upon skirt fashions. The tailor-made has little charm for the Parisienne, and the walking skirt was only a short-lived fashion in Paris. Paris is now favoring the long, clinging circular-cut skirt, almost entirely plain save for a fold or so of the material. The modified Empire waist line, only slightly shortened in front and high at the back, is universally worn.

On this side of the ocean women still cling to the short skirt, and will accept no other; indeed, many skirts are unusually short this season. Some form of a pleated skirt is almost universal, though a good new model shown lately to The Review had circular-cut gores at the sides. Those firms who are making machine pleated skirts have more orders than they can fill.

In walking suits the vogue of the drooping shoulder and Gibson effects is a strong one, and though the Eton is still the big seller, the new cut-away coat is increasing its lead. It is the smartest as well as the leading style novelty.

Stripes, as the season progresses. are making a gain, and striped costumes are decidedly more in evidence than at an earlier date. The plainly marked feeling is all for darker colorings, and there is an unusually large proportion of dark suits sold, notwithstanding the fact



SPRING SUIT MODELS
Manufactured by The Hart Mfg. Co., Montreal.

that they are for Spring wear. Brown is gaining ground, and a window showing only brown suits was a big attraction in Toronto lately.

The Raincoat Trade

Rubberized Garments on the Market—Ladies' Rainproofs in an Assured Position.

Spring trade thus far at retail is proving that ladies' rainproof garments have an assured, if not a growing position. Plain cloths of proofed goods are still in the running in many sections of Canada, while tweeds are shown everywhere. The competition on tweeds has been

very keen, as cloak and raincoat manufacturers have shown large lines. The result is that manufacturers of popular cloths have not been able to supply the demand. However, the inevitable consequence of competition is the cheapening process, and the majority of tweed garments are not proofed. These coats, made mostly in loose styles, can be turned out quickly, and the majority of good stores have as many garments as they can conveniently dispose of. These goods have been running three seasons, and it is felt that the end is in sight.

Across the line, trade has turned on rubberized garments or unlined waterproof goods, and these are now shown by Canadian manufacturers. They come in plain cloths in such shades as black, blue, brown and fawns, and their initial reception has been good, especially on ⅞ lengths. These garments not only look well, but are actually waterproof, and can fill all the purposes of the ordinary raincoat as well. Silk coats are also doing well for city trade.

Montreal Retail Trade

Large Sales of New Styles in Coats—Suits and Skirts—Trade Opening up Well.

Montreal trade on Spring lines of garments is sufficiently advanced to give a fairly clear indication of the popular effects in both medium and high-grade goods. Mostly all departments were very busy last month, owing to the early Easter business and managers of the ready-to-wear departments find the trade opening well. They are looking forward to a record year.



A SPRING COAT
Manufactured by Claman Waterproof Garment Co., Montreal.

Spring Coats.

For the popular trade, coverts have proved a fairly successful line. A very good business has been done in long, loose models of light weight fabrics. The shades most in demand are light grey effects, and brown and white stripes.

The trimmings of the present are of a lighter order than has lately been the case. The most fashionable are Alice blue, golden brown and onion shades.

There is a decided feeling for striped tweed effects in light greys and fawns, in the half-Gibson effect and

John Noble Stearns, pioneer silk manufacturer of America, is dead at the age of seventy-seven.

semi-back, or the ordinary sack back. These will be important features of the Summer trade. For the better class trade, a lace coat over taffeta silk, also coats of taffeta silk with embroidered silk braid, are greatly in demand. Very smart dust cloaks in tussore silk, box-pleated back and embroidered collar will be good sellers this season.

Suits.

The heavy snowfalls and the damp weather have not been beneficial to the suit department. Still, towards the end of the month the weather man brightened up and brought out large crowds to the city stores.

The choice in style when the retail season opened up lay between the Eton and the pony suits. Although the general trade have favored the popular Eton style, pony suits will be much more demanded by the better class trade. The military pony, which is very stylish and has a mannish appearance, is popular. The hip-length coat with the rounded corners is another strong style. It is being worn in plain colors of black and navy, in serge and Panama cloths.

Suits of striped tweeds and light shades of plain tweed, made with bolero-coats, are finding great favor with the city trade. These effects are also being shown in Panama cloths. The colors most popular are navy, black, fawn and grey. These lines are picked to become quite popular during the Summer months. Taffeta waist suits, in black, navy, brown and green shades, are being shown in large displays.

Washing Skirts and Suits.

Now that the Easter trade is out of the way, Summer goods will come to the front in the garment department. These, of course, will consist largely of linen or so-called linen suits. Besides white a good many unbleached linens will be seen, and also a few colored linens, blue, mauve, etc.

Skirts.

The Spring season is usually a short one in the garment trade, but this year it promises to be an unusually busy one. One active feature has been the demand for separate skirts. The style favored has been some form or other of the pleated and braided skirts. The voile embroidered and braided styles will sell freely this Summer, with the high-class trade. There has also been a large demand for sun-pleated and knife-pleated skirts. Various colors of black and navy will be almost exclusively worn. Only a very few tweeds are being shown at the present time. White linen skirts, both plain and embroidered, will be extensively handled during the Summer months. White always suits the demands of the public during the hot season.

Box-pleated and gored-pleated skirts are being well looked after. Light effects in stripes and checks, also blacks and navy Venetians are in demand. Lustres and Sicilians are meeting the public's fancy and they are shown in nearly every shade.

DEATH OF GEORGE H. EVANS.

In the death of George H. Evans, manufacturers' agent, Montreal, the dry goods trade has lost one of its pioneer traveling representatives. The deceased was in his sixty-sixth year, and his death occurred at the family residence, Sussex street, Montreal, Sunday, March 31st. He was a sufferer from Bright's disease, which had affected his health during the past three years. For nearly a year he was forced to absent himself from active business. His death was thus not unexpected. He leaves a widow, two married daughters and one son, A. W. B. Evans, who has been associated with his father for some time and has had active charge of the business during the past year. No change in the firm will be made and business will go on as formerly.

George H. Evans was born in London, England, and at an early age served an apprenticeship with Northcote's in that city. In time he became a traveling representative and advanced rapidly. Like many young men in those days he turned his eyes toward Canada and came here over thirty years ago. He has traveled in every part of Canada, representing many well known firms. Ten years ago he settled in Montreal as a manufacturers' agent, and has successfully marketed many dry goods specialties. He was a man of untiring energy, who believed in the gospel of work. His successful career was made possible by close attention to business and strict integrity in all business dealings.



The Late Geo. H. Evans.

ANOTHER FIRE IN MONTREAL.

On Thursday, March 21, the David Morrice Building, at 309-311 West Notre Dame St., Montreal, suffered loss by fire. The damage to building and contents is estimated as follows: Canada Tag and Label Co., $50,000; Hudson Bay Knitting Co., $30,000; David Morrice, building, $15,000; D. Morrice, Sons & Co., stock, $5,000. The Hudson Bay Knitting Co. used the top floor as a stock room, and D. Morrice, Sons & Co. a large portion of the remainder of the building in their capacity as agents for the Penman Manufacturing Co., and the Canadian Colored Cotton Mills Co. The building is in the central part of the Montreal wholesale district, and almost adjoins the ruins of the building, damaged last Winter, a portion of which was occupied by the Excelsior Cloak Co.



Not a leader, but one of our Spring values. Sample sent upon request. Price, **$3.25.**

Raincoats and Tweed Garments

So differently better are "None to Beat" Brand Goods. Our Spring styles have proved our early claims of the best line on the market.

KNOWN



EVERYWHERE

Our Spring catalog is yours for the asking. Seeing is believing. Ask for samples.

"THE HOUSE THAT MERIT BUILT"

Claman Waterproof Garment Co.

Montreal

OUR FALL LINES NOW READY

SPRING 1907



Silk

Waists **Suits**

Travellers now out for sorting

The American Silk Waist Co.

MONTREAL

E. T. CORSETS

ARE

LEADERS

in Fit, Finish and Quality. When buying, **stop and think,** then insist on having our product.

Your customers will be buying a guaranteed article every time you sell them an

E. T. CORSET

EASTERN TOWNSHIPS MFG. CO.,

LIMITED

337 St. Paul St., Montreal

Factory at ST. HYACINTHE. Branch Office: 74 Bay St., TORONTO

THE FALL WAIST SEASON

NOVEL IDEAS | FINE WORKMANSHIP | PROMPT DELIVERIES

¶ This coming Fall is going to be a great Waist Season, and early in May one of our eight representatives will show you some one hundred styles in Shield Brand goods.

¶ The line embraces every known high-class Waist Form. We do not enumerate the styles, but you can make an attractive addition to your stock by arranging to see the line of

Lace Waists, Novel Lace Jumpers, Waists of Messaline, Taffeta, Eglatine, Merve, Japs, Peau de Soie, etc.

¶ We show a great many new and taking features that you cannot see anywhere else. There is every reason to believe that when re-order time comes this Fall it will be difficult to get the goods. Our new and enlarged factory location places us in an enviable position.

THE NEW YORK SILK WAIST MFG. CO., Limited

Cor. St. Catherine and Montcalm Sts., MONTREAL

MENTION

DRY GOODS REVIEW

IN WRITING TO ADVERTISERS

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.

DRY GOODS REVIEW

Montreal and Toronto.

Spring, 1907

is a Banner

Ready-to-Wear Season

Wouldn't it be good business to get into closest touch with

The Leading Raincoat House?

Our salesmen are now showing a line of special interest.

Canada's Largest Exclusive Raincoat House

National Rubber Co. of Canada

MONTREAL

WE'LL DELIVER ON TIME

GRIFFIN BRAND GARMENTS SELL

WE'RE SHOWING A FULL LINE OF

Popular-Priced Spring Coats, Suits and Skirts

STYLISH—Well-made and priced to sell.

IF YOU'LL ASK US FOR SAMPLE GARMENTS WE'LL RUSH THEM.

The Empire Mfg. Co. 138 Craig Street West **Montreal**

TRADE Laurentian MARK

FLANNELETTE UNDERWEAR

We invite your inspection of Fall line now in travellers' hands.

Goods sold under above trade-mark is a guarantee of quality, style, fit and finish.

Place your orders promptly.

LAURENTIAN WHITEWEAR CO., - LEVIS, P.Q.

WHITEWEAR REPEATS PROMPTLY ATTENDED TO.

H. W. WILSON & CO.

4 Kingly St., London, W., England
REGENT STREET

FURS, TRIMMINGS, BUTTONS, SILKS, Etc.

Novelty House exclusively for Ladies' Tailors and Department Stores

Novelties in 40in. Twill Victoria Lining

A combination of Silk and Cotton

For Coats, Costumes, etc.

Plain, Shot, Stripe and Floral Design

Patterns on application.

THE NEW

SUEDE SKINS

For Trimming Collars, etc.

24 Shades. ***Shade Card on application***

Open Indents in Novelties carefully executed.

The Reliable Waist and Shirt Waist Suits

We were compelled to recall our travellers from the road in order to keep up the delivery of orders already taken. This is the reason why we were unable to cover the ground thoroughly as we expected. We have increased our output double this season, and our orders were tripled. This explains our situation and the demand for the Reliable Waist. Made by

I. MISHKIN & CO.

423 St. James Street

Montreal, - - Que.

We give prompt attention to mail orders.

P. C. 125



For stout ladies, lace sides, long waist. Strong coutil and steels.

"P. C."

THE CORSET OF QUICKEST TURN-OVER

There is unlimited pains taken in the cutting and fitting of every pair of **P.C. CORSETS.** We spare no time, trouble, or expense to make our corsets worthy. No question of *hurrying out goods with us.* They must be right in every respect before they are presented to the trade.

We're Busy, But Can Take Care of You

P.C. 810



A Canadian favorite. English coutil. Medium high bust. Four silk hose supporters. All sizes and colors.

Have you a good stock of Health Brand Waists?

THE PARISIAN CORSET MFG. CO., LIMITED.

QUEBEC, P.Q.

Ontario Branch—Brampton, Ont.
F. W. GILLIES, Manager.

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - - 25 cents.

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg.

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, APRIL, 1907.

NEW ADVERTISERS.

Auto Pen & Ink Mfg. Co. Chicago, Ill
The "Cravenette" Co., Ltd., Bradford, Eng.
Harris & Sheldon, Birmingham, Eng
Daniel Hone, London, Eng
Japan Trading Co. Montreal.
Samuel Kirk & Sons, Bradford, Eng
The London Printing & Lithographing Co., London, Ont.
Oxford Knitting Co., Woodstock.
Edward Ripley & Son, Ltd., London, Eng
Small's, Toronto
Strouss, Eisendrath & Co., Chicago, Ill

THE RIGHT AND THE WRONG WAY.

A drygoodsman in an Ontario town sends The Review a marked copy of one of the local papers in which appears an article which aims to show citizens why they should patronize home stores, instead of sending away for goods. The merchant, in a letter, says that the practice of buying from catalogue houses has developed enormously during the past few years, and he asks our opinion in regard to the above-mentioned article, which we here reproduce :—

"Is it fair to your town or to yourself to send your money out of town for goods that can be had from your merchant here? There is not the slightest doubt that the people of town contribute more to the income of the departmental stores in the cities than the gross profits of any one merchant here amount to. What do the town or individual get for this magnanimity? Do these outside concerns help to pay the taxes of your town? Do they contribute towards your churches or other worthy institutions of your town? How can you expect your town to thrive if you spend your earnings with outside concerns? We have never known of a local merchant who has not invested practically every dollar he earned in the community where he made his money. You may say that you don't owe the town anything. You may, perhaps, be earning a salary that is not directly contributed to by the community in which you live, and feel that you are under no obligation to patronize local institutions. Do you suppose the managers or directors of the interests you represent would take this view. It is a law of nature that we live on each other. There are very few people in a town the size of ——— who can say they are independent of their neighbors. There is no class of the community who contribute more towards the general revenue that the merchants. Do you appreciate this fact? Besides this, it's not neighborly or just. Apply the golden rule: "Do unto others, etc.," be patriotic in the true sense of the term. Where you live your interests should be; if they are not, the sooner you remove to where they are the better for the community. Don't flatter yourself that you are clever enough to patronize outside institutions without the fact becoming general property. Give it up; it's a mean practice, not worthy of anyone who wishes to be considered a good citizen."

In the first place we see in this article—no doubt either written or prompted by the merchant in question—an excellent advertisement for the catalogue houses. That is, perhaps, the chief end that it will serve, for we cannot bring ourselves to believe that, as a result of its publication, the business of local stores will be benefitted a particle, or that fewer mail orders will be sent to Toronto. If the merchant who is responsible had tried to view the matter with the eyes and understanding of one of his customers he would not have been anxious to see his own hasty opinions in print.

A citizen picks up his paper and reads the paragraph headed "Buy at Home." At the first sentence he observes that it is fair enough to send out of town if he can get better values. In the second he finds an admission that the mail order business is a serious competitor of the local stores, and it probably assumes an appearance of substantiality and permanency in his eyes that it never had before. Farther on he is admonished not to flatter himself that he is clever enough to patronize outside institutions without the fact being known. Then if he has been trying to conceal his mail order transactions he may angrily resolve to engage in more of them and do it openly, in the future. To the article as a whole he will very likely retort that it is nobody's business where he purchases his goods; that he is under no obligation to the local merchant, etc.

Even allowing that merchants should follow the plan of addressing their customers on this subject through newspaper columns, is there a drygoodsman in the coun-

try who believes that the arguments used in this instance are likely to carry conviction to a single person? We think not. It is admitted that the people "contribute more to the income of the departmental stores than the gross profits of any merchant here." To many persons it will look like an acknowledgment of defeat, and more so because they are not asked to trade at home because it is more convenient and because just as good or better values are obtainable; the appeal is made from the standpoint of patriotism and the economic relationship which every person in a community bears to his fellow-citizens.

Remember, we are not quarreling with the truth of anything that is stated in the article; we merely wish to indicate the attitude of the public toward it, and show how ineffectual such tactics must always be in cutting down the business which catalogue houses do in competition with local merchants.

Merchants must regard the purchase of goods from catalogue houses as legitimate competition and oppose it in the same way as they would any other competition of a legitimate nature. People must be shown that it is not only more convenient for them to buy at home, but just as profitable, too. Merchants should study their natural advantages over the city houses, keep larger assortments, with limited quantity of each, find out on what lines they are losing most trade, use descriptive advertising, and generally make the purchase of goods at the local stores more attractive than it now is. Each one should go over his business thoroughly and see that there are no leaks. If he can buy for cash and get his discounts he will find it a big help.

We have several times gone so fully into this matter that we do not feel disposed to take up further space with it here. We would refer our correspondent to the January issue to an article headed, "Competition of Catalogue Houses," for our views in detail, and we would also advise him to read T. Johnson Stewart's remarks on descriptive advertising in the March number.

WORKING ALONG THE RIGHT LINES.

In announcing the opening of an annex to his store a Glencoe merchant secured the publication of some splendid advertising matter in the local paper, in the form of an interview. One paragraph that strikes us as being particularly good reads as follows: "Shopping in Glencoe presents a problem that will be interesting to solve. If a big store here is run on lines that are elastic and adaptable; if it starts without any old-time prejudices and methods, except the essential virtues of hard work and honesty; if it deliberately tries to please people, first, last and all the time; if it realizes that a woman's shopping can be made more pleasurable to her than ever was the case before—then I venture to think a real want will have been supplied."

This paragraph is certain to create a good deal of interest among the ladies of Glencoe and vicinity, and they are sure to investigate the new conditions which promise to make the task of purchasing dry goods more pleasant than heretofore. It is up to the merchant to make good in the very best manner possible. If he does his efforts will surely be well rewarded. And, by the way, we would just like to add that catalogue house competition is not likely to bother him very much.

RAILWAY CONGESTION AND A REMEDY FOR IT.

Never in the memory of the majority of Canadian retailers have deliveries of all classes of goods been so slow and unsatisfactory as at the present, and manufacturers and jobbers are besieged with hurry-up calls. This situation is mainly attributable to the over-sold condition of practically all textiles throughout the world. Nearly every Canadian manufacturer has on his books more orders than he can conveniently cope with. Just now there seems to be no relief in sight as regards either delivery or price.

An aspect of the matter which some retailers do not recognize is the continued railway congestion, which operates against jobbers both in receiving and shipping goods. Strong evidence of the jobbers' efforts to relieve the situation is found in the fact that goods ordinarily shipped by freight are now brought forward by express, and a special train for the accommodation of express goods leaves Halifax almost daily; in fact, shipments from English markets are sent by express from Liverpool, and the cost is not always considered in securing desirable merchandise. In every part of Canada retailers are familiar with the inadequate supply of freight cars and locomotives. Bearing these facts in mind they will better understand the dilemma most manufacturers and jobbers are in.

In a letter to The Review an Alberta merchant says: "Before we can get our goods delivered by the railway, the fashion, prices and anything else connected therewith may be changed. So far as we can see, all that is left for the western merchant to do is to purchase nothing but staple goods, something that cannot go out of style." Even if we allow for a good deal of exaggeration in this man's tone of discouragement, there still remains abundant evidence that the conditions are exceedingly bad.

With respect to the west the railways seek to excuse themselves on the ground that traffic could not be kept up to any satisfactory mark in face of the conditions which prevailed during the past Winter. We find no fault with that, so far as it goes, but the fact remains that traffic was in bad shape before a snowflake fell, and this is a point on which the railways will find it difficult to answer back. If they had operated sufficient rolling stock during the Summer and Fall the conditions which now exist would be vastly different. They did not, however, and when Winter opened up shipments were away behind. That the western merchant feels very strongly in this matter is clearly indicated by the quotation given above.

In the opinion of the Winnipeg Jobbers' and Shippers' Association, the railways should be forced to keep abreast of the requirements of the times by obtaining the necessary cars and locomotives to move freight

promptly. Reciprocal demurrage is the remedy which they would apply to the present situation. A precedent is found in the case of the State of Virginia. There, when a shipper makes verbal or written application to a railway company for a car or cars to be loaded with any kind of freight embraced in the tariff of said company, stating in said application the character of the freight and its final destination, the company shall furnish same within four days of seven o'clock a.m. the day following such application. For failure to comply with this provision the company so offending shall forfeit and pay to the shipper applying, $1 per car per day, or fraction of a day's delay after expiration of free time, upon demand in writing, made within thirty days thereafter by the shipper. Freight once received must be carried forward at the rate of not less than fifty miles a day of twenty-four hours. Further particulars in this regard are given in the news section of this issue.

The Review agrees with the Winnipeg Jobbers' and Shippers' Association in saying that Canada should have some system of reciprocal demurrage, to ensure better service from the railroads. It is not likely, though, that a general rule could be formulated that would apply satisfactorily to the whole country. It would hardly be right to expect the delivery of cars at a town along the C.P.R. away out west as quickly as at Winnipeg. The passage of legislation applicable only to the shipping centres would be a good point to start from. If thought advisable, the scope of the system could be extended later on.

A BREEDER OF BAD FEELING.

We visited a town a short time ago where each drygoodsman in turn deplored the lack of such good feeling in the local trade as would make the organization of a merchants' association possible. They recognize what a benefit it would be to them, but have little hope that it will materialize so long as the present men continue in business. After looking over the situation we concluded that the greater portion of the bad feeling which exists is traceable to one merchant, who seems to be most heartily disliked by some of his competitors—not, perhaps, without such provocation as would almost justify their feeling. That sounds pretty strong, but it must be remembered that it is human nature for a man to resent a persistent attempt to belittle himself and his efforts. The merchant in question seems to have incorporated into his business the policy of shouting through his newspaper space that he and his goods are so much superior to his competitors and their goods that the latter are not worth considering. He warns the public to beware of "dry goods fakirs," which term, presumably, is meant to include all his fellow retailers. For himself, he erects a pedestal of virtue and climbs up on it. After reading some of his ads. one would expect to find people falling over one another to get into his store, to take advantage of the unprecedented values which he is offering, while his competitors—sinister-looking individuals, of course—lie in wait for stray people who forget to take the opposite side of the street, and whom they lead in and deliberately swindle out of the contents of their pocket books.

The only quarter in which any real harm is ever done by such tactics is the one from which they emanate. The objects of the attacks referred to above are good, progressive merchants, some of them with better looking stores than the man who pretends to despise them. They are all doing well and expect to do a great deal better. They find sufficient to occupy their minds in attending to their own businesses and letting competitors alone. Merchandise and values constitute the text of their advertising, not personalities, and that is the policy which wins.

A POINT FOR CONSIDERATION.

A drygoodsman in Chatham put in a furniture department several years ago, entering directly into competition with several good exclusive stores. From a small beginning trade grew wonderfully until now this is one of the best paying sections of his business. Recently we learned that a Stratford merchant is preparing to try the same plan, and, with this in view, has purchased a block adjoining his store. The conditions are just as favorable to success as those under which the Chatham man embarked. The latter first thought of breaking into the new field when he found that people who are furnishing a house nearly always buy their carpets where they get their furniture. Then, people who start out to purchase dry goods only very often take a look through the furniture department and see something that they decide to have. The association of the two lines—in distinct sections, of course—benefits both of them.

There are, very probably, other places where drygoodsmen would find it profitable to extend their businesses in this way. It is a point well worthy of serious thought.

THE PUBLIC ATTITUDE.

Postmaster-General Lemieux stated his belief that the people at large would stand behind him in his desire to establish a postal express service in Canada, if the circumstances were fully explained to them. In our opinion they would be more likely to do so if as few details as possible were given them and the decision left to their own superficial examination. Even members of Parliament failed to see the great damage that the adoption of such a proposal was capable of doing, until it was pointed out to them. Before that they had looked upon it with considerable favor. As to the attitude of the public, it is significant that many newspapers—those which are outside the large centres, and free from department store domination—have attacked the short-sighted policy of the Post-office Department in attempting to foist such a change on the country. We have before now registered our protest against the power to do so being vested in the department, without requiring that any reference whatever be made to the House of Commons.



IN OUR NEW HOME, APRIL 1st

DESBARATS BUILDING, BEAVER HALL HILL, :: MONTREAL

On the edge of the wholesale district.

DOUBLE THE FLOOR SPACE. NO INTERFERENCE WITH BUSINESS.

We are moving this month to our new building, but as our old premises are retained, the task will be accomplished without any interference with business.

To reduce the labor and expense of handling, we are prepared to sacrifice many lines now in stock. Let us know your wants—or write for particulars.

Our new location is an outward sign of the prosperity of our customers, and the rightness of our lines. Our ample facilities will be a distinct advantage.

Travellers now showing import lines for Holiday Trade.

The China and Japan Silk Co.

MONTREAL LIMITED

Japan— Yokohama, Kobe

Canada— Montreal, Toronto

China— Shanghai, Hong Kong

ANTIMONY WARE, BAMBOO, BASKET, CHINA, MATTINGS

BRONZES, BRUSHES, IVORIES, SCREENS

BEADED PORTIERES, LAQUER GOODS, HANDKERCHIEFS, SILK GOODS, CLOISONNE

Raphael Tuck & Sons Company, Ltd.

London, Paris, Berlin, New York,

and 9-17 St. Antoine Street, MONTREAL

Announces the Completion of its lines for the SEASON OF 1907-8.
These consist of

Christmas and New Year Cards
in endless variety.

Calendars
of all kinds. A range of values that appeals to all purses—a variety of styles that embraces all tastes.

Special Holiday Publications
such as Holly and Maple Leaf Seals, Holly and Maple Leaf Christmas Tags. Holly Wreaths, Book Marks, etc.

Christmas Post Cards
strikingly beautiful, extremely novel, highly artistic and of unparalleled value.

Gift Books, Juveniles, Toy Books, etc., etc.
A collection which must be regarded as the best ever offered in the Dominion.

Travellers will start on their respective journeys on or about April 15th, and will visit every important point in Canada.

N.B.—Write for Booklet entitled "TUCK'S CANADIAN RECEPTION."

Women Prefer the Duchess Hoop



"Seeing through the merits of the Duchess"

for embroidering, because it holds thick or thin fabrics tightly stretched, without injury to the work, and has no metal about it to rust and stain the material, nor any attachments to catch the silks.

Duchess Hoops are made in sizes 4, 5, 6, 7, 8, 10 and 12 inch diameters.



It's the **felt band** on the Duchess Hoop that holds equally firm light or heavy fabrics and renders slipping impossible.

Made from light-colored hardwood, very smooth and true in circle.

Are you one of the 18,000 merchants handling this quick-selling and profitable notion article? If not, don't fail to stock it.

The dealers who carry the Duchess Hoops in the full assortment of sizes, and give them prominent display are getting the business.

Any jobber can supply you. Order to-day.

Also makers of the "Princess," "Royal Oval" and "Special-Select" Embroidery Hoops.

The GIBBS MFG. CO. CANTON, OHIO, U.S.A.

EXCLUSIVE LINES OF

Japanese Fancy Goods

DIRECT FROM

Japanese Manufacturers to Canadian Retailers

Travellers are now taking import orders for Fall and Holiday Deliveries.

We are Manufacturers and Importers of

Antimony, Bronze and Lacquered Wares, Crockery, Baskets, Curios, Etc., Etc.

Samples now Ready for Inspection.

Our Buying Facilities assure you Exclusive Lines and Right Values.

THE JAPAN TRADING COMPANY

209--301 St. James St., - - Montreal

HOME OFFICE:—KOBE, JAPAN.

FANCY GOODS AND NOTIONS

The interest in fancy goods keeps up, and there is more activity than ever in this department. As a consequence, there is an almost endless line of tempting novelties on the market. The Spring season nas been an unusually good one, and the importing houses are preparing for a very heavy Midsummer and Fall trade. Indeed, the only complaint heard is the usual one, that the trade is slow to take to a novelty, and that when orders commence to come in it is impossible to get the goods. The trade is reminded that all manufacturers are requiring extra time for deliveries nowadays and that any article which strikes the popular taste is soon over-sold. Under these conditions, to be sure of having the goods, they must place early orders.

* * *

There is such activity in fancy jewelry that it warrants the merchant who has a fair-sized store in making this, for a season, into a separate department. It need not take up much counter space, but there must be sufficient room to show the goods, for it is chiefly by introduction that they are sold. Cheapness in these goods by no means is their only recommendation, but even in the low-priced lines there is a high degree of artistic merit. Necklets and collars of beads can be stocked not only in an immense variety of styles, but of prices also, for they can be sold over the counter at from 25c. up to $10. Pearls lead both in necklets and collars. Single rows of pearls of various sizes are shown, with both pearl or brilliant clasps. In the higher priced lines, which will be particularly good sellers for the Christmas trade, the collar is preferred, and when the cheaper lines are passed over, these come with brilliant bars and heart-shaped or other ornaments in the centre of the front. These necklets are very handsome and are close copies of very much higher priced goods, from which it is very difficult to tell them. Coral is also well shown—both real and imitation. Coral comes in pretty necklets and collars, and is also combined with brilliants. The pinkish shades are best liked, and there is also the white with pink cloudings. Torquoise, amethyst, amber and other colored beads are also selling, and there is a strong demand for jet, both dull and cut, and in beads and collars. Bright jet collars have brilliant slides. Bead designs worked upon velvet ribbon are showing, and there are slides that sell by the set to wear on a ribbon also. Delicate chains with festoons and pendants in the "new art" style in fire gold, green gold, bronze gold, silver and gun-metal and set with mock jewels are shown.

The continuance of the vogue of the short sleeve is resulting in a revival of the fashion of wearing bracelets. Bracelets commenced to sell in the big department stores during the holiday season, and have continued to do so during the past few months. Now that the time of the year is coming when the arm will be in evidence, bracelets are sure to be extensively worn. The fancy jewelry houses are showing a big line in rolled plate silver and jet. The glove bracelet is a useful novelty that it will pay to stock. It is flexible, and when pushed into place a nip from the hand secures it, and prevents the long glove from slipping down.

Beauty pins are indispensable to my lady's toilet now, and are stocked in big variety. The latest addition to the pin line is the veil pin. This is a long bar or safety pin set with fancy stones, and is used to pin the folds of the veil to the hair at the back. Combs continue to be a leading and profitable line. The tendency is towards the adoption of the Empire style of hair-dressing, with the one large comb at the back. There are many women, who are slow to change, and these will still buy the sets of three—at least for some time yet. The combing of the hair straight up at the back has led to a call for barrettes, and fancy pins are also good sellers.

Mounted effects have been relegated to the lower priced lines, but are selling well there. Jewel-studded combs, barrettes, pins, etc., are greatly favored, but the novelty in studded effects is steel. Cut steel is selling for the high-priced trade, and excellent imitations are shown in the popular-priced lines. There is a fine line of these goods put on the market by a Canadian manufacturer in a large assortment of handsome styles, and in designs specially adapted to the Canadian market.

Hat pins are another jewelry line that is worthy of the closest attention. This year they must match the hat, and this fact properly exploited ought to be a very profitable item in this department, as it must lead to an immense sale. The style idea is the ball head and the bigger the size the better. Porcelaine, decorated in floral and pompadour effects, is having an immense vogue, from the fact that each pin can be selected to match the fancy Dresden ribbons so much used. Shell, pearl, amber, and enamelled effects in all colors and shades are decidedly good. Jet is also a big seller in dull and in bright effects.

* * *

Novelties in hand and carriage bags are numerous, long shapes in beaded effects in every conceivable color being still in the running. Steel, gilt, and nickel bags in prices ranging from $4 to $48 per dozen, and with purses to match from $2 to $4 per dozen are good property.

Leather bags are coming into high favor, particularly in fancy leathers, such as alligator, etc. The latest novelty is the bag with the strap handle and the concealed frame. The frame and clasp are hidden by the side of the bag, which, apparently, has no fastening. The majority of these new bags have a small ticket purse attached to the side, and also are furnished with a bevelled glass mirror underneath.

A dainty novelty for the Christmas trade is an opera bag of kid. The bottom part of the bag is shaped to hold the opera glass, and there is a convenient mirror set into it. Above the space given to the glasses is room for the handkerchief, etc., and the soft kid draws together with silk cords run through ivory rings. This bag is particularly dainty in white, but comes in a variety of other colors. Silk bags with the spring and chain top are again selling.

* * *

Belt lines are immensely varied, the Summer belt of course being that of embroidered washing material. The



As usual, the

LEATHER BELTS

MADE BY

JULIAN SALE

are the most striking for 1907, and that means—easy to sell.

The Julian Sale
Leather Goods Co., Limited
105 KING ST. WEST, TORONTO

HIGH-CLASS LINENS

Gold Medal Brand

MANUFACTURED BY

Wm. Liddell & Co., Limited

BELFAST

How to increase your Linen Sales.

HAVE AN EXHIBIT IN YOUR TOWN

Write for Particulars and Illustrated Catalogue.

R. H. COSBIE

30 W. Wellington Street, - TORONTO

IRISH LINEN AGENCY.

high front is new, but possibly it will be Fall before it is fully established in this market. At any rate the buckles brought out for Fall show the high buckle in overwhelming variety. Elastics are decidedly in evidence, and lines are very varied, and include Dresden patterns, steel studded effects, and tinsels. Leathers are strong and in big variety, and steel studding and buckles are much seen.

* * *

To the merchant who is in search of a novel attraction for his fancy goods section the suggestion is made that he install a Japanese department. It will not be expensive to do this, as there are so many useful and attractive articles available. Prices as a rule are very reasonable, and with a little management this department could be made a decided success. Paper fans, lanterns, umbrellas, etc., could be freely used as a decoration, and if the dates of private lawn parties and church garden parties were watched for and estimates for decorations put in, quite a nice amount of business could be done. A good deal of advertising could be gotten out of it as well. Japanese china is quaint and cheap and always commands a ready sale. In the picnic and traveling season, baskets and suit cases made of reed, bamboo, fancy straw, cane, etc., are very good sellers. They come in numerous shapes, some with folding top, and others with folding sides in club shape. The natural color is the big seller, but there is a better tendency observed for other shades and colorings. Compared with last year prices show an advance of about 10 per cent., but this has made little difference to the trade, and orders are coming in freely.

A very large range of small baskets is being shown, made of decorated straw, bamboo, etc. The styles are elaborate and every conceivable shape and shade is shown. Prices at retail run on an everage-sized basket from 5c. up, and the line is an excellent profit bringer.

There is a large showing of suit cases manufactured from straw, bamboo, cane, etc., very neatly finished on strong frames, with leather corners and binding, and some fitted with lock and key, and others with straps. Prices at retail run from $1 to as high as $8 and $10.

A very large range of silk fans is being shown at the present time, many of these being hand-painted in beautiful designs, even those selling as low as 10c. each or as high as 35c. They furnish a very large profit to the retailer.

Retailers would find it to their advantage to look over the large range of lacquered goods, now being shown for Fall and holiday trade. These lines consist of trays of all styles and prices, crumb and bread trays, brushes and fancy boxes suitable for ties, handkerchiefs and gloves.

* * *

Many of the larger dry goods stores are stocking large quantities of picture postal cards, which not only are profitable, but also serve to attract customers, and in numerous cases other sales result. The business is increasing at an enormous rate, and many new firms are constantly appearing, while the older established factories are taxed to meet the demand. Lines in souvenir postal cards selling the best are local cards, such as views of prominent buildings, and localities, etc., and these cards can be bought for a very small sum. Post card albums continue in steady demand, partly on account of the ever increasing sales of the cards. Very nice albums can be bought from the jobbers from 75c. to $21 per dozen. Those with padded covers are having very good sales at the present time.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

Public to be Educated Regarding the Evolution of Costumes—Favored Styles at the Present Time—A New Glove.

Paris, even in these early days of Spring, bathed in glorious sunshine, spells Fashion, multiplied by experience. Buyers from all parts of the world are here and they cannot remain indifferent to the problem of how and with what passion the Paris couturier studies his art. The creation of any novelty for "La Dame Elegante" requires much thought and time, and the Bibliotique National is a sure retreat to many a perplexed man for there one finds engravings and fashion plates of many generations, and so it is that the novelty is nothing but an evolution of an old idea, always based on what has been done before. A new branch of the Musee des Arts Decoratif is being organized, which will be a Musee du Costume. Monsieur Maurice Maindron, a well-known "archeologue," has undertaken to carry out the idea and he says the intention of the organizers is to represent before the public the history and evolution of costumes during the different centuries—not only French, but European. He adds that such objects as boots and shoes, hats, canes, umbrellas, purses, hair combs and ornaments, etc., will also be included. The society, which begins very modestly, is hoping soon to be enriched by a grant from the Government or the Ville de Paris.

* * *

In tailor gowns this season particular attention is called to the striped cloths which are being freely used and bought. As is always the case, the season opens with short coats, this year reaching to just below the hips, and demi-sacque, but long redingotes and a good imitation of a man's cutaway, both short-waisted, are likely to be much worn before the hot weather makes them impossible. Boleros, too, will do more than hold their own. They are quite short, showing the waist line underneath and fall a little away from the figure, being open in front over a soft shirt, or, as is more often the case, a fancy vest. A good model in this style is represented in the first sketch. The stripes are fairly wide apart (by the way, these stripes vary much in width, but the majority will be narrower, rather than wider, than this model) grey and white, ornamented with different widths of black silk tresse, and trimmed down the front with grey galon. The short vest is of pervenche blue cloth over a point d'esprit blouse; the belt is of draped taffetas, and the rather full sleeves are finished just below the elbow by a straight cuff.

* * *

Another style which will be much in vogue all through the Summer is the short shoulder cape. This, when carried out with two or three small capes round the neck, a full flounce forming an elbow-length sleeve, and with points of the garment descending nearly to the waist, at both back and front, is really smart and most useful. Then there are the capes that merge into boleros, as in the second sketch. The cape is cut in one piece and is naturally without shoulder seams. Edged with black satin biais, the same idea of trimming is carried out at the back as in front. The band, en biais, which forms the bolero, is fastened to the lining. Lace corsage with short puff sleeves, the cuff terminated by black satin. Although the corselet skirts have run their course as a novelty, evolutions of them will still be seen with these short capes. This model shows the skirt with the corselet carried up at the back and front only, while the waist is draped with a scarf of black satin.

* * *

Of the long jackets the cutaway is, perhaps, the newest, and a novel idea is to have the collar reaching to the waist. A fancy model carried out in Irish guipure over a spotted taffeta waist (blue spots on white ground) is made with a long roll collar, which, being cut "en biais," falls in waves from the neck to the waist where the skirt of the jacket commences. The waist-



Sketch No. 1.

coat is a cross-over, but made to button, and not as has been usual, to hook, thus ensuring the wearer against torn ends of lace. The skirt is very long, made up over a taffeta lining and being held out round the hem by innumerable frills of pleated mousseline. The waist-belt, worn over the jacket, is of white kid, surmounted by a floral design carried out in silk and turquoises. The short-waisted model sketched is in violet passe cloth, heavily ornamented with deep bands of embroidery carried out in black over a faded cherry tinted velvet, with black silk galon falling from the waist at back and in front. The bodice part is made rather full, being pleated both into the shoulder seam and into the belt. The fancy vest and collar are composed of white lace and tulle.

Traveling coats to-day are so perfected that a smart appearance is quite as essential as comfort and the style must suit the character of the material. A plain cloth is strapped and squarely built, looking tailor-made, while a fancy material mixes well with velvet and braid stitchings.

* * *

Blouses and shirtwaists are profusely trimmed and white cross-over walking blouses are much embellished



Cloth Costume, "Blue Transatlantique." Cape Bolero Without Shoulder Seams and Biais of Black Satin. Silk Blouse.

with lace; lace, of course, is the keynote of all these garments. It will probably be a record season for the lace manufacturers and never have so many fine imitations been seen on the market. Marriages of different laces will be seen more often than not, and they will be made up into entire blouses, short boleros or zouaves, yokes and fronts, or be employed as entredeux and trimming. It is to be remarked this season that blouses are more trimmed at the back than formerly. A white washing nainsook, hand embroidered, ornamented with entredeux of Valenciennes and narrow tucks round the yoke, will have all the upper part of this trimming repeated at the back. The great majority of washing blouses are in nainsook, but for more dressy occasions they are made in crepe-de-chine, voile-de-soie, guipure and entredeux, taffetas, both striped and ecossais, paillette, and any kind of heavy lace.

* * *

Even parasols are likely to follow the fashion of stripes this year; in any case a great number of them are being put on the market. They include all widths, but incline to wideness. A striped gauze with wide lines is very effective, and a black and white stripe has the black stripe framed by very narrow white satin lines. A pale blue gauze has the stripe embellished by a wider satin stripe. All parasols made of gauze, muslin or lace are lined with a thin silk to hide the ribs, which is quite an old fashion revived. Embroidery is much used for decorating silk covers—flowers embroidered in colors or white on white and generally in a large, bold design. Frilled and flounced parasols, which are dreams of beauty, but very fragile, are the "dernier-cri." A plain silk cover falling over the edge and scalloped all round is also a good model. The most correct handle is a small gold or crystal knob or one of rosewood, ornamented with a slight design in jewels. The little Marquise parasol, which was used to a very limited extent last year, is now predicted a greater popularity, as, folding at the top and in the middle, it is convenient for touring, and can be held up when motoring without fear of blinding



Short-Waisted Redingote in Violet Passé Cloth; Black Silk Embroidery over Faded Cherry Velvet.

the chauffeur. These small covers are generally carried out in black or white and of lace or taffetas frills.

* * *

Another novelty this year is the glove with invisible fastening, brought out by a large "Maison de nouveaute," the "Printemps." The appearance of these gloves is very smart, no part of the palm or wrist being seen as the two edges just meet.

A. E. DACAM.

Buyers of Millinery Goods

WE ARE
SOLE MANUFACTURERS
OF THE
"ORB"
BRAND
HATS

The "ORB" straw factory at Luton is The Largest in the World

In Staple and Fancy Lines we show *the best of everything* at prices that are sure to interest Canadian buyers.

SAMPLES SHIPPED to the retail trade on supplying usual trade references, description and quality of goods open for.

Will find it to their advantage to make our acquaintance and see what we are offering in

Millinery, Flowers, Feathers
Ribbons, Velvets, Ornaments

We specialize in

MEN'S and BOYS' STRAW HATS
BOYS' JACK TARS
and LADIES' PARIS FASHIONS
in Straws, etc.

VYSE, SONS & CO.
LIMITED
76 Wood St., LONDON, ENG.
LUTON, PARIS AND BRUSSELS

BUSINESS NOTES

ONTARIO.

E. Watson, general store, Rutherford ; sold out.

Geo. E. King, general store, Wingham ; deceased.

Alex. Macdonald, dry goods, Stratford ; sold out.

Joseph H. Saddington, general store, Mull ; burnt out.

Robert Botting, general store, Charlemont ; sold out.

R. Armstrong, general store, Toronto Junction ; deceased.

A. Beatty, general store, Oxdrift ; sold to James Latimer.

Donald A. McLeod, general store, Vankleek Hill ; deceased.

Chas. E. Hall, dry goods, Dunnville ; succeeded by Schier Bros.

J. G. Watts, general store, Walsh ; succeeded by Turvey Bros.

Ault Bros., Ltd., general store, Aultsville ; A. E. Ault, deceased.

Ault Bros., Ltd., general store, Aultsville ; A. E. Ault, deceased.

Black & Fowler, general store, Callender ; John Black, deceased.

QUEBEC.

Alf. Morin, clothing, Sherbrooke; burnt out.

The Lachute Knitting Co., Chatham Tp.; incorporated.

Denis Freres, dry goods, Valleyfield; burnt out, insured.

Darche & Gervais, general store, Ascot Corner ; dissolved.

J. D. Guay, dry goods, St. Jerome ; stock damaged by fire, insured.

Karley, Teskey & Co., dry goods, Montreal (Westmount) ; dissolved.

P. Barbeau & Co., dry goods, Montreal ; J. O. Gareau, registered.

E. N. Fontaine, general store, St. Bartheleim ; sold to Mrs. F. Morand.

G. B. Morrison, general store, McKee ; deceased, business to be sold.

Mendel Lecker, general store, New Carlisle ; burned out, partially insured.

THE WEST.

Ouralt Bros., general store, Lebret ; dissolved.

A. E. Fremlin, general store, Neepawa ; sold out.

McRorie & McCosh, general store, Souris; dissolving.

Ruttan & Fitzpatrick, general store, Swan Lake; dissolving.

Howard & Miller, general store, Kenton ; sold to M. Hoffman.

Salmo Trading Co., general store, Salmo, B.C. ; incorporated.

Tipling & Belden, general store, Griswold ; sold to Garth Bros.

D. Morosnick, general store, Winnipeg ; sold out to M. Haymon.

Johnson Bros., general store, Rouleau ; succeeded by Moore Bros.

R. Newman, general store, Earl Grey ; succeeded by Albert Schmidt.



The Canadian Millinery Review

The Easter Trade

Copenhagen Blue One of the Leading Colors—An Enormous Flower Season Assured.

Easter trade, in spite of the fact that the festival fell unusually early, has been particularly active, and the past month has been a very busy one in the importing houses. Later buying developments have further strengthened the tendency manifested at the openings in favor of the new blue—Copenhagen—and this color promises to be a leading one this season. Leather, tans, champagne and burnt shades are growing in favor, rose is good, and amethyst and the mauve shades, particularly with the better trade, are well considered. This is not, however, a one-color season, for almost every color is included in the range, and is more or less worn. There is also a wide choice in materials, and the milliner can work up almost anything this Spring, as it is the manner and effect that counts.

This is decidedly a pressed hat season, though braids are still in evidence; but not one in ten hats seen is made of braid sewn over a shape. When they are used they are put on as smoothly as possible, and the effect tried for is as nearly that of the sewn hat as possible.

Simply trimmed shapes, designated street hats, and trimmed chiefly with ribbons, pins, quills, wings, etc., have had a heavy sale, and this type of hat is taking the place of the ready-to-wear. These hats, milliner-made, can be bought ready for sale from the millinery houses, and are a convenience where only a small workroom staff is kept.

In the straw department the interest manifested in chip is still maintained, and this straw is easily the leading one of the season. Javas are good sellers, and Milans are also among the leaders. Crins will become increasingly popular as the season advances, but there is certainly a feeling manifested for a slightly rougher type of straw, which is probably an indication that will be further followed another Spring.

The most striking feature in trimmings is the lavish use of flowers; the hats are simply loaded with them. The rose, as is usual, in a flower season, is a big factor. No one size can be said to have the exclusive field; all are used, from the very large cabbage and beauty rose, with stem, foliage and thorns, to the tiny button and banksia roses. Though they still come in all colors, there is more preference this year for the natural shades, the crimson "Jack" roses being in high favor. Roses, however, do not comprise the full list—daisies, buttercups, cornflowers, heather, cowslips, violets, clover, etc., are all in evidence, and the milliner is combining them with grasses and ferns in bunches and trails, for trimming the mid-season's hat. Yellow, black and white daisies are leading flowers, and small pansies and sweet peas are much used. The use of wisteria is taking hold this season, and ferns, grains and grasses are combined decoratively with all flowers. Fruit is becoming more in evidence as the season progresses. Cherries are good, and so are other small berries, such as currants, and gooseberries; grapes, too, are still worn.

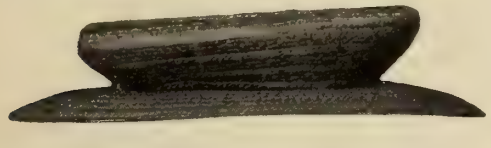
A flower-trimmed hat often carries feathers as a trimming as well. On the street hats, and the less pretentious dress hats, quills and a varied assortment of feather mounts are freely used, but it is the lovely ostrich plumes that form the real feather feature of the season. Plumes are strong with the high-class trade, and will most assuredly become more and more the vogue as the season progresses. The plumes used are rich and handsome, and the fashion is for very long flues. This has brought into prominence the feather with the pieced flues. Particolored and shaded effects are much in evidence, and some of the fashionable feathers show as many as three different colors. Thus a plume will show, intermingled, such colors as brown, Copenhagen blue and green, and pale pastel shades, such as blue, pink and yellow. Pieced plumes come in two colorings—a pink plume will be pieced with brown, or a white one with black. Long plumes are sure to be required, as the season advances, for large picture hats and bonnets are outlined for the Summer trade, and the long plumes will be required to give them the proper lines.

Another important change is in the manner of placing the hat upon the head. It is worn off the face now, set squarely upon the head or slightly tilting back and revealing the hair in front and the high back is giving way to a deep droop. To wear the hat in this fashion the hair must be suitably dressed. It must be full and fluffy in front and the back hair must be combed up straight Empire fashion. Though the brim droops at the back the trimmings still centre at that point and ribbon streamers, feathers, fox-tail plumes, lace scarfs, fancy veils, trails of flowers, etc., are all used as back trimmings on the new hats.

Ribbons, both plain and fancy effects, are indispensable, and yards of the soft, pliable, fashionable ribbons are knotted and bowed into trimmings for the Spring hat. Fancy Dresdens, plaids, stripes, etc., are very much in evidence. A typical ribbon seen lately was a taffeta in black and white check with colored stripes running lengthwise of the ribbon. Copenhagen blue, rose, and Empire green were very attractive, backed up by black and white.

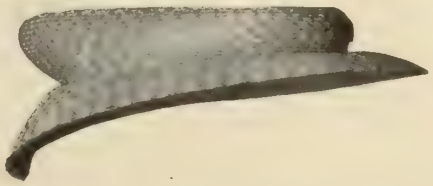
HATS

A good Millinery house must necessarily be a good hat house, and correct hats naturally suggest "McCall's." Being the largest Canadian buyers of Women's, Misses' and Children's Headwear in European, American and Local Markets, we lay claim to be able to correctly gauge the popular tendency. We have a full stock of all the best shapes—many exclusive designs. There is no delay in filling orders.



VIOLA

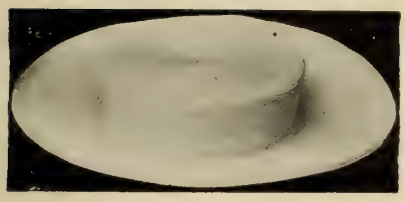
VIOLA—Mushroom Sailor, made of Tuscan Braid. Natural shade only. Can also be had in Jap Rustic in Burnt and White.



SURF

SURF—Droop back, latest Mushroom. Made of Narrow Chip Straw Braid. Colors, Black, White, Champagne, Navy, Pearl, Sky, Pink, Burnt.





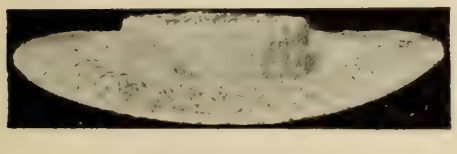
FOAM

FOAM—Patent Milan Sailor, raised back bandeau. White only.



HALCYON

HALCYON—New Crown Fine Milan Sailor. Color, White only.



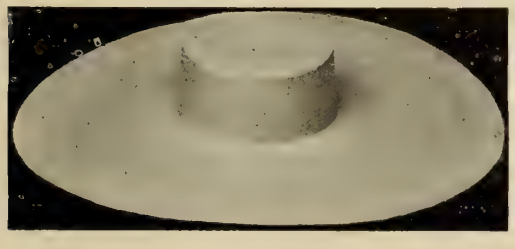
TEMPLETON

TEMPLETON—Hand-made new Mushroom shape. Colors, Black, White, Sky, Champagne, Reseda, Navy.



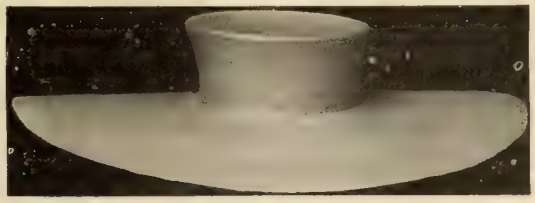
No. 926

No. 926—Solid Chiffon Tucked, Side Roll Turban. Colors, White, Navy, Brown, Cardinal.



HARRIET

HARRIET—Staple Crown Leghorn Flop. All prices.



BOWDOIN

BOWDOIN—Belle Crown Flop. All prices.

The D. McCALL CO. Limited, TORONTO

WINNIPEG, OTTAWA, QUEBEC.

Ribbons for Fall

Trade Will Be Good for Fall in Spite of Higher Prices —Fewer Cheap Grades.

Manufacturers are away behind on their orders, and in popular makes, such as failletine and firm taffetas, it will be some time before they level up. Failletines, because they have sufficient substance, are again favored for Fall, as they are particularly suitable for the Winter trade. Shots also promise to be a feature, and because of their warmth of coloring promise to be in demand. Milliners this Summer are making good use of ribbon velvets, and their outlook is very promising for the Fall season. The colors that are coming into prominence for the Fall season are taupe, bois-de-rose, reseda, gobelin, chinchilla, ivy green, navy, brown, myrtle, helio and a new wine shade

Fancy ribbons will be strong, particularly chines. Slightly stiffer bow effects are promised, and better grades of ribbon will be asked for. There will be fewer cheap ribbons on the market, as manufacturers are too fully employed to take orders for very low grades.

Tulles, Chiffons and Nets

Place Orders Now for Tulles to Get Assortments for Fall—Prices on the up Grade.

We would remind our readers again of the high price of all silk fabrics, and would press home the fact that each repeat is sure to be placed only upon a higher basis, and often then with difficulty. This situation has a most important bearing upon tulles, the demand for which is enormous now and promises to continue unabated for the coming Fall.

As there is an immense difficulty in procuring tulles, and as prices are almost sure to be considerably higher, retailers ought in their own interest to come into the market without delay for Fall. This is the only way in which they can be sure of having a full color assortment, and, indeed, of having the goods when needed. By buying early they will also ensure a good margin of profit, as they will not have to pay the later advances that are, in the opinion of the trade, bound to come.

There is an increasing field for the use of chiffon, and in the better trade it is now sold both as a lining material and also for gowns. Nets of all kinds are being used for gowns and for trimming purposes.

The Summer Styles

The White Hat Likely to be Much in Evidence—The New Lingerie Types.

Hats of white, cream or ivory crin, or of fancy straw and tinsel embroidery over white nets and tulles, and hats of pleated tulle, etc., are being prepared for the Summer trade. Lace hats, and those of esprit net, are classed as lingerie hats, but this must not be taken to imply that the hat has any washing qualities. Rather the term is now used to designate a light, airy hat that is not of straw. The lingerie hats shown for the coming Summer are generally large and picturesque, though there are exceptions. They have usually the medium high, or bell crown, and drooping brim. Valenciennes, embroidered batiste, openwork embroidery, princesse lace, baby Irish, Oriental, and esprit and lace nets are all used for these hats. Long scraves of chiffon, edged with lace, are much fancied as a trimming.

A favorite method of developing a lingerie hat, is to sew narrow ruffles of val. or Oriental lace upon the edge of shaped flounces of net or maline and cover both brim and hat with them. Sometimes it is only the brim that is covered, the crown being a large mob of esprit, or sprigged net. When baby Irish or all-over embroidery is used the shape is plainly covered. Shaped pieces in princesse lase are also used for this purpose. An esprit net hat seen has a brim with a ruching of net at the edge, and the rest of the brim covered plainly with the net, encrusted with medallions of Irish lace.

All lingerie hats are elaborately trimmed, chiefly with wreaths and trails of daisies and other field flowers, and also with ribbons, green and brown velvet ribbon being in high favor. One pretty hat seen had a wreath of daisies and cherries combined with moss. Some of the more expensive lace hats are trimmed with rich white plumes, but this seems to lift them out of the lingerie class.

IN A LONDON MILLINERY HOUSE.

Cosmospolitan in every sense of the word is the establishment of Francois & Co., whose show rooms in Wood St., E.C., reflect the millinery ideas of Paris, New York and London. In these three fashion centres Francois & Co. have large houses, and the free and constant interchange of ideas and models results in each house having the latest and the next novelty ready to offer its customers.

The word studio seems almost more applicable than show room to the Wood St. house, for this season's productions are undoubtedly of a more artistic order than any of recent memory. Amongst the materials and in the made-up models one sees everywhere shades and blended colorings, such as an artist would use, and as the principal models this season are exact, or slightly varied, copies of headwear from old pictures, it is evident at once that subdued tones can alone convey the picture impression.

Most fascinating are the large hats modelled on the old ideas again brought to life. In these the mushroom shape predominates, but there is a tendency to turn the brim up from the face, which is shown with most charming effect in a tan chip "De Morny" model by Reboux. Several other illustrations of this were noted in saxe blue and "Ecaille," a new brown coloring that is neither tortoiseshell, cinnamon nor copper, but takes shades from all three. Many of the principal models, while noticeable for great simplicity of trimming, had an effect of backward sweep produced largely by the use of bird of paradise plumes and mounts, or flowing aigrettes of ostrich feathers mounted as osprey and known as "Khedive" plumes.

The absence of decided color in this season's millinery is fully made up for by the abundance of new shades and shadowy tints. Roses and foliage in unnatural coloring are offered in elusive shades of browns, lichens, copper, shell tints and even pure whites.

Francois & Co.'s stock is more a selection than a collection of Spring millinery offerings, and to the connoisseur in millinery it presents many attractions. In all departments there is great activity, which is not to be wondered at in view of the freshness and novelty that pervades every floor.

EASTER AT ATLANTIC CITY

On Account of the Weather the Fashion Parades were not as Splendid as Usual.

Atlantic City, Easter Sunday.

Well, Easter is over, and in spite of all the glowing predictions for fine weather, and the weeks of preparation of fine clothes, the day was a clouded one and the result was that the various Easter fashion parades were not as splendid as formerly. Such a disappointed crowd as thronged the corridors of the Atlantic City hotels! I think it was even worse than having the morning absolutely impossible, for the rain hadn't started to come down and there was that awful uncertainty as to what to do. Not a few ventured forth in gala array, but all carried umbrellas, which somehow spoiled the effect, and, frankly, one saw more cravenettes and "rainy-day hats" than Easter finery. But there is a silver lining, you know, to every cloud, so that the prospect of dressing for dinner at the hotels brightened the women up considerably and gave those who came to see the spectacle some chance to get their "money's worth," if indeed they did not feel as if Saturday night had answered that purpose, for Easter eve was a regular carnival, and all evening the hotels, cafes and other places of amusement were filled with the gayest throngs clad in Spring attire, for the weather was unusually warm.

* * *

Conspicuous among the many colored suits one saw, were those of white serge, broadcloth, or other wool fabrics. Many of these had turn-over collars or other touches of black velvet, and in every instance a note of contrast was given by the hat. A surprisingly large number of leghorns were worn, also thin straws, such as Neapolitan and pyroxyline. Japs, chips and yeddahs were prominent in black and colors, hardly one color predominating, unless, possibly, it might be the natural straw and burnt shades. Greys and blues were prominent, and all shades of apricot and browns and tans. There were, of course, hats of all colors and sizes, and yet mushroom effects so far out-numbered all other shapes that it seems hardly worth while discussing any others. As I have already told you, the new hats are worn very far back on the head. Indeed, it is only by arranging the hair very full at the sides and back that they are at all possible, for so very round and inverted are they that if worn at the usual angle the head would appear completely buried under its load of flowers and feathers, for, naturally, such large shapes necessitate quantities of trimming. Crowns are extremely large and full, many being made of figured net, wide ribbon, silk or lace. Those of straw are in the huge balloon shape—higher and fuller than a tam-o'-shanter, but much on the same order, excepting that the base of the crown is small.

* * *

In millinery circles it has been a matter of much speculation whether these extreme Empire styles would come universally into favor. Even at this early date the usual fate peculiar to all things new and stunning seems to await them. It looks very much as if they would be over-popular, and instead of having a tendency to elevate the fashions of the day, by bringing in distinctive and picturesque effects, the original effect is lost sight of, in fact entirely spoiled, by being taken up by all sorts and conditions of people. It is the same in New York and Philadelphia; I do not refer to my impressions here alone. When worn with the exquisite Empire gowns, which are so lovely when created by an artist, and so unlovely when made by an ordinary dressmaker, the new mushrooms are splendid in their own way. There is something in their favor, namely, their suggestion of youth, for the round frame set well back on a waved coiffure is a charming frame for a fair face and one that brings out its most youthful points.

* * *

Turbans are conspicuously absent, but the ever-popular sailor is well to the fore and very charmingly trimmed, chiefly with breasts and wings, but not infrequently with flowers. Sailors, too, are worn well off the face, which gives them an entirely new effect. They are trimmed either directly in the front or at the back, and hardly ever are higher at one side than another. Milan is the favorite straw for the tailored hat, and, in consequence, as I understand in the trade, difficult to get in sufficient quantities to supply the demand.

* * *

Instead of photographs of special models I am sending you an excellent photograph of the board walk to give you an idea what a vastly important event the Easter parade is, for its influence is felt in far-away as well as near-by cities, since people from all over the United States and Canada flock to Atlantic City for the event.

* * *

In New York, the week preceding Easter, Spring toilettes were a necessity owing to the unusually warm weather. The smart street suit is the first to make its appearance, and the majority of these are made with decidedly short skirts, pleated or circular as the case may be, but all fitting snuggly over the hips. As to coats, they are various, the majority reaching about to the hip and being semi-fitted. Taffeta coats are very strong and are worn with skirts of thin or rather heavy material. The trend seems decidedly toward materials which are not transparent; such, for instance, as voiles. I mean, of course, for street wear, for gowns for dressy occasions are fashioned from such materials as are soft and clinging, and that will show a faint suggestion of the under-lining, which, if the material is plain, may be of a pronounced design. For such effects wide stripes in



Easter Sunday at Atlantic City.

DEBENHAMS

THE HOUSE FOR STANDARD MAKES OF RIBBONS AND SILKS

DEBENHAMS FOR NOVELTIES

We shall exhibit a splendid assortment of

Latest Model Hats

Novelties in Special Materials

FOR SUMMER WEAR

For sorting we have what you want, when you want it—such as

Crinoline Braids ***Flowers***
Chiffons ***Feathers***
Tulles ***Ribbons***

In the latest and most popular shades.

Inspection Invited. **Filling Letter Orders a Specialty.**

SUMMER OPENING

April 22

and following days

LATEST MODEL HATS

DEBENHAMS FOR NOVELTIES

DEBENHAMS (Canada) LIMITED

Ottawa, 111 Sparks St. **MONTREAL** Quebec, 70 St. Joseph

DEBENHAM & CO. { London (West), Paris, New York, Melbourne, Cape Town.
London (City), Brussels, Boston, Sydney, Johannesburg.

strongly contrasted colors, or prominent plaids, are used. When veiled with a light-weight cloth of silk and wool texture, or with chiffon or kindred stuffs, the effect is novel and charming.

* * *

In spite of all talk to the contrary, sleeves which reach just to the elbow continue in vogue. Consequently the glove manufacturer is smiling and the retailer is on the anxious seat, since here again the problem of supply and demand must be taken into careful consideration. Glace gloves continue in first place, but the demand for suedes in colors (not black) is increasing. Silk gloves are scarce, and, of course, the demand will be enormous.

* * *

A word anent the separate waist. The trend seems to be toward less elaborate effects. Batiste and the finer materials are used, but there is more hand embroidery and less of lace inserting. A conspicuous model has a box pleat down the front, finished at either side by a fluting of lace-edged material, the same trimming extending round the sleeve, at the elbow. Nuns' tucks are fashionable and the rather ugly fashion of wearing stiffly starched collars with a lingerie blouse is in vogue. With the severe linen waists the stiff collar is always in good style, but worn with the sheer fancy waist the fashion seems hardly in good taste.

* * *

A perfect craze for tan footwear has seized upon us. The hosiery departments are kept busy trying to supply a record-breaking demand for tan hosiery, since almost every woman in New York has taken to wearing tan shoes, no matter what the color of the gown may be. Pumps are the most fashionable thing, and there are several pretty models in the laced and buttoned tie. Some of the most effective have suede tops. Naturally the shoes make tan hosiery a necessity. Sheer silk effects, plain or embroidered, are the handsomest hosiery offerings, and then come many beautiful lisle stockings, embroidered or plain as one may fancy. There is scarcely any demand for open-work effects in either tans or blacks. It would be impossible to dwell too strongly on this new fad, that of tan footwear, for it is something altogether new, since heretofore tan shoes have been considered correct only for midsummer wear, and then not for the dressiest occasions.

* * *

There is an enormous demand for plain and figured net waists in white and ecru, so much so that these materials are difficult to obtain, and have gone up considerably in price. All-over lace waists are also in demand. Princesse lace is the most fashionable for millinery and for trimming purposes. German valenciennes is used for inserting in preference to the French val., which has so many cheap imitations.

Sleeves, they say, are "the barometer of fashion." Certainly sleeves change in shape and size more frequently than any other part of a gown. The newest is the kimona sleeve, with which an under-sleeve is a necessity. In my next letter I will go more fully into detail.

NELLIE GUNN M'CLELLAND.

OUR LONDON LETTER

The Year's Trade Marked with Splendid Success—The Making of Chiffon Introduced into Nottingham — The Various Markets.

The reports of the annual meetings of the large limited companies connected with the trade, taken as a whole, reflect the decided improvement that has taken place in the nation's commercial progress during the past year. At the meeting of shareholders of the Bradford Dyers' Association, reference was made at length, to the increase being made in the company's capital, by the creation of additional ordinary and preference shares, to the number of 1,000,000 in each class, making the total authorized capital of the company £5,000,000. The net profit for the year amounted to £358,187, an increase of £23,327 over the preceding year, and the dividend on the preference shares has been increased by £16,327, and will have £8,400 added to it during the present year. In concluding his speech the chairman directed the shareholders' attention to the fact that the company are equipping their plant for the handling of different branches of the Manchester trade, and that tenders had been already let for the laying down of a large plant at Salford. At a meeting of the directors of S. Courtauld & Co., the net profit was set at £23,237 and a dividend of 6 per cent. was declared upon all ordinary shares free from income tax. Redfern's are paying 6 per cent. on preference shares for the past six months. D. H. Evans & Co., are paying a final dividend of 7½ per cent., making in all a dividend of 22½ per cent. for the year on ordinary shares and £10 for the year on founders' shares. In almost every other instance also the year's trading has been marked with success.

The Spring trading has, so far, come up to anticipations, and the activity, combined with prevailing market conditions, is responsible for an increasing firmness in many lines of goods, an increase that must make itself felt before the Autumn season advances far. Silken fabrics are becoming more popular, and the crop reports from the producing centres are being watched with much interest now. But even though the crop be a large one the demand is so great that it could only make a fractional difference in prices.

BRADFORD.

Not only does the manufacturer see the end of his requirements for the present Spring season, but also a large proportion of the wool clip is either in the market or in sight. The quantity of wool to be offered at the March series of sales is unusually small. This is accounted for by the large quantity that has gone direct to the consumer, or has been purchased for other industrial centres, at the source of supply. Values, in Bradfard, show a distinctly hardening character, and the competition at the sales will be keen.

Cross-bred worsted yarns are in heavy demand, chiefly for the continental trade. Prices of these yarns have been on the up grade since the beginning of the year, but this has had no effect on the demand, as users are fully employed and evidently do not anticipate any break in prices, in the near future.

Though the better qualities of silver grey tweeds are still selling, their vogue is evidently passing with the million, and the big run for the Spring trade has been upon plain dyed cloths of the amazon and Venetian class, in the producing, dying and finishing of which Bradford has made great strides. Voiles have been quite a feature, and the makers here have had great success with mercerized novelties.

NOTTINGHAM.

The most interesting news, for many a long day, from this centre is that the making of chiffon has been introduced, as a new industry. Chiffon is largely used in some branches of the Nottingham trade, and though not strictly a lace, or a net, its manufacture is closely allied to that of tulles. Lyons has all along held practically a monopoly of the making of this fabric, but Nottingham is going to make an attempt to gain a share of the business. E. Lacharrierre & Cie, of Lyons, have introduced special machinery for this industry, and are now producing chiffons in a factory on Queen's Road. Special machinery for dressing has been put down by the lace dressing firm of W. E. & F. Dobson. It is to be hoped that the new enterprise will meet with the success its promoters deserve, and that the making of chiffon will remain permanently as one of the town's industries. That there is a special opportunity will be seen when the statement that the value of the Lyons output last year exceeded £4,000,000 is considered.

There is some little easing off in the lace situation now that the bulk of the season's shipments to the United States have been made, but there are still plenty of orders around. The scarcity of cotton yarn is a big trouble in the trade, particularly with the smaller manufacturers. Canada has been a generous buyer of Nottingham goods this season.

MANCHESTER.

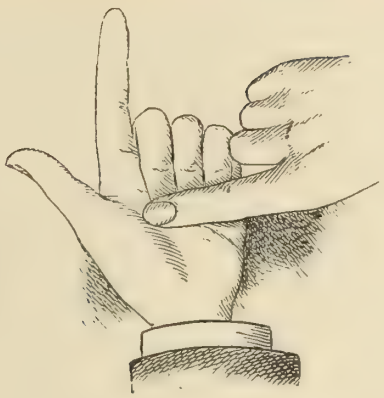
Business conditions are generally healthy, but labor troubles are threatening in some localities. A source of trouble also is the poor quality of much of the present season's cotton crop. Stocks of yarn are low, at most mills, and the finer counts are not easy to secure for early delivery. Prices continue at a high level, but in spite of this business is good, and where anything like an early delivery can be made, there is no difficulty experienced in securing the highest rates.

The next Congress of Cotton Spinners of the World will be held in Vienna, in May, and Manchester will be well represented there.

BELFAST.

There is not much change in the linen market. Flax is in good supply, and prices are fair and steady. Rates for yarns continue very firm, and there is no prospect of any change in values. Manufacturers do not care to take more orders at present, as they are engaged a long way ahead. The home trade in linens is not quite so good, but the export trade is very large.

It is estimated that the silk industry of the United States gives employment to 79,600 operatives and represents a capital of $109,556,621.



We want to emphasize one fact in connection with our Fall line of Printed Cottons.

Order Canadian Goods

The right kind—and give that order early.

This is of the utmost importance to every retailer.

Be sure your stock will have a good representation of these wrapperettes :

Magog Indigo
Prunella
Empire Twill

TEXTILE
DOMINION
CO·LTD·

STAPLES AND RAW MATERIALS

Continued Slow Deliveries — Buy Early for Fall.

As far as immediate business is concerned at wholesale the scarcity of desirable cottons is still apparent. Retailers are glad to have their back orders filled with almost any substitute. Jobbers are practically in the same position, and, failing to obtain adequate supplies in Canada, have tried the States and England, many times without avail. The world's demand for cottons is enormous and has over-taxed the capacity of all mills. Canadian mills have been delivering contract goods at prices below market value. This should add considerably to their reputation and credit, as there are many temptations to do otherwise.

With manufacturers, print and gingham trade for Spring is a matter of history. At the present time the market is short of goods and there are no jobs to be had. The higher price lists for Fall have served to boom Spring business in white and grey cottons, sheetings, flannelettes and wrapperettes. The exceptional demand for goods, coupled with prospects for a strong raw material market, indicate no relief during the coming months.

Opening of Fall Trade.

Last month jobbers were busy contracting for all lines of Fall cotton requirements and Canadian mills are rapidly sending forward their samples. Before this month is out retailers will be called upon to settle the Fall buying problem. Higher prices must be confronted in nearly all lines, and in order to secure goods no hesitancy should be shown in placing liberal orders. Jobbers have pursued the same policy as a result of poor Spring deliveries. The higher cotton level is justified by demand exceeding supply, with every evidence of continuing so, the strength of the staple itself, increased wages in all mills, and the higher cost of all ingredients.

Heavy Wrapperette Orders.

Jobbers have been quick to recognize the values in the Fall price list of the Textile Co., and the listed lines of wrapperettes have been ordered heavily. Wages have gone up 10 per cent. in these mills and another 10 per cent. will be granted May 1. Buyers for wholesale concerns also speak of the increased cost of dyes, metals, leather, coal and everything in connection with manufacture, so that the new price list is considered fair in every respect. Imported goods will be bought in small quantities from the United States, England and Germany this season. A few exclusive lines, where price is not a consideration, will be shown by jobbers.

The enormous range of patterns shown by the Textile Co. have pleased the jobbing trade. There is also a feeling that colors on wrapperettes are going to be as good and bright as print colors. Orders have been well placed by jobbers, and the fact that no bulk orders are accepted by the Textile Co. is a good criterion of the strength of the situation. Jobbers have specified patterns in every case.

Downettes, the low line at 8c., will, of course, be a seller, but, as might be expected, the cloth is not equal to value of years ago at the price. It is light in weight but looks well and will be represented in all jobbers' lines. Velour, fancy and royal waist cloths at 9c. should be ordered heavily. Considering the situation broadly, they are exceptional values. One of the new lines is Magog Indigo, at 10c., about the same cloth as velour fancy, only colors are absolutely fast. This line is destined to become a leader, and will be featured by more than one house. Over one year ago there is only a ½c. advance in kimona cloth, and naturally jobbers have been quick to appreciate its value. The higher class lines have been ordered by jobbers more than ever. Retailers will find plenty of exclusive patterns to choose from.

The new price lists have caused an activity in wrapperette lines now in jobbers hands. Regarding the Fall delivery problem authorities in the trade think the Textile Co. will have trouble as they did with the Spring prints. The moral—order early—is obvious.

Higher Flannelette Prices.

While flannelette lines are not listed, the advance to the retail trade for Fall is in about the same proportion as wrapperettes. The two large Canadian mills making these lines are already crowded with orders, and jobbers are not very sanguine about early deliveries. Sales will only be limited to the ability of the mills to turn out the goods. Many lines have been strengthened for the Fall season, and it is expected still higher prices will be asked during the Fall. There is no limit to the number of bull reports, and no let-up in the situation is in sight. Samples of these lines have been given jobbers and will soon be on the road. Some surprising values will be shown in Saxonies. There is also a decided improvement in patterns of stripped flannelettes.

Staple Cotton Trade.

Compared with a year ago, jobbers are forced to pay an advance on practically all lines of white and grey cottons. The tremendous demand for goods, on account of the expansion of the Canadian market, is working the mills to the fullest capacity. The new Fall prices average a rough advance of 7½ per cent. Many lines are short in the trade, although the better class of goods is gradually being delivered more satisfactorily. Retailers should not fail to anticipate requirements where possible.

The Lining Trade.

Following up the withdrawal of prices by manufacturers and jobbers last month, the Montreal Cotton Co. have issued a new list to the trade. Slight advances are noted, and the trade is urged to order early for Fall in order to make sure of requirements. Schreinered and mercerized cloths are still doing the business, and the better lines are in most active demand. In many cases these goods take the place of silk. In smaller centres lining trade remains staple, with a growing demand for such lines as silkoline and peau de soie. These mills are in the same condition as other Canadian manufacturers, and retailers should give orders to jobbers early.

Acute Spring Situation.

The strength of all cotton markets and the scarcity of all lines is clearly shown by the statement of a prominent selling agent. He said that jobbers do not question price to-day; it is simply a matter of getting the goods. He also outlines the expansion of the English cotton industry, where ten million spindles have been added and still the demand cannot be met.

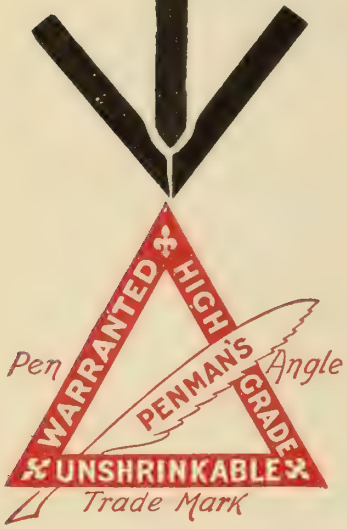
¶ Since your store sells far more cotton fabrics, yard for yard, than any textile you handle, doesn't your store's reputation depend mostly on cottons? Can't you get most advertising value out of cottons? Won't cottons help you best in every department of your business?

¶ Many modern merchants all over Canada think so. They find no line so strong a business-builder as KINGCOT Cottons. Their stores appeal most potently to women simply because KINGCOT Cottons offer more novelties, more value for the price, less price for the value.

¶ These are no mere "commonplace of commerce." KINGCOT Cottons do sell better because they are better cottons,—because the KINGCOT lines include fresher patterns, newer weaves,—because the store that sells them is in step with fashion, and local womankind knows it.

¶ If that could be proved to you, you would be a good KINGCOT customer. Any traveller for any good house carries the samples that will prove it—samples of these lines:

Ginghams	Shirtings
Dress Goods	Oxfords
Apron Ginghams	Denims
Saxonys	Galateas
Flannelettes	Tickings
Domets, Awnings	Cottonades



The Merchant

who retails underwear with our trade mark on it can rely with absolute certainty upon these things:

It will be advertised for him, amply.
It will be warranted to him, wholly.

and

He can sort up his stock, even in mid-season, and be sure of getting exactly what he wants to suit his trade.

The first certainty will get any merchant more trade than he gets now. The second will hold the trade he gets. The third makes it easy for any store to stock right without a chance of overstocking.

This underwear, trade marked in red and advertised so you get the good of it, is made in every style and fabric for either sex of any age. You will find it in the samples of any traveller who visits you from a live house.

Pen-Angle Unshrinkable Underwear

PENMAN'S LIMITED

Of Paris in Canada



Men's Furnisher and Clothier

How to Figure Profits

There is no doubt that many merchants follow an incorrect method in figuring profits and that many failures are due to the fact that merchants figure they are making, say a 20 per cent. profit on a certain article, whereas in reality they are making considerably less. The importance of the frequent turnover is another matter that is not sufficiently understood. Both of these questions are admirably discussed in the following article by J. Malcolm Stewart in "Furniture Journal":—

Various letters have been received by the writer for more information on the subject of figuring profits on merchandise. The information desired is on the method of figuring those profits in the way most likely to avoid error, and unconscious losses, with the accompanying disaster that must overtake those groping in the dark. I contended that the only way to arrive at the proper percentage of profit on any commercial transaction was to ascertain what proportion of the sale was, or would be, profit, never attempting to arrange the percentage of gain by adding to the cost, a percentage of that cost, equal to the amount of profit desired, or in other words, in adding 25 cents to a dollar, assuming you are making a profit of 25 per cent.

Of course, we all know that it is difficult to convince every one on any subject, and bring them all to one way of thinking. In a case like the one before me it probably would be the best way out of the difficulty to refer those in search of information to the head of the office in any large wholesale house. A visit to any of these houses would, I think, furnish the seeker after information with plenty of it, all of which would be in favor of my contention. I would much like to see this matter brought before the public at large more forcibly than I ever could hope to do it, for, as one of my correspondents remarks, "It is a matter of the most intense and vital importance to the business world," and I might add, but little understood.

Only a few days ago, an amusing case came under my observation, going to show how poorly armed for business is he who doesn't understand this subject clearly.

A young business man, a plumber, strange as that may seem, was figuring on a contract. His labor and raw material, he figured, would cost him in round figures $500. Wishing to make a profit of 20 per cent. he proceeded to add 20 per cent. to the cost, making his complete bid $600. When he got through I asked him how much profit he would make at that rate if he did a business of $10,000. He answered with a knowing smile and triumphantly, $2,000. I asked him to apply the mode of reasoning by which he had reached that conclusion to the bid before him and see if it would work, and his surprise when he found it wouldn't was great. He had been doing business all along with the idea that adding 20 per cent. to the cost would give him a profit of 20 per cent. on his business.

It is not necessary to state that figuring one of these on the investment, the other on the amount of business, must lead to error. Don't say you understand that and provide for it. What is the use of doing that; why not figure right in the first instance? Try and find any advantage to be gained by figuring the profit on the cost. There is none that I know of. Ask some merchant who figures his profit on the cost the question I asked the plumber and see what answer you will get. A little study will convince any one with any business experience of the justice of my contention.

To figure the profit on any article correctly: Subtract cost from the selling profit, the difference, of course, being the profit. Divide the latter (decimally) by the selling price, and the result will be the true profit; thus: Cost $5, selling price $8, profit $3, and $8 is contained in $3 .375 times, showing a profit of 37½ per cent. For the benefit of those who did not read the former article on this subject, I will repeat the table by which goods can readily be marked at any of the percentages common to business:

To make a profit of 16 2-3 per cent., add 20 per cent. to cost.

To make a profit of 20 per cent., add 25 per cent. to cost.

To make a profit of 25 per cent., add 33 1-3 per cent. to cost.

To make a profit of 33 1-3 per cent., add 50 per cent. to cost.

To make a profit of 50 per cent., add 100 per cent.

The highest profit that really can be made in business is 100 per cent., and this can be done only when you get something for nothing, and having sold it for something, the entire transaction is profit; in all other cases the sale being 100 per cent. and the cost something, the profit is less than 100 per cent. An article costing 10 cents and selling for $1 pays a profit of 90 per cent. of the selling price, 10 per cent. being the cost and 90 per cent. the profit. Figure your profits according to the above table, then try if you can to figure yourself out of anything.

As to the methods of proof submitted by me in these articles from time to time, I have this to say: Captious criticism doesn't amount to anything. The man who is constantly looking for an argument and trying to frame up impossibilities to prove his case only injures himself. I can say for those rules that I recently made an inven-

tory, amounting to over $3,000,000, and consisting of over 10,000 hard extensions, and 1,500 pages of footing. I think I can figure as quickly and correctly as the next man, but I was glad to use those rules, proving any extension or footing I was afraid of by their aid. I was rewarded for my work by a fine present from the general manager, in addition to my regular compensation, he saying at the same time, "I would not believe it possible, but I have had your work carefully examined and have not found a single error." Of course, I was trying to use those rules, not abuse them.

The following table shows the immense advantage of quick sales. It is based on the careers of four $100 bills invested in business for the term of ten years at a profit of 20 per cent., and turned over with their respective profits at various intervals. The difference in earning power is almost incredible, but can be easily verified :—

$100 turned every two years at 20 per cent profit, for ten years	$ 305.18
$100 turned every year, at 20 per cent. profit, for ten years	931.00
$100 turned every six months at 20 per cent. profit, for ten years	10,844.16
$100 turned every three months, at 20 per cent. profit, for ten years	891,752.50

Push Better Shirts

That's Where the Money Lies—Don't Neglect the Stiff Bosoms—The Trade is Brisk.

In conversation with The Review a few days ago a Western Ontario clothier and furnisher spoke of the possibilities for doing a much better class of trade than ever before. "Why," said he, "we seldom used to think of selling many shirts at more than $1.50. Now we find no difficulty in disposing of a $2.50 article. We constantly endeavor to sell better goods in all departments, and the plain is meeting with fine success all round. Where is the man who has believed right along that his trade wouldn't stand more than certain prices? Why, someone else has taken away his best customers, leaving him only the people he has educated to paying only certain prices; his goods cost him considerably more than they did—that is, if he maintains the same quality—and he is in a poor position to advance his figures, consequently his profits must be shortened. If he buys cheaper qualities at the old prices, with the object of keeping up his old margin of profit, he is sure to encounter trouble. Thank goodness, I have got clear of such circumstances."

* * *

We were in a Toronto furnishing store recently when a gentleman asked to be shown some shirts. It was still pretty cold weather, and the clerk brought out some of the nicest stiff bosoms in stock first thing. The store has followed the policy of showing them at every opportunity during the Fall and Winter. If every merchant would follow the same course there would be little opposition next Fall to the acceptance of the stiff bosom as the proper shirt for cold weather. Let us help the situation along as much as possible.

* * *

A novelty has been brought out in New York, in the shape of a neglige and stiff bosom combined. The bosom is very little larger than the opening of the waistcoat. It is only from the standpoint of appearance that it has anything to recommend it.

Shirt trade is brisk, and the Summer season promises to be particularly good.

* * *

The medium height fold collar with narrow opening will come into strong demand during the late Spring and Summer. It suits the narrower width in neckwear much better than the wing, and then bows will be quite popular also.

Neckwear

Brown Has Been Prominent in Displays—Reds, Greens and Greys Among Most Popular Colors.

In the Easter neckwear displays of some smart Toronto stores brown, with self-stripe or shot effect, was given a place of prominence, but we have not heard that the public took to it very readily. It is attractive all right, but does not fit in well with the present vogue of grey and blue suitings.

* * *

Nearly all the window displays now contain four-in-hands of two and a quarter and two and a half inch widths only, and while a good many three inch widths are worn, and will be for a while, the others are taking hold satisfactorily. One feature that is proving very helpful is the fact that they are being made up with lots of body, so that they may be tied in a nice firm, full knot. We have before now touched on the fact that they require less material, and thus permit of better values than the three inch widths.

* * *

Of all the colors being shown, plain and fancy greys, reds and greens, the latter two in dark shades, are among the most attractive. An effort is being made to push plaids, but we have noticed no great progress along this line.

* * *

The wash neckwear will, of course, run on the narrow widths, and will contain some lines with neat designs and polka or coin dots.

SOME HAT STOCKS NEGLECTED.

We have noticed a decided lack of interest in the men's hat stock in general stores and dry goods stores which cater for men's wear trade. The employes consider a hat is a hat, and the customer who wants one will take the thing that pleases him, no matter what the clerk may have to say about it. With that we cannot agree, for the clerk can have as much influence over the customer in the buying of a hat as in the buying of a suit of clothes or a dress pattern. It should not be as it is, for the goods that go out on men's heads should fit the countenance as well as the head—for the good of the store and the good of the trade that is hoped to be always gained.

That there is a large lack of interest on the part of the clerks we believe to be due to the accessory lack of interest on the part of the bosses. When the hat stock is kept in a pile of cartons away back at one side of the store and it is a Sabbath day's job to look for what is wanted, with no certainty of it being there, is it small wonder that clerks don't take more interest than they do? It is really a misuse of the opportunities offered by men's headwear, an injustice to the store, and what we might call a criminal neglect of the goods in question.



COLOSSUS

Shirts and Overalls

Properly Designed and Carefully Made

SIZE AND FINISH SPECIAL FEATURES

Made in

Fine Negligees **Working Shirts**

Overalls and Smocks

Goods should be in wall cases, where they can not only be easily seen, and help to advertise themselves, but easier to get at as well.

AN ORIGINAL SCHEME.

One of the most original and resultful schemes seen in a long time was that employed last month by an enterprising young firm, designated a "Hidden Hand Sale." Their newspaper ads. and other announcements of this event bore the outline cut of a big hand, the fingers and palm covered with advertising. This in itself was striking enough to secure a reading. The idea was quite clearly explained in the ad., which ran as follows :—

Great Hidden Hand Sale.

"$300 in merchandise to be given away this week at Blank's. Go to Blank's and get a hand with a number on it then find an article with the same number on it, and it is yours. The Hidden Hand : Its possession means an invitation to participate in a grand distribution of gifts free. Thousands of these hidden hands will be distributed. Be sure and get one and see the hundreds of articles to be given away displayed all over our store or in the windows. Each Hidden Hand is numbered. Look all over the store ; if you find an article that corresponds with your number, that article is yours free. The free distribution of gifts to commence Feb. 1 and continue during the week. A sale of wonderful bargains and free gifts. It's unique ; it's fascinating. Come every day."

Each person, on entering the store, was presented, by two clerks who stood near the entrance, with an oddly folded strip of paper. On opening this strip, a picture of a red hand, printed with the above announcement, was disclosed, each hand bearing a different number. The clerks distributing them urged the throng to look all over the store for some article bearing the number corresponding to that on the hand—if not found on the first floor, to look in the basement and the upper floors. All over the store, attached to walls, pillars and shelving, were various articles of merchandise, each bearing a red hand and a number in plain figures. Men, women and children thronged the store every day during the sale, and patiently wandered all over every floor comparing numbers. When anyone was successful in securing a prize the news spread like wildfire through the crowd, and greatly stimulated the hopes of the other searchers. The $300 spent in this way in giving unique publicity to their February sale brought such highly satisfactory returns that the scheme was extended for another week, and still the crowds came with unabated interest.

A GOOD ADVERTISING IDEA.

In order to awaken unusual interest in their Mid-winter sale, one big clothing and furnishing goods firm determined to do "something different." They first thoroughly advertised, in the town and the surrounding country, that at a certain hour on a stated date they would send up, from the roof of their store, twenty-five toy balloons. Each balloon would bear a tag, on which would be written the name of some article of merchandise in their store, these articles ranging in value all the way from a necktie to a suit of clothes or an overcoat. Any person securing one of these balloons, and presenting the card attached at the store during the week of the sale, would be given, absolutely free, the article named thereon. This announcement caused a big sensation, and the vacant space in front of the store was crowded with spectators when the hour for sending up the balloons arrived. Everybody for miles around was on a still hunt for the balloons, and the lottery nature of the prizes added to the interest. Some of the balloons were found at a considerable distance from the store, and a few were never recovered.

WATERPROOFS IN DEMAND.

One of the salient features of the Spring raincoat trade is the demand in smaller towns for the old-fashioned waterproof garments. This trade was ruined by the introduction of cheap garments some years ago, and a revival is taking place for the better class of goods, which are really waterproof and a necessity for men who are out in all kinds of weather. While it is not advisable to stock them heavily the feeling for these goods should be catered to.

Special Order Clothing

One Concern Will Make No More—It Would Damage Ready-to-Wear Trade.

The special order departments of most of the clothing manufactories have grown very rapidly, with every prospect—if encouraged—of developing a great deal more. But shall they be encouraged? One concern that we know of has dropped the department altogether, after working up a very brisk business; in fact, orders became so heavy that it was feared the ready-to-wear trade would suffer. That is the branch in which the money lies and the one which every manufacturer wants to see progress. Catering strongly to "specials" is bound to to prove a bad policy, and will tend to put farther away the time when ready-to-wear clothing shall take the same position in Canada that it occupies across the line. Under present conditions, too, merchant tailors lose a lot of business.

Suitings for Fall

They Have More "Life" to Them Than Usual—Natural Shoulder Among New Styles Announced.

Fall suitings received by the manufacturers show a good deal more "life" than usual. Fancy blues and greys—some of the latter of fairly light shades—are prominent. Vague checks or stripes appear in most of the materials, which are certainly very attractive.

For Spring there has been a big call for greys, and before Easter some lines were entirely sold out, with no prospect of getting any repeats on them. One big clothing house was utterly unable to supply the demand for certain greys in their special order department. Blues are in strong position also. Other colors are thrown pretty well into the background for the time being.

Public favor still clings tenaciously to the long coat more or less form-fitting. It is a dressy garment and a change back to moderate length and plain "boxy" effect will have to come gradually. The pressed side seams are still used, but the vent has gone. To make this latter condition possible the coat, particularly the "skirt," must be more roomy. The popular coat has three buttons, fairly long lapels and breast pocket. The waistcoat has long opening, three buttons, and the bottom

cut to form a deep inverted V. The trousers fit snug around the hips, but are semi-pegtop otherwise.

The most conspicuous feature of the styles already announced for Fall is the return to the natural shoulder for both under coats and overcoats. Dame Fashion is putting her mark of disapproval on the broad shoulder effect, and it is to be relegated to "out of date." So 'tis said, but we cannot altogether agree. Experience has taught that nearly all decided modifications in men's wear must come gradually—they must evolve. To jump suddenly from the broad to the natural shoulder would be too much. In Canada we may take to it, in a degree, a year from now. but hardly before. The padded shoulder has been a very popular style and one which will die hard among the great proportion of people. That the natural shoulder will come back before long we do not doubt, but it will not come with such a rush as has been prophesied.

Of the possibilities of skilful padding in the making of a coat some men have a curious idea. A young fellow, whose figure was anything but of the Adonis type, approached a Toronto tailor with the request that he be "fixed up" and made to "look good," suggesting that his defective points might be hidden by padding. The tailor replied that he could not be expected to do what God himself had not done.

A NOVEL CO-OPERATIVE SYSTEM.

In Boston, Massachusetts, there is a flourishing store, the management of which is conducted on a novel co-operative method allied with a profit-sharing system. The staff are entrusted with the entire control and administration of the business. The owners have just as much

Oxford Homespuns

and

Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, P. Q.



BUYERS OF

RAINPROOFS

Should get those proofed by the

'Cravenette' Co., Ltd.

and stamped



The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp Is a guarantee not only of Rainproof properties, but also of the quality of the material.

DUSTPROOF

AS WELL AS

RAINPROOF

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the trade.

Announcement

Fall and Winter, 1907

A large volume of business at a very small expense is the explanation of our

Fall Line of Men's Suits and Overcoats

Our facilities are large enough to make this step a necessity. You know our reputation in the Raincoat Trade. It will be strengthened when you handle our clothing line.

Our tailors are trained to our exclusive idea of good clothes making. Each workman devotes himself to but one grade of work. All garments are made with the precision and exactness of the best merchant tailors, and the product reaches the highest degree of uniformity. It's most important for you to sell clothing made this way.

And you've the assurance that the quality in the cloths will satisfy and bring your customers back again. We leave it to you to see and judge whether we make "Better clothing for the price than any other manufacturer." Our salesmen are out. Do not delay in making an appointment.

The

Montreal Waterproof Clothing Co.

Limited

MONTREAL

Elite Brand Raincoats

In selling a Raincoat make up your mind you are going to continue to sell to your customers. To do this you must have the right kind of Raincoats. You will have by stocking with

Elite Brand

Cravenette Proofed Raincoats for Ladies and Men.

Many new ideas now being shown for sorting.

The largest and oldest manufacturers of Raincoats in the world.

The Montreal Waterproof Clothing Co.,

MONTREAL

GARBIRNETT

The Great English Cloth for

Waterproof Coats
Motoring
Riding Breeches

A cloth for all whose occupations are outdoors in rain or shine.

Guaranteed Absolutely Waterproof by the "JENNWELL" Process. Made in All Shades.

Sole Makers:

G. Garnett & Sons, Limited
Apperley Bridge,
Near Bradford, - England

Samples and quotations furnished to all jobbers and manufacturers on application to the undersigned.

GEO. S. PLOW & CO., - 232 McGill St., MONTREAL
A. ALEXANDER & CO., - 77 York St., TORONTO

WREYFORD & CO. Romain Building, TORONTO

WHOLESALE MEN'S FURNISHERS

Latest Novelties for High-Class Trade

Dominion Agents for

YOUNG & ROCHESTER, LONDON

Complete ranges for Fall now in hands of our travellers.

Latest Productions in Knitted and Fancy Tattersal Vests

DRESSING GOWNS AND SMOKING JACKETS

Novelties in FABRICS and designs. In NECKWEAR, we receive the latest from London Market 1st of each month.

Tress & Co., London, Eng.

Fall styles in **SILK, FELT** and **TWEED HATS.**
TRESS CAPS are in a class by themselves.

Cellular "Aertex" Underwear

The increasing demand for this genuine "Aertex" Underwear has led us to stock the several weights in Undershirts, ordinary and Coat style, Pants, Knee Drawers and United Garments.

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

If you wish to supply your customers with an Underwear, Durable, Comfortably Elastic and at a moderate price, their "Nelson" unshrinkable Ribbed Underwear, fulfils every requisite.

C. C. & Sons are also manufacturers of the popular Motor Scarves in Silk, Wool and Mercerised. Orders for these should be placed early.

Now, for Outing Tweeds!

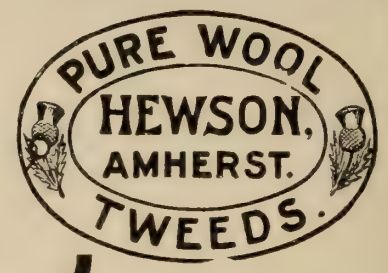
People know, from our advertising, that Hewson Tweeds are ideal for raincoats, yachting costumes and other outing purposes.

They'll be pleased when you tell them you have them—and the pleasure will be doubled after you wear them.

Therefore, stock these fine, unshrinkable, unspottable, pure-wool Tweeds.

And see our samples of pure-wool Underwear. Heavy weights for next winter.

Hewson Woolen Mills Co., Limited, Amherst, N.S. 98



A COLLAR THAT'S CLEANED LIKE A WINDOW

THAT'S THE BONIFACE

A rub with a damp cloth, a little soap and water, and there you are. A linen collar as spick and span as a freshly laundered one. It saves your customer laundry bills, temper and time and makes him your friend.

Globe Suspender Co., - - Rock Island, P.Q.

J. ALPHONSE OUIMET
8 Notre Dame Street East
MONTREAL

L. O. PAQUETTE
70 Church Street
QUEBEC

THERE'S NOTHING EASIER TO SELL THAN OVERALLS

IF YOU HAVE THE RIGHT KIND. You'll get the Right Kind if your stock includes some of our Fall Lines of Overalls and Working Shirts.

THE ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. Exclusive Patterns.
Measurement Blanks, Samples with full particulars upon request.

The Smith & McKeown Shirt Mfg. Co.
LIMITED
16 COTE ST. - MONTREAL

Persons addressing Advertisers will kindly mention having seen their Advertisement in this paper.

share in the management as a floor-boy, one vote each, and there are no suffragettes, for all the girls and women vote too. It is co-operative, not on the divi-ridden plane, but on the higher level of clanship. The store in which this new constitution has been set up is owned by the William Filene's Sons Company, and deals in clothing, and on those lines is characteristically claimed to be the biggest of its kind in the world. Some dozen years ago it had no more than 25 assistants. When the old order was changed, in 1899, it had grown to 100 employes, but it is now a big branch with between 700 and 800 on its pay-roll. The premises have been enlarged four times, and the stock is turned over "nearly once a month"—two tokens of prosperity that can be readily recognized. If actions speak, results such as these may be said to shout; the principals all the time seem to be shedding their authority, handing over first one and then another of the privileges of their position, and, as most of us would think, parting with the safeguards of their supremacy.

SOME SOUND ADVICE.

Represent all kinds of merchandise correctly, avoiding every species of deception, and be truthful and honest with customers; keep on hand the best goods the community will buy, for good goods will in time help the trade by advertising themselves. Besides, when a man has a good article to offer the public, he can present its good qualities with more sincerity and energy than is possible for him to do with an inferior article. The little things in a store management can never be overlooked with impunity. Neglect nothing that will contribute to the betterment of your store. Watchfulness begets prudence, and prudence, steadfastness.

WINDOW DISPLAY.

The window display is the best advertising medium within the reach of the retailer. Concentrate your attention upon it week by week, and compare the result of one week's display with another. Remember that every man who passes your window is a possible purchaser of your goods. Give them always something new to look at, induce them always to wonder what you are next going to offer them, and finally, when you have succeeded in persuading them to enter your shop, see that you exert every effort in your power to please them and make them permanent customers.

Montreal Removals

Many Firms Changing Quarters—A Number of the More Important New Locations Given.

In Montreal during April of each year the moving season sets in, and the majority of business firms, when anxious for new quarters, are forced to make the change then. More than the ordinary amount of moving is taking place this year, owing to the growth of the Montreal wholesale district, and some of the more important new business locations are given.

The new Mark Fisher Building, Victoria Square, which is practically completed, is causing quite a series of changes. This building is to be occupied in the lower floors by Mark Fisher, Sons & Co., and their old building diagonally opposite will be the new premises of Brophy-Cains, Limited, who will have enlarged quarters, and better facilities than heretofore. As has been stated previously, the W. R. Brock Co. will shortly move across the road into the Brophy-Cains premises and their newly renovated adjoining building. These two large warhouses connected give one of the most imposing buildings in the city, and form a welcome addition to St. Helen St. The old Brock location in St. Helen St. will soon be occupied by Finley, Smith & Co., wholesale woolens, now at the corner of St. Peter and Recollet St. The old quarters of Finley, Smith & Co. are to be used by George H. Hees, Son & Co., whose Montreal premises were destroyed in the recent St. Helen fire. The glove house of Perrin Freres & Co. will soon find permanent quarters on the 6th floor in the new Mark Fisher Building. They are fitting up this floor most elaborately, and every modern convenience for stock and office is being installed. Their temporary quarters in the 3rd floor of the new Desbarats Building on Beaver Hall Hill, secured after the fire in McGill St., will be utilized by the China and Japan Silk Co., Limited. While moving this month the latter are retaining their old location in St. James St., and like many other firms, state that there will be no interference with business. This firm will occupy the entire third floor of the Desbarats Building, which will give them just double their former space. An illustration of the Desbarats Building is given, as this large structure shows the trend of the Montreal wholesale district further north and west. It is on Beaver Hall Hill, a couple of blocks from Victoria Square. Among the fur houses which are changing locations are McComber & Cummings. They will occupy the large building at the corner of St. Sulpice and St. Paul Sts., and will retain their old premises at 516 St. Paul. Swift, Copland & Co., Limited, as already stated, are moving to 318 St. James St. Clement Michaud & Co., 85 St. Peter St., are moving to a substantial building at 496 St. Paul St., corner of St. Peter, joining the numerous fur houses in this street. Guilbault, Desparois & Garneau, 319 St. Paul St., are moving to larger premises at 244 Notre Dame St. west.



Desbarats Building. Third floor to be occupied by China and Japan Silk Co., Ltd.

Office premises in Montreal are at a premium, and there is a lively scramble to secure desirable quarters. New office buildings are planned to relieve the pressure.

MAINLY ABOUT OURSELVES

In an important law suit last month the condition of the Canadian cotton markets during 1905 was brought into question. The authoritative position of The Dry Goods Review was recognized, and one of its editors was called upon to give testimony in this regard.

* * *

"The Review is practical, and of vital importance to every progressive dry goods merchant; in fact, of all the papers that reach us here, it is the only one I like to take home for careful reading."—Mr. Ross, of the print department of the Dominion Textile Company.

* * *

The editor of The Review recently received a communication from a retailer in the Maritime Provinces asking if a prominent manufacturer in Montreal was still in business. The letter went on to say that he had written the firm in question, but had received no reply. Not only did he think this unbusiness-like—if it still existed—but he wanted to know where he could purchase the goods elsewhere.

Canadians could take example from our neighbors to the south in the important matter of answering correspondence and answering it properly. We have often heard favorable comments upon the promptness and politeness with which firms in the United States answer correspondence, even upon trivial matters, and comparison made with the dilatory methods of firms in Canada who fail to answer at all, or are very tardy in doing so.

* * *

"A word about your January number of The Dry Goods Review. We think this a credit to your firm and a great help to the progressive merchant. We trust that we shall have the pleasure of receiving as valuable information during 1907 as during 1906 from your paper."—A. F. Binning, Medicine Hat, Alta.

* * *

"I am a subscriber to both The Review and Canadian Grocer. I have been exceedingly interested in them, and would not be without them. Hoping you will meet with continued success," etc.—Stephen C. Morris, Trinity, Nfld.





Interior Views of W. H. MacBeth's Store at Saskatoon, Sask.





Interior Views of W. H. MacBeth's Store at Saskatoon, Sask.

Housefurnishings and Decorations

With the Canadian carpet manufacturers Spring business shows an increase of about twenty per cent. over last year. Three-quarter piece goods have sold as well as formerly in Brussels, Wilton and tapestries. With the jobbers Spring lines are nearly all in stock by now, and every indication points to a good business, and the same may be said for the retailers.

Deliveries.

Deliveries of domestic goods, generally speaking, have been right up to the standard, and the productions of the mills are sold out up to May. Deliveries of imported lines have not been so good.

Prices Advancing.

Comparing prices of domestic mills with those of last year we find that there has been no increase, but it must be remembered that wools are still advancing. To the jobbers, imported goods are higher, and on jute carpets a further advance of ten per cent. was made recently. Tapestries of the cheaper grades have gone up nearly forty per cent., and Brussels and Axminsters about thirty per cent. For Axminsters selling at $1.25 two years ago, jobbers are now getting $1.65. The advance on the cheaper lines has been 49c. to 80c., and in the best lines 55c. to 80c. Wilton carpeting, which two years ago was 3s. 1d., has advanced to 3s. 10d., and in a better grade the rise has been from 4s. 3d. to 5s. 6d. The standard quality has gone up from 5s. 6d. to 7s., but at the figure very few sales are being made. High-grade Brussels once 3s. 1d. are now 3s. 10d. To retailers prices have advanced about ten per cent., and in view of conditions they should anticipate their requirements and order liberally, for no relief from the present high rates is in sight. Merchants state that many customers have taken the precaution of selecting their carpets and rugs early and having them stored, in expectation of an increase in price.

Repeats at the present time cannot be had at old prices and the public will have to pay from 2c. to 5c. more per yard, and the tendency, even for next Spring, is upward.

Designs, Colorings and Qualities.

The principal colors and designs sold for Spring are greens, in the softer tones and shades, and also cream grounds. Light chintz effects in Axminster, Brussels and Empires, as decorations of the present time, harmonize well with the soft tones and shades in these qualities. There is a better feeling in the trade for wool carpets and squares, and some very good two-tone effects in reds, greens and blues are being shown. They are certainly of attractive appearance, and they give satisfactory wear.

Good Fall Business Expected.

Domestic mills for Fall are bringing out some of the finest lines of three-quarter piece goods in Brussels, Wiltons, Empires and Louis XIV's that they have yet produced, made suitable in designs and colorings for this country. They should do a very large business in all lines as special efforts are being made by all domestic manufacturers to maintain the highest standard. Jobbers and manufacturers' travelers start on the road on or before the 15th of the month, carrying all lines for Fall trade, and as the outlook is very bright deliveries are expected to be in plenty of time.

Novel Proposition Re Ingrains

An Alliance of Philadelphia Manufacturers—Merchant and Mill Man Promised Healthy Profits.

It is proposed that the manufacturers of ingrain carpets in Philadelphia shall join hands in an effort to put new life into the industry. The proposition has been submitted by W. & J. Sloane, of New York, who desire to act as selling agents for the combination, and who have outlined a comprehensive and aggressive selling campaign, to include extensive advertising throughout the whole United States. They state the belief that the business can be made to take its rightful position in the trade and pay to the manufacturers a fair return on the capital and energy employed. One feature of their plan is that every roll of carpet and art square shall bear a ticket containing the guarantee of the associated manufacturers and their selling agents. A combination as proposed would eliminate the fierce competition which has existed; purchases of raw material will be made in large quantities, and, consequently, at better prices; it will save the voluntary retirement of mills whose individual conditions are said to be in low water. The idea is to preserve the mills as individual concerns except in so far as the product would all pass through the same channel, and a representative executive committee would look after the details of the allied manufacturers. The selling agents would distribute the business to the different mills on the basis of percentage that each bears to the whole.

The plan was explained by a representative of W. & J. Sloane at a meeting of mill men, who regarded it favorably. However, final action was postponed, although it may be expected at an early date.

The largest manufacturers in the business consider the proposition the best solution of the problems with which the ingrain manufacturers have been contending, and believe it would bring about much needed improvement in the business. The matter is received by the smaller concerns in exactly the same way, it being regarded as equally favorable to the manufacturer with a

Geo. H. Hees, Son & Co.

Toronto,
52 Bay Street

LIMITED

Montreal,
20 St. Helen Street

N.B. Keep handy our new Catalogues and Color Books



Our new Office and Warehouse, 52 Bay Street, Toronto

Mail Orders Receive Prompt Attention

MANUFACTURERS OF

Window Shades
Curtain Poles
Lace Curtains
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers
Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.

larger or smaller number of looms. The only delay in giving an affirmative answer is the desire to consider the working out of the details of the plan.

WALL PAPER ADVERTISING.

Good stores are paying more attention than ever to the advertising of wall papers, and such a policy must



A characteristic fruit and foliage design in a scroll movement, remarkable for its grace and strength, Shown in various rich color associations which bear closest resemblance to genuine weaves. Manufactured by Stauntons Limiied.

certainly be profitable. Some have even devoted an exclusive ad. to this line occasionally. We note with satisfaction the better tone that pervades their talks to the public, and this comes from a better appreciation of the merits and possibilities of the goods. One ad. that we have picked out at random has an attractive illustration and is headed "Artistic Wall Decorations." Part of the matter following is reproduced:

"Spring is at hand, which means that you soon will be brightening up your present home. We have a very nice line of high-grade wall papers, made for those who appreciate the best efforts of clever artists in most elaborate combinations, with which you will be able to match any particular kind of housefurnishings." The heading is excellent; the word "decorations" gives the goods a higher standing in the eyes of the public than would the mere term "wall papers."

DALY & MORIN CATALOGUE.

On account of the many natural colors in the third catalogue of Daly & Morin, Montreal, it is a veritable sample book in itself. It is handsomely gotten up and printed on very heavy stock. It is about 14 x 9 inches, and has a green cover with gold lettering. Some 70 pages are given over to complete illustrations and descriptions of window shades, curtain poles, trimmings, and all accessories. There are numerous pages illustrating the different lace borders, and the price list at the beginning of the book gives the cost at a glance. A copy will be mailed by the firm on application.

A HANDSOME CARPET.

The Kidderminster Shuttle says: "Brintons, Ltd., have just delivered to the order of Waring & Gillow, of Oxford street, London, a handsome hand tufted Axminster carpet, made on their new loom. The carpet is 16½ feet, and is a perfect example, both in design and coloring, of the Louis XVI. period. The ground of the carpet is Rose "Du Barry." The medallion is French gray in ground with roses bunched in centre and a rose festoon. The border consists of trailing roses, and within the edge is a band of olive leaves. The carpet is an exceedingly handsome fabric."

RUGS IN GOOD DEMAND.

The rug trade is ever increasing. Orientals have been much in demand, and the trade are well satisfied with this line, generally speaking. Plain green shades, with very little design, have been accorded a good deal of favor, and very little change in price has been made over last year. Antique Persian rugs are becoming scarce, and prices are accordingly very high. Seamless Axminster squares are still in active demand in the popular priced goods. The Smyrna, a reversible all-wool rug, which is a beautiful imitation of Oriental goods, will stand a lot of hard wear.

AN AUTHORITATIVE VIEW.

A prominent Montreal jobber discussing the recent advances in Canadian and foreign oilcloths and linoleum, spoke as follows: "The advance of Canadian oil cloths and linoleums made on the 20th of March is simply an offset to the increased duty of five per cent. on foreign goods. Scotch and English linoleums average an advance of 20 per cent. to 25 per cent., and with the in-

creased five per cent. duty this means an advance of from one-quarter to one-third on the price of all imported goods. In my opinion a further advance must come on domestic goods, and retailers would do well to cover their needs for the Spring and Fall as far as they can get the goods."

DUTY ON FLOOR OILCLOTHS AND LINOLEUMS.

One of the most recent changes in the tariff, and a change which materially affects the oilcloth and linoleum trade, is the increase in duty last month of five per cent. on oilcloths and linoleums coming into Canada. The new duty became effective at once. This increase is the direct result of the duty of ten per cent. placed on flax seed, which formerly entered free of charge. Linseed oil, the product of flaxseed, immediately scored a sharp advance of ten per cent. As linseed oil enters largely into the manufacture of varnishes, white lead and paints this advance is felt by Canadian manufacturers of oilcloths and linoleums. In order to give Canadian interests a fair protection, the duty on foreign oilcloths and linoleums was advanced as noticed above.

SENT RUGS TO GREAT TOGO.

H. A. Moore, manager the Moore carpet Co., Sherbrooke, Que., has an interesting and prized letter which

DETERMINE
To Fully Satisfy
Every Customer
For
WALL PAPER

If you have not just the Right Goods in stock, give us the particulars and get

Stauntons' Decorative Specialties

which will help you make the sale and win for you another pleased customer.

Write us for samples. Be assured of prompt and efficient service.

Look to us for your **BURLAPS** (Dyed, Plain, Oil Coated,) **SANITAS**, **CHURCH DECORATIONS**, **LODGE ROOM SPECIALTIES**, Etc.

STAUNTONS
Limited
MAKERS OF SUPERIOR WALL PAPERS
TORONTO



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION
FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited
74 King Street West, - - - TORONTO

a Review representative had a glimpse of recently. As the trade is well aware, this company manufactures "Togo" bath rugs, and Mr. Moore sent two of these to Japan to the great Togo. The following letter was received from the famous naval commander:

H. A. Moore,
Sherbrooke, Que.

Dear Sir,—I have received two of "Togo" bath rugs, manufactured by your company, which you kindly sent me, and am obliged for them.

Yours truly,
H. TOGO.

Oilcloths and Linoleums

Long Expected Advance in Domestic and Foreign Goods —List of Dominion Oilcloth Co.

Last month the low prices on table oilcloths, floor oilcloths and linoleums, which has been maintained notwithstanding the high cost of all materials entering into their manufacture, were revised considerably. English and Scotch manufacturers are settling their troubles and every mail brings news of a readjustment of prices. Before the month is out material advances will undoubtedly take place.

The first inkling of a change in the situation was the new price list on table oilcloths sent out by the Dominion Oilcloth Co.. March 1. These small advances were a direct result of the increased cost of cotton goods. Late in March a new list of floor oilcloths and linoleums was sent out to the trade. The advances made are a direct result of the high rates on jute canvas, linseed oil and white lead. The entire price list of the Dominion Oilcloth Co. is here reproduced:

Linoleum.

Widths.	8-4 Plain.	8-4 Printed.	16-4 Plain.	16-4 Printed.
A quality per square yard	.60	.65	.65	.72
B " "	.50	.55	.55	.62
C " "	.40	.43	.46	.48
D " "	.34	.34	.40	.40
E " "	.28	.28	...	.33

Linoleum Bordered Passage Cloth.

Widths.	2-4	5-8	3-4	4-4	5-4	6-4
A quality per lineal yard	.40	.50	.55	.70	.85	1.00
B " "	.35	.40	.45	.60	.75	.90
C " "	.24	.30	.35	.45	.60	.70
D " "	.20	.25	.30	.38	.50	.60
E " "	17	.21	.25	.32	.42	.50

Floor Oil Cloth.

		Per sq. yd.
No. 1 quality	in widths of 4-4, 5-4, 6-4, 8-4, 10-4	.32
No. 2 "	" 4-4, 5-4, 6-4, 8-4, 10-4	.25
No. 3 "	" 4-4, 5-4, 6-4, 8-4, 10-4	.20
Mats or Rugs—No. 2 quality, all sizes.		.30

Canvas Stair Oil Cloth.

Widths.	2-4	5-8	3-4	4-4
Canvas back, per lineal yard	.10½	.13½	.16	
Painted back, " "	.12½	.15½	.19	.22

Length of pieces 30 yards.

Shelf Oil Cloth.

	11 in. wide.
Shelf, per piece of 12 yards	.58
" " 24 yards	1.15

Table Oil Cloth.

	5-4	6-4
Fancy Mosaics, per piece of 12 yards	$2.00	$2.90
" Woods. " "	2.00	2.90
White Marbles, " "	2.20	3.10
" Muslin, " "	2.20	3.10
" Muslins, printed, "	2.20	3.10

Cotton Stair Oil Cloth.

	15 in. Wide.	18 in. Wide.
Muslin back, 50 yard pieces	.06	.08
Duck " 40 "	.10	.12

Enameled Oil Cloth.

(In 12 yard pieces.)

	5-4	50 in.	6 4
Muslins			
Black, bright (glazed) and dull finish .. per yd.	.19	.21	.25
Black, patent face "	.23	.25	
Browns, greens and maroons "	.24	.27	.31
Russet and tan "	.24	.27	
Blue, yellow and red "	.31	.35	
Scarlet, white and crimson "	.43	.48	
White sign cloth "	.19	..	.25
Drills			
Black, bright (glazed) and dull finish .. "	.24	.26	.32
Black, patent face "	.27	.29	..
Black, tan back, patent face "	.33	..	..
Black, figured back "	.29	.32	.37
Black, brown back "	.32	.34	.39
Browns, greens and maroons "	.33	.35	.40
Russet and tan "	.33	.35	..
Blue, yellow and red "	.38	.42	..
Scarlet, white and crimson "	.50	.56	..
Ducks, Etc.			
Black, bright (glazed) and dull finish .. "	.30	.32	.37
Black, patent face "	.34	.37	..
Black, figured back "	.35	.37	.42
Black, brown back "	.38	.40	.44
Browns, greens and maroons "	.40	.42	.46
Russet and tan "	.40	.42	..
Oiled, for waggon tops (50 yd. pieces) "	..	..	.44
Black moleskin, patent face "	.78	..	..
Black, glazed No. 6 (25 yd. pcs) 50 in. wide "	..	.90	..
Black, " " 8A " 52 " "	..	.75	..

Carriage Floor Oil Cloth.

(In 30 yd. pieces.)

	5-8	3-4	7-8	5 4
No. 2 Quality, per yd	.15	.18	.21	.30
" 3 " "	.12½	.15	..	.25

INCREASED THEIR CAPITAL.

Geo. H. Hees, Son & Co. have increased their paid-up capital from four hundred thousand dollars to six hundred thousand dollars. The increase of capital is needed in their business owing to the great development in their upholstery and lace curtain department, but while they are increasing that part of their business they are by no means neglecting their original business of manufacturing window shades, curtain poles and metal goods.

"WOODS WESTERN."

A Dominion charter has been granted to Woods Western, Limited, Ottawa, with a capital of $500,000, divided into $100 shares. The incorporators were: James W. Woods, manufacturer, Ottawa; Roderick McLennan, manufacturer, Winnipeg; and David N. Finnie, manufacturer; Ernest Linton, manufacturer; and George Coupar Murray, manufacturer, all of the city of Ottawa. The object of the company is to carry on the business of general wholesale manufacturers, merchants, and manufacturers' agents and to deal in dry goods contractors' and lumbermen's supplies, tents, terpaulins, flags and smallwares.

SILK MANUFACTORY IN TORONTO.

A site 150 feet square, at the corner of Eastern Ave. and Carlaw Ave., Toronto, has been purchased by Mons. de Lauzen, of St. Etienne, France, representing a concern which will establish a branch of their silk industry there. Operators and machinery will be sent out at once. The intention is to bring out about seventy-five or more skilled workers from St. Etienne, and further help required will be secured in Toronto.



Tapestry Carpets

There is no more popular carpet on the market to-day than ***Tapestry.***

We make this one of our strong lines, and carry, in our four qualities of

King, Harvard, Ellesmere and Dominion,

Exclusive Patterns and Colors — that will hold their own alongside of either ***Brussels*** or ***Velvets.***

We carry 5-8 Borders to match all patterns in our ***"Dominion"*** quality, so that the trade can have ***Squares*** made where necessary in any size.

These are all represented in our ***"Cut Order Department."***

Write for Prices and Samples

THE IMPERIAL CARPET CO.

60 Front Street West LIMITED

TORONTO

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made

or its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:

SYDNEY MOSS,

Nordheimer Bldgs., 8 Colborne St., TORONTO

The Moore Carpet Company

LIMITED

SHERBROOKE, QUE.

Manufacturers of High-Grade Carpets and Rugs

Royal Wiltons,
Kashmir Wiltons,
Burmah Wiltons,
Sirdar Wilton Rugs,
Magog Brussels Rugs,
Windsor Brussels,
Balmoral Brussels,
Magog Brussels,
Togo Washable,
Cotton Bath Rugs,

SPECIAL ANNOUNCEMENT.

Owing to the large demand for High-Grade ***Wilton Rugs*** in ***Carpet Sizes,*** we have brought out a large range of Oriental designs in a heavy three-shoot Wilton fabric, which we are prepared to show the trade immediately.

The designs are largely close reproductions of original Oriental carpets, and are woven with a deep luxurious pile of the best materials. They will be made in all the regular sizes and sold at a popular price, and we invite the courtesy of an inspection of this line before placing your orders on rugs.

All of our regular lines of Carpets and Rugs have been greatly strengthened and improved for the Fall season, and we are showing many new and original effects both in coloring and design.

Mills and Main Office, Sherbrooke, Que.
Toronto Office, 43 Scott St.
Winnipeg Office, 23 Hammond Block.
St. John, N.B., 53½ Dock Street.

The Moore Carpet Company

LIMITED

SHERBROOKE, QUE.

READY

Our Big, New Catalogue of Window Shades, Cloths, Curtain Poles, etc., etc.

Easily the largest and most complete sales help ever issued. Write for a copy now.

¶ Right now you will appreciate this catalogue, as a distinct aid in selling lines not stocked.

¶ Every page is of interest, and the natural colors of all work make it of practical value.

There's money in Window Shades. A few feet of your floor space will do. That new catalogue is a sample book in itself, and will post you on the line of quality.

DALY & MORIN - - MONTREAL

FACTORY—LACHINE

Agent for Ontario, F. C. Soper - - - - 29 Melinda Street, Toronto

BUSINESS NOTES

ONTARIO.

Fred C. Burton, general store, Staples ; advertising business for sale.

Wm. Graham, general store, Valetta ; succeeded by Graham & Hope.

Geo. Cushing, general store, Kenilworth ; sold to T. P. McGillicuddy.

H. T. Merrill, general store, Lansdowne ; Arthur Latimer, successor.

H. T. Merrill, general store, Lansdowne ; Arthur Latimer, successor.

John H. Birch, general store, Dorchester Station ; sold to Wm. Watson.

L. C. Kells & Co., general store, Arkona ; sold to McKenzie & Meldrum.

Broddy & Porter, general store, Uxbridge ; advertising business for sale.

H. & J. W. Kennedy, general store, Cedar Grove ; sold to James Malcolm.

W. J. Cameron, general store, Southampton ; advertising business for sale.

John H. Birch, general store, Dorchester Sation ; sold to Wm. Watson.

L. C. Kells & Co., general store, Arkona ; sold to McKenzie & Meldrum.

QUEBEC.

Desroches Freres, dry goods, Montreal ; dissolved, J. E. Desroches, registered.

J. D. Decelles & Co., dry goods, Montreal ; Mrs. J. D. Decelles, registered.

C. O. Gervais & Frere, general store, St. Johns ; dissolved, Elisee Gervais, registered.

N. Hebert & Fils, dry goods, St. Leonard ; N. Hebert and J. R. Hebert, registered.

E. N. Fontaine, general store, St. Barthelemi ; sold aged by fire and water, insured.

S. Rosenberg & Co., manufacturers furs, Montreal ; Jacob Gordin and S. Rosenberg, registered.

Hill & Depatie, general store, St. Armand West ; James M. Hill and Arthur Depatie, registered.

Helleur Bros., general store, Rimouski ; dissolved, W. G. Helleur retired, Geo. F. and E. M. Helleur continuing under same style.

THE WEST.

The MacKenzie Co., milliners, Regina ; sold to Carroll Coyle Co.

I. L. Forrest, general store, Plumas ; sold to Mattick & McKenzie.

A. J. Milligan, general store, Beinfait ; succeeded by Milligan & Watt.

J. B. Bryce, general store, Gilbert Plains ; succeeded by Chalmers Bros.

James Gadsden, general store, Norris ; removing stock to Winnipeg.

Hames & Gleiser, general store, Gainsboro ; succeeded by A. G. Gleiser.

B. D. Westman, general store, Churchbridge ; sold to Jonas Thorvaldson.

B. Clark & Son, general store, Borden ; sold to Smith & McQuarrie.

George Renuart, general store, Otterburn, succeeded by Renuart & Moir.

Dalgleish & Co., general store, Margaret ; sold to Morrow & McMillan.

THE DOMINION OIL CLOTH COMPANY

Limited - Montreal

MANUFACTURERS OF

Linoleum
Floor Oil Cloth
Table Oil Cloth
Enamelled Oil Cloth
Carriage Oil Cloth
Shelf Oil Cloth
Cotton and Duck Back Stair
Oil Cloth
Canvas and Painted Back Stair
Oil Cloth
Decorative Burlaps

Our Goods are handled by all the leading Wholesale Dry Goods Trade in the country

Observations On The Cash System

Conditions that Exist in Various Localities — General Adoption Would Produce Higher Standard of Citizenship.

Every drygoodsman would like to adopt the strictly cash system, or at least place his business on such a basis that he would know all accounts on his books to be perfectly safe. We have in mind a large store in a city of between twelve and fifteen thousand population which does a big credit trade, and another store in a town of less than two thousand population which will not extend a cent's worth of credit to anyone. The explanation of this condition lies in the merchants themselves, not in any peculiar circumstances. Let these men change places and the city in question would have a cash store in short order, for the situation is much more favorable to such than that in which the smaller merchant now operates. Put the latter almost anywhere, under normal conditions, and he would follow the same course. Another man might not go so far, although he would be reasonably sure that where he gave credit the money would be forthcoming inside of thirty days. The latter might get a larger return from his business than the former. It is impossible to lay down a general rule, and even if it were possible to do so the different points of view of different people would reveal to many of them very good reasons why they should not observe it.

We realize thoroughly that there are places in which a merchant cannot sell for cash only and be successful. One such town that we have visited has a population almost entirely of day laborers. That is an exceptional case. One merchant attempted the cash plan some time ago, but was forced to drop it, although he tries hard to keep credits down as low as possible, with the aid of a monthly account system. In emphasizing the influence of circumstances he told The Review of a business, which he conducted in a village of less than four hundred people, with a turn-over of $28,000 annually and less than $50 on his books at the end of two years. This village was the centre of a prosperous farming district, and, he believes, would almost have supported a cash store. Where he is now he has to carry customers for fairly long periods, and loses a good deal through bad debts. We would advocate the application, as rigidly as possible, of the monthly account system. We feel sure that the present condition of affairs can be improved considerably.

A large number of merchants throughout the country have adopted the cash plan, and we have yet to meet one who regrets the change. They have said good-bye to their chief worries, and can do business much more economically, with greater satisfaction to their customers. Nearly all of them formerly carried heavy book accounts. Of course, there are many of the best stores which do not advertise the cash basis yet give very little credit, and that only to people who are perfectly safe, but who prefer to settle up periodically. These stores have practically all the advantages of a cash business.

In taking up the cash system there is one thing that cannot be too strongly impressed upon a retailer: Under no circumstances must he depart from the principles first laid down. He will invariably receive requests from people whom, previously, he would not have refused and whose accounts he would have been glad to carry for almost any amount. If he is wise he will courteously decline to make any exception in their cases, and they will respect him all the more for his firmness. "My refusal to sell on any but spot cash terms to the best people in the city was one of the best advertisements I ever had," stated a merchant to The Review. "They were very much surprised, and perhaps a little indignant at first, but they talked about it, and both they and their friends buy a good deal from me now. They have confidence in me and in my goods. If I had given them credit and refused others it would have become generally known and I would have been forced into the old system of doing business." This is perfectly true. If you make the change stick to it and treat everyone alike, even though at first you do lose old customers.

It is unnecessary for us to detail the many advantages of having the cash in your till when goods leave the store. The ability to take advantage of discounts is a big consideration. Retailers in cities of ten to twelve thousand population have told us that if their only profit came from this source, merchandise being sold only at such a margin as would cover the cost of doing business, they could be well satisfied.

In the March issue we referred to a Midland store which adopted the cash plan about a year ago, after doing a big credit trade. There was very little difference in returns even at first, and since then there has been a substantial increase. It was found that families receiving credit had, in nearly every case, an account at the other dry goods stores as well. This exploded one theory that some merchants cite to show that it would be inadvisable for them to exact cash for every purchase.

A retailer whom we met a short time ago looks farther than his own material interests in operating a cash business. He holds that it will make better men and women of his customers who have long been used to receiving credit; that the general adoption of this system would tend to produce a higher standard of citizenship among Canadians. He is right. There are thousands of people in whom the knowledge that they can run to their dealer and procure supplies, without having ready money in their pockets to pay for them, discourages industry and thrift. Many a woman would be a much better manager of her household if she had to pay cash for everything that she bought. This point is one that permits of great enlargement, but the facts are evident to anyone who has given the matter a moment's thought.

Writing to The Review a New Westminster, B.C., retailer says: "I started a cash store because I could not do otherwise and do the business justice. I was a stranger in the country and had not the money to finance my own business and that of my customers, so I decided that a small profit and quick turn over for cash was the best course I could follow. The people fell in with the method very readily. I could scarcely call it a new plan, as the majority of my customers were in a position to pay cash. There is a small percentage in every community who buy on credit at home and send their cash away to the departmental stores and larger places, but will come to the new store until they get their names on the books and receive the first bill. Then they have no more use for you, and find fault with your method of doing business. To these it is better to turn a deaf ear. The conditions vary in different places. Where a business is depending upon one class of industry for existence it has to be governed very much by the time the money is in circulation. In places such as this, where people are

engaged in various employment, such as farming, mining, logging and lumbering, and have pay days at intervals throughout the month, there is no necessity for other than a cash business."

The merchants of Oak Point, Man., are determined to fight the credit system, and they have signed a hard and fast agreement to sell only for cash for one year from March 1. Each one has paid in $300 as a guarantee of good faith. For the first breach of the agreement the fine is $50, for the second $100, and for the third $150. Fines are to be devoted to charitable purposes. This plan is worthy of consideration in many other places.

We say to every merchant: If you can't do business for cash, or do not consider it advisable to make a strict rule in this regard, get as close to that basis as possible, and strive to get closer all the time; the closer you get the greater will be your success.

The Wool Trade

The Financial Aspect of it—Amount of Money Required to Lift Crop in Various Years.

The following article on the financial aspect of the wool trade was written by a special correspondent of The Yorkshire Post in the woolen and worsted district:

"The more one thinks of the wool trade and the prices that are ruling, the greater becomes the surprise that things are moving so smoothly and confidently. Many a woolman said in 1900 and 1901 that we should never see high prices again, but it is perhaps in order now to ask, When are we to have low prices? Nobody desires to see good, greasy combing back at 6d. per pound, for that is neither good for producer nor consumer. Users of wool, yarn, and fabrics are buying to-day a thousand times more lustily than they did when prices were in some cases half what they are to-day. But a 5 per cent. bank rate raises the question of its bearing upon the wool trade, and it is worth while just now to consider its relation to current prices, and the prospect of the trade being able to get on comfortably without fear of any set-back.

Increased Cost of Wool.

"It is obvious that when wool is costing double what it did in the nineties, the amount of capital required to lift the same number of bales is vastly different. I may give here the yearly total since 1859 of the colonial supply, the average cost per bale, and an approximate total of the money which it represents. Schwartzes' figures may be relied upon, and the following table shows the amount of money required to lift simply the Australian and the Cape wood clip:

Year.	Total bales.	Avg. value per bale.	Total value.
1895	2,270,000	£11 0 0	24,970,000
1896	2,134,000	12 0 0	25,608,000
1897	2,108,000	11 10 0	24,242,000
1898	1,982,000	12 5 0	24,280,000
1899	1,908,000	14 10 0	27,666,000
1900	1,596,000	13 10 0	21,546,000
1902	1,933,000	11 15 0	22,713,000
1903	1,685,000	13 10 0	22,747,000
1904	1,572,000	14 10 0	22,794,000
1905	1,842,000	15 15 0	29,011,000
1906	2,071,000	17 0 0	35,207,000

"We have not yet reached the height at which wool was selling in December, 1899, but the wool trade is now absorbing considerably more capital than it did in that memorable year, cross-breds being considerably dearer than they were then, and this year, I am positive, will break all records in the amount required to lift the wools which are and will be available.

"This is an advantage both to the spinner and topmaker, for, in broad Yorkshire parlance, 'there is nowt like shaking t' brass poke in the eyes of a top maker to get him to take a farthing less. It is well known in Bradford that many top makers have to seek the aid of the bank in their business, and not unfrequently this works to the injury of the trade. Men buy frequently double the weight of wool which they can lift with their own money, the consequence being they have to seek financial aid in order to lift the wool. This practically means putting half their purchases into 'pawn,' and scores of times prices have been helped down by a forced sale, for when a bank requests either a top maker or spinner to reduce his overdraft in a slack time it is certain that some cheap tops can be picked up. When, as at present, wool and tops are moving most rapidly, forced realizations are unknown; but when everybody is filled up, and wool and tops begin to accumulate, things soon become a little shaky.

"Last May and June, when the trade was carrying its full share of the last world's clip, a little financial difficulty was experienced in more quarters than one, and many think that in the coming season this may be repeated. If, it is argued, the burden reached straining point in the middle of 1906, what can we expect when the trade carries upon its bank another big increase? But 'sufficient unto the day is the evil thereof.' The manufacturing world is more hungry for wool than it has ever been, and the trade is nothing near filled up, nor are bank balances anything near exhausted. Users will find the 'brass' if they want the wool, and banks will not refuse help when they see the money is required for real, legitimate trade purposes.

Healthy Condition of Industries.

"In taking a broad survey of the situation, it is impossible to overlook the fact that the woolen and worsted industries were never in a healthier state than they are to-day. I have not so much fear about cash being wanted to lift all the wool grown, as about the weight of the wool which will come on to the market. What men buy they will pay for readily, but it will be the surplus, if such it can be called, which will test the buying resources of the trade. It is extremely difficult to say if to-day's rates are going to continue intact through the next six months, or whether the weight of offerings will break prices. My own view is that the trade is able to lift all the wool that is grown, providing the quantity offered is not rushed too heavily upon consumers.

"The trade cannot be gorged week after week, and month after month, without time for digestion; it is the possible forcing on to the market of large weights of the raw material which causes a little uneasiness. There is a stronger feeling of safety in to-day's values than there can possibly be if prices are forced to a higher level, and this should be guarded against. Prices this last two months have responded because of the hungry state of users, and a romping trade is assured for the next six months, but I don't think that after a while users are going to tread upon each other's toes for the raw material as they recently have done. Some seem to think that the top has not yet been reached, but the wisest heads in the trade make no secret about their opinions, and express themselves in favor of current rates remaining stady, in preference to a rush being made, to be followed by a serious fall."

ITEMS FROM ALL CANADA.

ONTARIO.

J. M. Farthings, Aylmer, has put in a stock of carpets.

St. Thomas has a retailers' association with a membership of 125.

The premises of J. D. Fligg, dry goods, Meaford, were destroyed by fire.

The Watson Clothing Co., of Sarnia, will in future conduct a strictly cash business.

Wheadon, Germann & Co., Guelph, are closing out their men's wear department.

C. F. Dempsey, late of Sarnia, has gone to London as manager of T. F. Kingsmill's store.

G. C. Hanna, of Wingham, has called his new clothing and house furnishing store "The Little Eaton."

F. P. Evans, of Ladies' Wear, Limited, Toronto, sailed for Europe via the Celtic from New York on April 6.

The Metropolitan Costume Co., St. Thomas, have settled in new premises, which are bright and well appointed.

Leslie C. Hatcher, of Walkerville, has secured a position with the Geo. W. Robertson Co., Limited, Hamilton.

E. Ireland, late of Milwaukee and Minneapolis, has taken a position with the Duncan Ferguson Co., Stratford.

Frank Stitt, manager of William Stitt & Co., Toronto, is dead. His brother, George, will continue with the business.

C. E. Hall, Dunnville, has sold his dry goods business to Manford Schier. The latter was formerly a merchant at Rainham.

R. H. & J. Dowler, of St. Thomas, clothiers and men's furnishers, have built a new store that is up-to-date throughout.

Inducements are being offered the Dominion Suspender Company and Niagara Neckwear Company to remove to Welland.

J. J. Cavers, of Hamilton, has accepted the position of manager of A. A. McKay & Co.'s store, Queen street east, Toronto.

The store of J. N. Currie, Glencoe, has been enlarged and remodeled. A new annex will be devoted to carpets, linoleums, curtains, shades, etc.

E. E. Wilkinson, for several years manager of carpet department of McLaren & Co., St. Catharines, has gone to Regina and taken a similar position with Rankin & Co.

A by-law to provide for the granting of a $5,000 bonus to Strauss & Ross, to assist them in establishing a knitting factory at St. Mary's, was defeated by the ratepayers.

Finch Bros., of Hamilton, have a fine new store on King street west. It is a roomy building, 39 x 128 feet. The lighting facilities are splendid. Three floors are occupied.

William Coutts, of St. Thomas, died at the age of 22 years. He was manager of the Oak Hall boys' department, and was formerly with the Stanley Mills Co., Hamilton.

The Canadian Manufacturers' Association have decided to hold their annual convention in Toronto. Between 400 and 500 delegates were present at the Winnipeg meeting.

Rutherford & Wheadon, of Galt, have dissolved, the business being continued by the former. They also have conducted a store in Guelph, with Mr. Wheadon in charge, and in which he has purchased Mr. Rutherford's interest.

Fire did considerable damage at the Ingersoll Glove and Mitten factory on March 13. It broke out in the stock room, which was completely gutted. There was $1,400 insurance on the building and $3,000 on the contents.

Harris & Co., of Rockwood, have completed their samples for Fall, which are now in the hands of E. J. Dignum & Co., Toronto, for Ontario and Quebec, and G. H. Woodill, 70 Granville street, Halifax, for Maritime Provinces.

Mr. Neelands, for some time manager of the G. B. Ryan & Co. clothing store, Guelph, has accepted a position as a traveler for Chalcraft & Co., Toronto. His fellow employes presented him with a traveling bag before his departure.

The Barber Co., Essex, have placed their men's wear stock at the front of the store where groceries were formerly located, the latter being moved back behind the dry goods section. The millinery department has been placed upstairs.

Application by G. D. Perry, president of the Imperial Carpet Co., to wind up the Coupe Manufacturing Co., makers of knitted goods, has been filed at Osgoode Hall, Toronto. The Imperial Carpet Co. is a creditor to the amount of $462.28.

David Morrice was re-elected president of Penman's, Limited. The other directors elected were. C. B. Gordon, vice-president, James Gordon, H. V. Meredith, D. Yuile, A. Zimmerman, M.P., John P. Black, E. B. Greenshields and Robert Thomson.

Property on the corner of Queen and Parliament Sts., Toronto, has been purchased by an American company, and it is said that the present buildings will be torn down to make room for a department store, which will cater to the east end trade.

Mr. Haas, of Geo. H. Hees, Son & Co., has returned from his European buying trip. He states that everything is up in price and hard to get at that. He had great difficulty in securing the acceptance of orders for delivery eighteen months ahead.

W. R. Chester, formerly a traveler for McLauchlin & Sons, Owen Sound, is retiring from that firm to go into the general dry goods business there. A partnership has been formed with S. C. Dunbar, and the style of the new firm will be Dunbar & Chester.

At the regular meeting in Toronto of the directors of the Commercial Travelers' Association of Canada an address and cabinet of silver were presented to the retiring president, Thomas McQuillan. The cabinet contained 165 pieces and was manufactured expressly for this occasion.

After an illness of nearly four years, Mrs. Donald Mackay died at her home, 5 Queen's Park, on March 19. She was the third wife of Donald Mackay, of Gordon, Mackay & Co., and was married twenty-seven years ago. She was in her seventy-ninth year. Interment took place at Niagara Falls.

The building in course of erection at the corner of Wellington and Bay streets, Toronto, for T. Ogilvie & Sons, woollens, will cost about $100,000. It will be seven storeys high, four of which have been leased by the

John Knox Co., of Hamilton, and the Ogilvies will occupy two themselves.

The Slingsby Manufacturing Co., of Brantford, will erect a $10,000 addition to their mills this Spring. It will be so located that in a couple of years the entire works, as at present constituted, may be converted into a warehouse and a large new structure built for manufacturing purposes.

H. B. Dawson & Co., of Port Arthur, are occupying their new premises. The building is 34 x 80 feet, with two floors and a basement. The two show windows are each twelve feet wide and six feet six inches deep, with mirrored side and oak panelled background. Outside of general dry goods lines the firm carry a stock of china.

W. F. Wolfe, Owen Sound, has sold his dry goods business to H. C. Moore & Co. Mr. Moore was for the past two years with Ryan Bros., and for twenty years previous with Mr. Wolfe. The carpet and housefurnishing section has been merged into what will be known as the Wolfe Carpet and Housefurnishing Co., with John Hart as manager.

QUEBEC.

B. Tooke, of Tooke Bros., Ltd., is expected back this month from abroad.

Mr. Evans, of Blake & Evans, Montreal, was in Toronto for the Easter holidays.

Robert Henderson, manufacturers' agent, McGill St., Montreal, is still in European markets.

H. Hawley, manager Fownes Bros. & Co., Montreal, visited the firm's New York offices last month.

J. P. Black was in Toronto for a few weeks in the interests of the Imperial Neckwear Co., Montreal.

John W. Shouldice, of Wallace, Blake & Shouldice, Toronto, was in Montreal for a few days last month.

W. E. Walsh, Montreal, is now on his annual Spring trip out west, carrying various lines of fancy goods.

H. S. Albright, dress goods buyer for the W. R. Brock Co., Montreal, is again in the city after his foreign buying trip.

A. B. McPherson, of McPherson & Wright, manufacturers' agents, Montreal, is at present in England on business.

Mr. Cleghorn, manager staple department the W. R. Brock Co., spent a few days in Quebec last month, traveling in the interests of the firm.

Mr. Anderson, staple department, Greenshields Ltd., Montreal, returned from Europe April 1st, where he had been traveling in the interests of the firm.

C. V. Allan, of the glove department Greenshields Ltd., has returned from Ontario, where he has been for a short while with lines of Fall goods.

C. V. Harding, of the Toronto Carpet Manufacturing Co., Toronto, was in Montreal for a few days this week in connection with the company's business.

Herb. B. Tait, formerly with Greenshields Ltd., is a new addition to the W. R. Brock Co., Montreal. He will be the special representative of the carpet department.

M. Silver & Co., St. John street, Montreal, have retained the services of J. Maitland and E. Robitaille, the former representing this fur house in Ontario and the latter in Quebec.

The Montreal Cotton and Wool Waste Company have purchased the block on Common street, Montreal, part of which they now occupy. As soon as present leases expire they intend to devote the entire premises to their own uses.

Owing to their increase in business the National Rubber Co. of Canada, Montreal, have opened a branch factory, corner St. Lawrence Main and Craig street, for the manufacture of men's goods.

Davidson & Gatehouse, manufacturers' agents, 30 St. John street, Montreal, have dissolved partnership, and will conduct separate agencies. G. A. Gatehouse was in the English markets last month.

F. A. Quigley, traveler with a splendid connection in the west, has taken an additional line, that of the Livingstone Manufacturing Co., Montreal, manufacturers of sheepskin clothing and all kinds of heavy western goods.

P. DeGruchy and his son, P. M. DeGruchy, 207 St. James street, Montreal, had a successful trip through the Province of Quebec last month in the interests of Tiger Brand underwear, manufactured by the Galt Knitting Co., and Paton's Alloa Yarns.

The W. R. Brock Co., Toronto, had several of their important men in Montreal last month, among whom were W. R. Smallpiece, head of the smallwares department; A. A. Cockburn, manager of the prints and wash goods department, and J. A. Catto, secretary of the company.

On March 14th, at the annual meeting of the Retail Merchants' Association of Canada, Montreal Branch, W. U. Boivin was elected president and the other officers as follows: First vice-president, J. G. A. Filion; second vice-president, J. B. Lamoureux; treasurer, J. A. Maynard; secretary, J. A. Beaudry; auditors, Messrs. Laniel and Dubreuil.

At the annual meeting of the Mount Royal Spinning Company, W. C. McIntyre was elected president, James W. Pike, vice-president, and W. T. Whitehead, managing director. Apart from these gentlemen the board of directors consists of A. Racine, T. E. Hodgson, C. W. Trenholme, J. H. Burland, F. W. Molson and H. M. Marter. P. C. Shannon was appointed acting secretary.

Matthews, Towers & Co., wholesale men's furnishings, Montreal, who secured temporary quarters in the Desbarats building after the disastrous fire which destroyed their old warehouse, will move during May to permanent quarters at 10 St. Helen street, almost adjoining their former location. The new premises are being fitted up in a modern way, and will give them increased facilities.

Henry Morgan & Co., Montreal, have purchased an entire block in the immediate vicinity of their St. Catherine street store. The block is bounded by Berthlet street on the north, Mayor street on the south, Aylmer on the west and City Councillor on the east. The total area is about 32,000 square feet, and the price paid was $80,000. It is the firm's intention to erect a factory on the site, as an adjunct to the store.

R. C. Wilkins, the "Rooster Brand" man, has a strong sales force out for Fall. The lines are being shown by the following representatives: J. M. Hamilton, Vancouver, B. C., and Robert D. McDonald in the western provinces; T. W. Dynes, Ontario; L. R. Brodeur, western Quebec; Joseph Cote, eastern Quebec; Alf. R. Trudeau, Maritime Provinces; J. W. Benson, Montreal. Mr. Wilkins will himself call upon his old trade in Toronto and other centres.

WEST.

Currie Bros., Saskatoon, have opened up a millinery department.

A. C. Binning, of A. C. Binning & Co., Calgary, was in Toronto recently.

Misses Carrol & Doyle have purchased the millinery establishment of McKenzie & Co., Regina.

Misses E. Bolton and L. Wilson, of Kingston, have opened a ladies' ready-to-wear and novelty store at Medicine Hat.

Owing to ill-health, E. B. McRory, of McRory & McCosh, Souris, Man., is retiring from business. J. L. McCosh will continue the business.

BRITISH COLUMBIA.

The W. E. Sanford Manufacturing Co., of Hamilton, have opened a permanent sample room in Vancouver.

Wm. Mackenzie, of Guelph, and David Logie, of Vernon, B.C., have purchased a men's wear business at the latter place.

MARITIME PROVINCES.

James C. Robertson, of Sharon, Mass., formerly of the dry goods firm of The Murdocks, Halifax, died recently.

A. D. Murray, manager of the Humphrey Clothing Store, Moncton, has left for Calgary, where he intends locating.

The business of H. R. Moody, men's furinsher, Bear River, N.S., has been purchased by James Seeley, of Kentville. Mr. Moody is on the road for Humphrey & Sons' Clothing Co., Moncton.

B. B. Manzer, Woodstock, N.B., has enlarged his premises by leasing an adjoining store. Modern hat cases, show cases, wardrobes for clothing, and mirrors have been installed in the men's wear section.

Transportation in West

Need for Reciprocal Demurrage to Keep Railway Companies Abreast of Requirements of the Times.

The Winnipeg Jobbers' and Shippers' Association, which has recently been organized under the presidency of Mayor J. H. Ashdown, is actively interesting itself in the transportation requirements of the west. G. E. Carpenter, the manager of the freight department of the association, writes this paper as follows:

Much is being said regarding the severe conditions under which the railway companies are laboring in their endeavors to meet the transportation requirements of the public, and justly too, because one and all agree that the weather conditions west of the Great Lakes have been the worst in years. At the same time the present situation would have been much better if the railway companies had had a clean sheet to work on when the Winter commenced. On the contrary, they were very far behind.

Therefore, the present congested condition is due to more than the exceptional weather conditions.

If a law had been in effect last Summer providing for reciprocal demurrage it is safe to say that the railway companies would have kept abreast of the requirements of the times by obtaining the necessary locomotives and cars to move freight promptly. Then we would have had no such accumulation when Winter broke upon us.

In several of the states to the south of us reciprocal demurrage is in effect. In the State of Virginia a very fair law is in force, which, if applied here, would do much to overcome the serious delay of freight, and present car shortage.

Under the ruling of the Corporation Commission of verbal or written application to a railroad company for car or cars to be loaded with any kind of freight embraced in the tariff of said company, stating in said application the character of the freight, and its final destination, the railroad company shall furnish same within four days of seven o'clock a.m. the day following such application.

Or, when shipper making such application specifies a future day on which he wishes to make a shipment, giving not less than four days' notice thereof, computing from seven o'clock a.m. the day following such application, the company shall furnish such car or cars on the day specified in the application.

For failure to comply with this rule, the company so offending shall forfeit and pay to the shipper applying the sum of $1 per car per day, or fraction of a day's delay after expiration of free time, upon demand in writing, made within thirty days thereafter by the shipper.

When freight in carloads or less is tendered to a railroad company, and correct shipping instructions given, the railroad agent must immediately receive the same for shipment, and issue bills of lading therefor, and whenever such shipments have been so received by any railroad company, they must be carried forward at the rate of not less than fifty miles per day of twenty-four hours, computing from seven o'clock a.m. the day following receipt of shipment, and for failure to receive and transport such shipments within the time prescribed, the railroad company so offending shall forfeit and pay to the shipper the sum of $1 per car per day, or fraction thereof, on all carload freight, and one cent per hundred pounds per day on freight in less than carloads, with minimum charge of five cents for any one package, upon demand in writing by the shipper, or other party whose interest is affected by such delay, provided that in computing the time of freight in transit there shall be allowed twenty-four hours at each point where transferring from one railroad to another or rehandling of freight is involved.

The period during which the movement of freight is suspended on account of accident, or any cause not within the power of the railroad company to prevent, shall be added to the free time allowed in this rule, and counted as additional free time.

Rule 3—Railroad companies shall within twenty-four hours after arrival of shipments, give notice, by mail or otherwise, to consignee of the arrival of shipments, together with weight and amount of freight charges thereon, and where goods or freight in carload quantities arrive, such notice shall contain also identifying numbers, letters and initials of the car or cars, and, if transferred in transit, the number and initials of the car in which originally shipped. Any railroad company failing to give such notice shall forfeit and pay to the shipper or other party whose interest is affected, the sum of $1 per car per day, or fraction of a day's delay, on all carload shipments, and one cent per hundred pounds per day or fraction thereof on freight in less than car loads, with minimum charge of five cents for any one package, after the expiration of the said twenty-four hours, provided that not more than one dollar per day be charged for any one consignment not in excess of a carload.

This rule is also applicable to steamboat and steamship lines.

AID TO MILLINERY

The "Non-Collapso" Hair Pad

IT'S SO LIGHT

PATENT

OUR SPECIALITY



OUR SPECIALITY

"MARIE STUART"

Made of the finest unbreakable watch spring steel, self-adjusting and half the weight of any pad on the market.

Pads suitable for every style of coiffure kept in stock. Boxed in dozens, assorted shades in each dozen.

The Boyd, Brumell Co., Limited,

11 Wellington Street West
TORONTO

THE PARISIAN NOVELTY CO.

NEW YORK

MANUFACTURERS AND IMPORTERS OF

FINE ART HAIR ORNAMENTS
and TOILET ARTICLES.

Full Range of Samples now being shown by the Sole Agents for Canada.

For Particulars see Our Heading in Hints to Buyers.

L. HIRSHSON & CO.

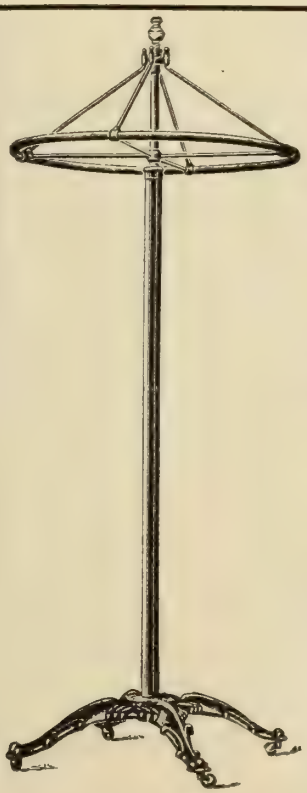
BUYERS OF JOBS

4 DOLLARD ST., opposite ST. HELEN ST.
Phone Main 2715. MONTREAL

Gault Bros., Montreal, have lost one of their trusted employes, in the person of Douglas Mackedie, who severed his connection last month after a period of twelve years faithful service. He intends going into the agency business in Vancouver, but before settling down it is his intention to take a well earned rest, in the form of a trip through Europe with a friend. As a token of the good fellowship that existed, he was presented with a gold watch by the firm and staff.

Jos. L. Black & Sons, Ltd., general store, Middle Sackville; J. L. Black, pres., deceased.

Rockwell Bros., general store, Avondale; bought out by J. M. Dysart and G. S. Waterville.



Make Your

FIXTURES
SELL GOODS

YOU WILL NEED NEW
MANTLE RACKS
MILLINERY STANDS
and
WAX FIGURES
to display your
SPRING and
SUMMER NOVELTIES

Our FORMS are of LATEST SHAPES and MOST ARTISTIC

British and French Plate MIRRORS (all sizes)

SILENT SALESMEN, Showcases and everything for the Effective Display of Goods.

A Post Card will bring you our large Catalogue Free.

Beautiful Metal Mantle Racks, four styles, at $9.00, $10.00, $11.00 and $12.00.

CLATWORTHY & SON

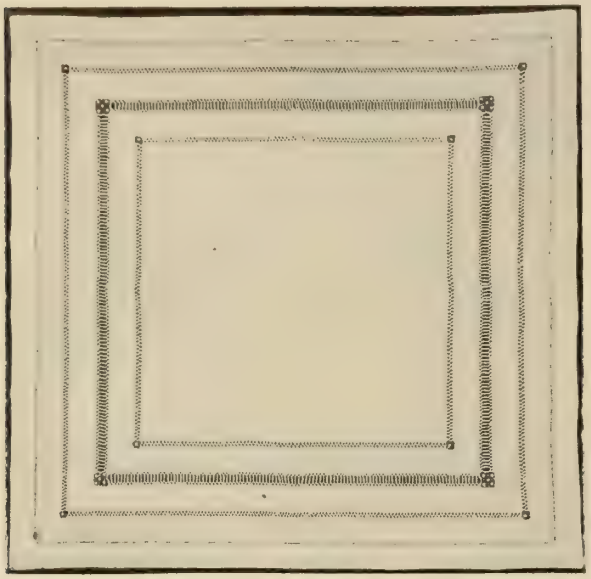
38-40, West Adelaide

TORONTO - ONTARIO

Linens

Heavy Sales for the Spring Season—The Demand of a Wide Nature.

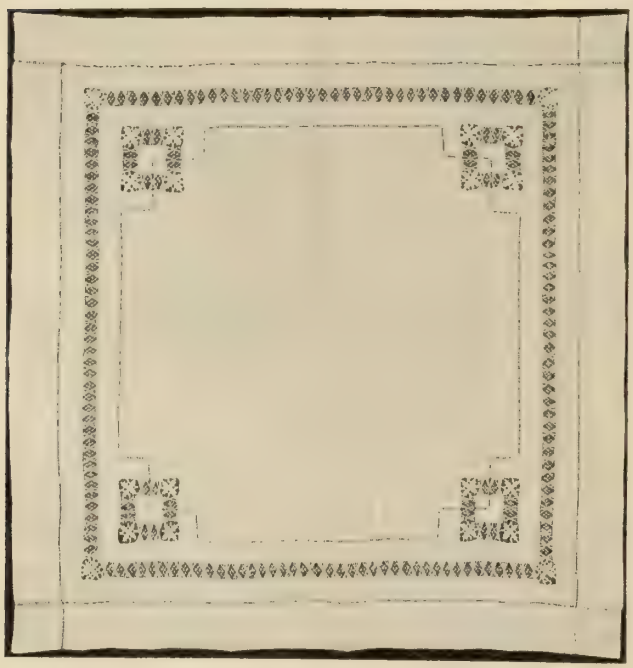
That the price of the raw material, though an important factor, does not of itself entirely govern the price of the



Drawn Work Centrepiece—Shown by The W. R. Brock Co.

finished article, is shown by the fact that the recent decline in flax has not been, and is not likely to be, reflected in the finished fabric. This only furnishes one more illustration that it is now the size of the demand that is the controlling influence.

The Canadian demand for linens has been a very



Drawn Work Centrepiece—Shown by The W. R. Brock Co.

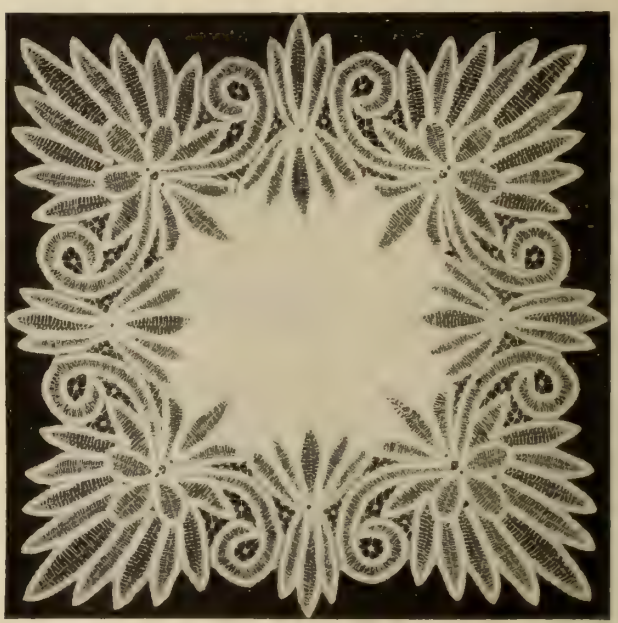
large one, larger than ever before in the history of the trade. It has not been confined to any one section; staples, household, art and embroidered linens, and dress linens, have all been freely ordered. The market is very firm and delay in deliveries is an annoyance, but some of the jobbing houses still have a fair-sized stock and on some lines are still able to offer goods at old prices.

The general tendency in the linen department is towards the sale of better goods, due no doubt to the general prosperity of the country.

That the retailer keenly appreciates and understands the present situation is shown by the fact that many of them, when placing their Spring orders, also at the same time duplicated it in its entirety for May delivery.

As the season advances there is an increasing call for embroidery linens, as the beginning of Spring is turning the attention of many women to the hand embroidering of linen garments for personal wear, such as waists, lingerie hats, jumpers, corset covers, collar and cuff sets, belts and bags. This linen is specially woven for the purpose, and is easier to work than the ordinary kinds.

Fancy linens are finding an increased sale and are now in good demand all the year round. The very reasonable prices at which hand-worked doilies, tray cloths,



Battenberg Centrepiece—Shown by The W. R. Brock Co.

centre pieces, runners, etc., can be purchased have brought about this change, as women find that they cannot duplicate the articles of this class found in the stores, without a considerable amount of labor and prefer to turn their attention to articles for personal wear.

Women do not seek so much for novelty in this department as for pretty designs and finished work, and when once a lace, etc., has gotten hold it is apt to be a good seller season after season. This is true of Battenberg, which has been years before the public, and is now as free a seller as ever. Japanese and Mexican drawn work, though not new, enjoy a great popularity, and in the higher priced lines the Irish hand embroideries and Cluny edged goods cannot easily be displaced.

S. J. Williams, of W. G. & R., Berlin, delivered an address at the luncheon of the Canadian Manufacturers' Association on welfare work in that firm's factory, a description of which was given in the March Dry Goods Review.

U. S. Mill Men Organize

Will Limit Cancellations and Rectify Other Trade Evils —Abuses by Cloth Jobbers and Clothiers.

After a month of active organizing the representative of men's wear mills of the United States have effected an association for the purpose of mutual protection against trade abuses arising from indiscriminate cancellation on the part of clothiers and cloth jobbers. The organization is called the American Association of Woolen and Worsted Manufacturers, and at the time of the first meeting there was a membership of 115, representing more than 15,000 looms. Over seventy mills were represented.

It has been the practice with many of the trade to allow their salesmen to go on the road with the lines for a new season, and to sell sample order lots to clothiers subject to opening values. This soon led to over-zealous salesmen making tentative sales subject to the ultimate price on lines. If the goods advanced after the official opening the orders generally stood, but in the event of the lines proving unsuccessful or only a moderate success the clothiers cancelled the orders. From this to exercising the privilege of unconditional cancellation was a short step, and clothiers and cloth jobbers for several seasons have been in the habit of ordering many more styles than they intended to use, and then cancelling after the goods had been put in process of manufacture.

Another serious abuse of which men's wear mills complain is the responging charges that clothiers make after receiving goods. In many instances the charges that they make more than offset the advance which mills have made on their goods for a new season. The purposes of the association are conciliatory in their nature, and many of the clothiers and cloth jobbers who are fair in their dealings are in hearty accord with the millmen in their attempt to rectify conditions in the trade.

The association will include the manufacturers of dress goods also.

INTERESTING TEXTILE CASE.

The dissatisfaction of the minority shareholders of the Dominion Cotton Co., regarding the terms of the lease of those mills to the Dominion Textile Co., reached a climax last month. Headed by George E. Amyot, Quebec, they instituted a suit against the Dominion Cotton Mills Co., Ltd., in other words the Dominion Textile Co., to set aside the lease of the Dominion Cotton Mills property to the Textile Co. The plaintiffs and defendants produced a good deal of evidence regarding the value of the Dominion Cotton Mills property and the situation in cotton circles over two years ago when the merger was formed. It will be some time before a decision is given.

ANOTHER NEW COTTON COMPANY.

Charles R. Whitehead, of wide experience in Canadian cotton circles, will be the managing director of a new Canadian cotton company to be styled the Wabasso Cotton Co. The capital stock is to be $1,750,000, and the company will manufacture the finer class of cotton goods. Various daily newspaper reports have appeared as to the location of the plant at Three Rivers, Ottawa, St. Johns, Quebec or Sherbrooke.

When presented with a list of questions regarding the formation of this new company, Mr. Whitehead gave out the following: "The articles that have appeared so far are without our knowledge, and we are so far unable to answer your questions, as they are matters that we have not decided. Will give you a correct statement later.—C. R. Whitehead."

The export of linens from Belfast in 1906 brought receipts £700,000 in excess of the previous year.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

Raphael Tuck & Sons.

We have been favored with just a peep at the holiday lines of Raphael Tuck & Sons, and discovered the usual brilliant array of Christmas cards, calendars, toy books, juveniles, gift books, and, of course, that department of the art publishing business of which, it is said, this firm were the pioneers, the post card department, was much in evidence.

In our perforce hasty inspection we noted some special Canadian calendars which should not fail to interest the trade throughout the Dominion. Among these are two leaflet calendars, entitled respectively "Winter Sports in Canada" and "Canadian Sports;" a novelty calendar entitled "the Maple Leaf," showing two young Canadians in winter garb, wearing snowshoes and seated on a clump of brilliantly-colored maple leaves; a block calendar, entitled "Canada, Day by Day," shows the beaver in a circle nibbling at a grain of wheat, surrounded by views of a harvest field, a grain elevator, a train of harvest cars, and an ocean steamship.

Each of the 365 leaves on the block pad chronicles an important event connected with the history of Canada. In a subsequent issue we shall review at greater length this very important collection.

Debenhams (Canada) Limited, Montreal.

The general lull that usually occurs after the opening has not happened this year. Trade has been brisk and steady. Fancy silks which promised well for the Spring, have even surpassed the expected demand. Both natural and colored Shantung are having a very steady sale. They expect these lines to grow brisker as the season advances. Fancy ribbons are having much larger sales than for a good many years past. They expect them to stay in fashion for some years. In plain ribbons they find the demand concentrating on very bright and soft finished goods. These goods can be used in a very artistic way. The demand for hats has been larger and earlier, in this part of the country, than ever before. The early Easter business is largely responsible. So far the popular taste has not settled down to any one shape, still they are perfectly satisfied that the greatest volume of business will be done in much-room-effect shapes, both medium and large. Judging from the early demand, flops will still, this season, be very popular. The principal colors are sky, pink, pearl, grey, champagne, brown, navy, and the old reliable black and white. Fancy feathers in shaded effects are in very great demand. The attraction of these is enhanced by the beauty of the colorings. Flowers are, as usual, having a very large sale. Amongst the most popular are roses, in both med-

ium and large sizes, wild flowers and grass. Fine flowers of the different sorts are also very largely used. Plain and fancy crinoline braids wil, still hold in the popular favor. They are being largely used in the making of hats. The once popular ornaments are forcing their way back, under the appearance of fancy ball hatpins. On account of the big demand which has existed for these ornaments, they are at the present time hard to procure. The blouse department is now replete with the very latest ideas in silk blouses. Lines range in price from $1 to $10. The ideas embodied in these designs are the latest American productions. The house is making a great specialty of Indian mull and lawn blouses, at prices ranging from $1 up. They have also the latest novelties in laces, carrying a very big range of vals. and fancy laces to suit all tastes, and all requirements of the trade. The stock of chiffons and tulles is also complete with every shade. The house is finding no difficulty in regard to supplying the trade in these goods, on account of the firm being able to draw from their London warehouse. They are also making a show of trimmings and ruchings. Their stock of petticoats, both in silk, moirette and moireen, is complete.

Swift, Copland & Co.

Until a firm has passed through the trying experience of a disastrous fire they never appreciate the seriousness of such a situation. When a firm triumphs over all obstacles, credit must be given. To Swift, Copland & Co., Ltd., the recent fire was a severe blow, but, fortunately, they had plenty of Spring stock in hats and caps yet to arrive, and they have filled Spring orders remarkably well. Even a greater struggle has been the preparation of Fall and Winter fur and cap samples. What was thought almost impossible has been accomplished. Their fur samples are ready and are now being shown by their representatives in every section of Canada. It is a complete fur line and orders may be placed with the knowledge that deliveries will be prompt and goods turn out as represented. Their traveling representatives and territories are as follows: T. C. Johnston, Northwest; A. T. Matthews, Ontario; J. J. Louson, Prince Edward Island, Cape Breton and Eastern Townships; W. H. McGregor, Ottawa Valley and Eastern Ontario; E. Leblanc and A. T. Lussier, Province of Quebec; C. H. Ross, New Brunswick and Nova Scotia. On May 1st they will move their office and warehouse to 318 St. James St., Montreal.

The New York Silk Waist Manufacturing Co.

Following the busy Spring season this firm is preparing an extensive and varied line for Fall. Their new factory facilities, corner Montcalm and St. Catherine streets, Montreal, ensure prompt deliveries. They show a strong range of high-class lace waists and jumpers in all popular models in silk materials. As an example of their output their selling organization has been strengthened, and the following eight men will show the range: H. S. Arnold, Harvey Shepherd, F. W. Irwin, G. A. Whelpley, W. Magnard, E. S. Wadsworth, S. R. Weir and J. C. Abell. They will cover all Canada.

Old Bleach.

The way in which the trade is growing on this make of linen is very gratifying to the manufacturers. Old Bleach linens are rapidly becoming a standard article in the trade, and a retailer who places a trial order is sure to repeat. Customers now recognize the trademark and the salesman has only to show Old Bleach stamped on the article to silence all comment as to quality and wear. A feature of the Spring business has been the number of duplicate orders received—that is, the order given for Spring delivery has been repeated item by item for the Summer trade. The Old Bleach embroidery linens have been in specially great demand. Ladies who embroider household articles, and also articles of dress, such as blouses, parasol covers, children's dresses, etc., are very partial to Old Bleach. It contains no dressing or chemical, and the needle slips easily through. The linen is woven with the warp and weft threads of equal size, making a perfectly square stitch. Also because of its gloss and silkiness this linen is a big favorite. Towels are a special line, and never before in the history of the trade have so many, or such high priced, towels been sold.

A New Belt Line.

The Review was shown the other day a very extensive sample line of high-class belts that was thoroughly up to standard in design, workmanship, and in the fabrics employed, and that was at the same time—value considered—strictly moderate as to price. The line was most complete in all prices, and just as complete and in as good values in the cheaper grades to retail at popular prices as in the expensive lines to retail at $5 and over. These belts are of French design and of British workmanship, and show the very latest ideas for the early Fall and the holiday trade. Elastics are a marked feature of the line, and the latest effects shown are jet studded. The majority of the belts are built up of narrow silk elastic studded with jet points, and manipulated into handsome belts with cut jet and beaded ornaments and buckles. The jet is absolutely fast, as each bead is sewn on separately. Many models shown are in the new girdle effect, and are high in the back and pointed in front. A novelty line in wide silk elastics in pretty Dresdens and in a big range of colors, and with handsome backpieces and buckles are shown. These belts can be laid down in Canada and sold at a very moderate price. There is a splendid line of tinsel elastics that should be an extremely good seller for the Fall and the holiday trade. The elastics are of dull, rich gold and silver grey, and are of various widths, worked up into many handsome models with new designs in back ornaments and buckles. Many of the buckles are of the new high pattern, and the majority of the belts in this line can be retailed at good profit at popular prices. Some beautiful belts in velvet elastics in high-priced goods are shown, the back mounts, ornaments and buckles being chiefly of polished silver, jewel-studded and are veritable works of art. If any retailer is adding a jewelry section to his departments he will be specially interested in these belts. Dodd Bros., Colborne street, are the Canadian agents for this line.

Greenshields, Limited.

The various departments of Greenshields, Limited, Montreal, are showing great activity in turning out Spring orders. Orders have never been better. Travelers report satisfactory conditions throughout the Dominion, and are enthusiastic over their fine display of Fall samples.



In the ready-to-wear departments there is a strong demand for white shirt waists, in combination embroidery and lace effects. These lines have had a tremendous sale, bringing in many large repeats from all sections. This clearly indicates that the demand will increase as the season advances. They (Greenshields) are in a position to look after the wants of their customers. They also have a complete range of whitewear. Special values are shown in all lines in demand. They strongly advise their customers to place repeat orders early, as the market is bound to be depleted in all lines of goods. White cambrics, lawns, etc., (also where embroidery and lace is used for trimmings) should be looked after at once. It is impossible, even with an ad-

vance of as high as 25 per cent., to get deliveries before Fall of 1907.

Now that the retail carpet trade is in full swing this firm would draw attention of the trade to the fact, that anything in the carpet and house furnishing lines can be had from them at the shortest notice. Their large and varied stock affords the best selection in the trade. Carpets, oilcloths, linoleums, curtains, squares of all grades, mattings, cretonnes, art muslins, pillows and cushions are shown in the latest designs. Merchants would do well to inspect this stock, as there is everything to please and prices are right.

The silk department reports splendid conditions at present, with demand strong for taffetas, Jap. silks, especially Shantungs, in the natural shades. English tussores in blacks and various colorings are all selling well. Inquiry is made for velveteens and they are doing well on advance order business. In colors grey, navy and brown are selling better than ever. English silks have advanced one-third in price and the other various lines from 20 pet cent to 25 per cent.

In department E, the hosiery stock is now complete, consisting of plain and ribbed cotton effects. Lace ankle and all-over lace styles are doing well in blacks, whites and tans. They also have a full range of plain and embroidered lisles. Prices range from $2.25 to $12.50.

The dress goods department will furnish electros of the special Priestley fabrics illustrated. These cuts are a decided aid in retail advertising.

THE PUBLIC KNOW

Priestleys' Gravenette

and back of it stands as good a guarantee as has ever been given since the day of Adam and Eve. . . . . .



Priestleys' Gravenette

Is a process not a cloth.

L. Hirshson & Co.

This firm has secured the sole agency for Canada for the Parisian Novelty Company, manufacturers of hair ornaments, New York. As an example of the value of this agency their range of fancy back and side combs may be cited. As opposed to the ordinary fancy comb with brass strips and settings liable to come out, they make gilt engraved goods and the settings are put in the comb. In this way it is impossible for the hair, veil, or hands to disturb the setting as it is in the comb. This is a feature of all their goods, and across the line they have been appreciated by the trade. The Canadian agents look for a large business. This firm is now carrying a full range of ladies', men's and children's hose, in black, tan and white. The range comprises full lines of cottons, lisles, cashmeres and silks in plain rib, openwork and embroidered goods. They are also showing for immediate delivery, lines of ladies' and men's underwear. As usual, their stock of Jap silk printed handkerchiefs is the largest in the trade. Manufacturers who have jobs to offer should always communicate with this firm. They are arranging their Montreal headquarters, 4 Dollard street, opposite St. Helen street, so as to accommodate a larger stock.

The Montreal Waterproof Clothing Co.

Almost imperceptibly the Montreal Waterproof Clothing Co., Montreal, the largest and oldest manufacturers of ladies' and men's raincoats in the Dominion, have been drifting into the clothing business. The result has been a decided change in the policy of this firm and besides their usual strong range of raincoats they are showing for the Fall season a specialty line in men's suits and overcoats. This firm have unusual manufacturing facilities and have taken an adjoining factory on Papineau avenue, to guarantee prompt and efficient deliveries. Their organization is complete in every detail.

In men's suits they confine their attention to popular priced garments from $5 to $10, and overcoats from $5 to $15. At these prices they invite competition. One of their salesmen will be glad to call upon request.

The Japan Trading Co.

The feeling in favor of Japanese goods in Canada is exemplified by the presence of a new specialty firm in this line. The Japan Trading Co., is the style of the new firm, with Canadian headquarters at 301 St. James St., Montreal, and home office and buying headquarters in Kobe, Japan. K. Harrima, formerly with K. Ishikawa & Co., Toronto, for nearly seven years, is the proprietor of the new firm. The house is organized to deal exclusively in Japanese fancy goods. Their buying facilities place them in a position to supply many exclusive novelties, and, judging from the import samples now on view, they should secure a share of this trade. Their lines include all varieties of antimony, lacquered and bronze wares, as well as baskets of every description and Japanese curios. They invite inspection of their samples at the Montreal offices.

John Macdonald & Co.

John Macdonald & Co., Limited, Toronto, report an advance of 20 per cent. on all lines of British printed linoleums and floor oilcloths and beg to state they are well prepared to meet this very heavy advance and that they are still selling all their well known lines at old prices. They report the arrival of seventeen new designs in C inlaid linoleums, two of them being 2-inch block designs in blue and white and green and white, for hall and bathroom use. They have received three large shipments this month of 16-4 linoleums and floor oilcloths, and are in a position to fill the largest demands. They have passed into stock two clearing lines of 8-4 linoleums, one at 30c. sq. yd., and the other at 35c. sq. yd., which they say are exceptional values. They have a line of 12 designs of 2-yd. wide British floor oilcloth, at 17½c. sq. yd. They have in stock "plank" pattern floor oilcloths and linoleums in five qualities. They report an active demand for these novelties. Their new lines of heavy cork carpets, in brown and green shades, have arrived. They report the hemp carpet market an impossible one to buy in, but state that they still have a few pieces of new goods to sell at old prices.. The Review found their carpet department literally filled with new Spring carpets, carpet squares and rugs, and they report an active demand for these lines. They are showing Moquette carpet squares in large sizes, goods that are new to this market. They have a beautiful range of seamless velvet carpet squares in six sizes, in stock. They state that their tapestry square trade has been much larger this season than in former years and that they are showing five ranges of these goods, in forty-four designs and in seven sizes. They are showing the largest and best range of these useful carpets in the trade. They are controlling the sale of each line of "Medallion pattern" Brussels squares, which are the most handsome goods of this class seen, and should prove ready sellers. They state they have one thousand "Alberta" Axminster rugs in two sizes, in stock, which they are selling at old prices. The new designs in Crossley's Dag-Dag Wilton rugs have been passed into stock, and this firm also report a good demand for seamless Wilton hall runners, 1 yd. wide by 3 yds. long, and 1 yd. wide by 4 yds. long.

They say they have passed into stock this week 3,000 pairs of lace curtains, from 37½c. per pair to $2.50, which they are selling at old prices. These goods are being picked up rapidly on account of the advances on all cotton goods. Their new tapestry curtains are in stock and include lines from $1.85 per pair to magnificent velour portieres at $25 per pair. They are showing three leading lines in Swiss curtains at $2.25, $2.50 and $3.00 per pair.

Condensed Advertisements

AGENTS WANTED.

ABARMEN (Germany) ribbon factory, special in linen, underwear, laces, embroidered and woven linen marks and shirt labels wants a live agent for Canada. He must visit linen underwear factories and the wholesale firms. Apply with offers to No. 5 Orell Fussli, Annoncen, Zurich, Switzerland.

BUYER of Montreal dry goods store, residing in Paris, speaking French, English, German and Spanish, is open to represent a good Canadian firm. Apply Box P, DRY GOODS REVIEW, Montreal.

STRAW GOODS AND MILLINERY—London, England, house wishes to correspond with manufacturers' agents in Montreal, Toronto and Winnipeg, with a view to representation; women's and men's straw hats, flowers, feathers, shapes, etc., and fur goods; good inducements offered to the right men. Address Faire, care of DRY GOODS REVIEW, 88 Fleet St., London, Eng.

WANTED

BRIGHT intelligent boy wanted in every town and village in Canada, good pay besides the gift of a watch for good work. Apply The MacLean Pub. Co., 10 Front St. East, Toronto.

TRAVELLERS calling on the dry goods, clothing and millinery trades throughout Canada, to sell on commission one of the best selling lines of folding boxes on the market. State territory covered, and how often. The D. F. Brown Paper Box & Paper Co., Limited, St. John, N.B. [4]

WHOLESALE HOUSES

BROCK & PATERSON
ST. JOHN, N.B. HALIFAX, N.S.
LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

Children's Hats and Bonnets, Working Shirts, Cashmere Hose
SPECIAL VALUES. DELIVERY AT ONCE.
GILMOUR, NEPHEW & CO.,
366 St. Paul Street, Montreal
TELEPHONE MAIN 2202.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

They are showing a French tapestry table cover, 8-4 size, at $12 doz. They report a growing demand for couch covers, which they show in great variety.

—

W. Liddell & Co.

Wm. Liddell & Co.'s new illustrated catalogue and price list is now to hand, and a copy has been sent to each buyer of Liddell's linens in Canada. Should, through any inadvertance, any buyer have been omitted, or should any retailer desire one of these catalogues, he should make application to R. Cosbie, the Irish Linen Agency. Considering the state of the linen market, advances in this firm's line have been very moderate, and a strongly marked tendency of their trade is the increasing business done in high-class goods. These, in Liddell's goods, come at a high figure,

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms. Excellent Cuisine Attendance qualified. Terms moderate. Elec tric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favora'le terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
IMPORTER of all kinds of Buttons, Laces, Neckwear, Belts, Dress Trimmings, etc. Complete stock of Buttons and Tailors' Trimmings always on hand.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal
SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto.
465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block - WINNIPEG, MAN.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

WHEN WRITING ADVERTISERS
PLEASE MENTION
THE DRY GOODS REVIEW

but are freely taken now in Canada. Many buyers, when placing their Spring orders, wisely duplicated them in every item for May delivery, making sure of their goods, and also getting the benefit of the later advances that have taken place since their orders were given.

Corset Shields.

The corset shield advertised this month by Daniel Hone, of Chiswell street, E.C., London, merits the attention of buyers. Compared with the ordinary corset shield with steel supports, it has many advantages, inasmuch as the real whalebone, from which it derives its strength and flexibility, secures the wearer against rust, breakage and injury. The manufacturer of this shield being a whalebone specialist, and one of the largest London buyers of this product, has been able to place this article on the market at a very favorable price considering its quality and durability.

Debenhams (Canada) Limited, Toronto.

Retailers who buy silks from Debenhams are probably hardly aware of the many difficulties of the present situation, for it is only at present that their customers are beginning to feel the effects of the rise. Up to the present this firm has had old contracts to help them and manufacturers have had old purchases of silk at their disposal. Now an increase of 20 per cent. to 25 per cent. is most usual. Debenhams report that there seems no sign of the market weakening, but, on the contrary, each day brings higher prices, and the present high level will be fully maintained. The demand is so strong for raw silk that the manufacturers, though willing to pay the price, cannot get deliveries, and the next trouble will be with deliveries of goods.

This firm finds silk fabrics in high demand with fashion favoring soft makes, and they would specially draw attention to their paillette ideal, armure princesse, merv. supreme, satin supreme, ondoyant. Ideal taffeta continues to have an enormous sale, and in spite of the state of the market they are determined to maintain its standard of quality, and to be right up to date in the matter of shades. It is early to give a final expression as to the high novelty in fancy silks, but the following articles will be certainly sought after: Pekin taffetas, check taffetas, tartan taffetas, louisines, tartan messalines, Pekin satin and taffeta, louisine and taffeta chines in light and dark shades, shot effects in striped, checked and figured taffetas, gris-aille louisines and white and black mixtures.

Debenhams have a full representation in the leading makes of white silks. In taffetas they would point to taffeta ideal, eclipse, unrivalled, taffeta charmant, SS. perfecta, and to all silk duchesse for gowns and to stripes and small figures in fancies. Blacks are in good demand in all the leading makes, and there is an excellent trade in taffeta chiffon, and a growing enquiry for double width soft satins. Taffeta supreme and taffeta splendour in three widths, are two special fabrics that this firm have great confidence in.

In British-made laces shown by Debenhams, net all-overs are particularly good value. Point d'esprit laces, with all-over to match, are a line largely ordered for blouse making. The leading laces, they find, are filet guipure, nets with filet border, Irish, Cluny, vals. and malines, net all-overs and Irish all-overs being particularly good. Retailers must note that all laces are net.

This firm warns the trade that ribbon manufacturers are full of orders, and that prices are high, and delivery time for goods very long. The demand for colored failletine and firm taffeta ribbons is greater than the supply, and it will take some time to get level with orders in hand. For the Winter trade failletines remain good, shots will be in demand, and velvet ribbons are improving. The leading ribbon colors will be, taupe bois de rose, reseda, gobelin, chinchilla, ivy green, navy, brown, myrtle, helio, and a new Bordeaux.

This firm, in presenting their Fall range of samples, state that the wool market continues very firm, and, according to the best information, there is very little sign of any fall in price, at any rate their year. Plain cloths, Debenhams believe, will make a good showing, and would call attention again to their most popular number, drap superb. This cloth is unsurpassed in its class, when price is considered, for range of color, clearness of dye, and permanency of finish. The only change this season is due to the fact that the firm's shrinker has instructions to shrink the cloth regardless of width, and it now comes up narrower in consequence. There has been nothing taken out of it. There is also a small advance in price, but considering the fact that this is the first advance made on drap superb during the whole of the continued serious rise, it is still quite as cheap as last year. Drap chiffon is another of their standard cloths, and owing to advantageous contracts they are still able to maintain it at the old price. They anticipate a bigger demand than ever this Autumn, as there is no doubt that amazons in all colorings will be a big feature. The range of shades has also been considerably increased.

Drap de Paris is a new French cloth this firm is introducing. It is guaranteed shrunk and unspottable, and should find a ready sale in Canada. The 301 Venetian, shrunk and unspottable is shown in several new colors, and as this firm have placed a big contract, they hope to keep it at the same price all through the season. Serges are very strong in London, and Debenhams "Atlantic" series are doubling trade in the home market this season, and the ranges SG 150, 199, 375 and 397 are unique and unbeatable. In selling this cloth always remember that the dye is pure indigo, which enhances the value 6 cents per yard over ordinary fast blues. The collection of tweeds this firm are showing, both of English and Scotch makes, is greater than ever and contains some very fine designs. In blacks there is a much stronger feeling for the silky class of goods, and Debenhams' Fall range is extensive in this direction.

The W. R. Brock Co., Toronto.

In Her Ladyship department one is surprised to see the stock carried of scarce goods, and here the merchants are daily getting the goods they have been waiting for from other sources for the last few months. In whitewear especially the W. R. Brock Co. are daily passing lines into stock, and by the 15th of this month their stock will again be fairly complete. Merchants in need of these goods can get a full line, at prices of nine months ago. They are rapidly being sold for delivery from now till the 1st of June, and as they are sold are laid aside for shipment. It therefore behooves anyone wanting these goods to act quickly. In white waists, ranging from $9 to $36 per dozen, they will be in a position to give delivery on or about the 15th of April, and as their line will be, without exception, the most up-to-date in the trade, there will also be a scramble for these after the orders have all been filled. Her Ladyship line of over-skirts and mantles will be on the road for Fall in the course of a week or two, and judging from the way the advance styles are taken up the season will be a heavy one in these goods. Deliveries of ready-to-wear goods have not been what they should have been the past season, owing to the state of the market, and the manager of this department for the W. R. Brock Company takes this opportunity of thanking the many customers for their patience and friendly spirit.

In laces the assortment, the values, the novelties, make the buyer who visits Brock's warehouse feel that he is in the right place to buy his laces. Fine vals., edgings, insertions, all-overs, torchons, chantillys, maltese, orientals, etc., can be secured in endless variety and at all prices. They also show some special carton lots which are just the thing for a merchant requiring a good assortment of vals. or torchons for a very small outlay. In long, undressed kid gloves they have in stock black, white and greys at popular prices. Rainproof mantles are shown in the latest styles and patterns, all made first-class. In men's rainproof coats their "Torpedo," to retail at $6, is very active on account of its being such A1 value. Umbrellas for the rainy season you must have. Send to Brock's for sample dozen of them. Men's self-openers to retail at $1.

The embroidery section of the W.

R Brock Co. is unusually attractive this season. Although embroideries are scarce, Brock's never had a larger assortment of cambric, nainsook and Swiss muslin edgings, insertions, all-overs and matched sets. Their buyer visited St. Gall early and was able to get prompt deliveries, and values which cannot now be secured without paying from 20 per cent. to 25 per cent. higher. In addition to their regular stock lines they have on sale about fifty cartons of special imports, a surplus lot after their import orders were filled, which they are offering at very special prices and are choice, "up-to-the-second" goods. Write for a carton of : BF2, corset cover embroidery and strapping to match ; BF5, nainsook and batiste wide novelty insertions ; BF9, 18 and 22 inch all-over embroideries ; BF10, nainsook baby matched sets ; BF15, novel and fashionable effects in cambric and muslin embroideries, 33 styles ; BF17, matched sets, comprising broderie Anglaise, semi-blind and baby Irish and all the latest effects—32 styles.

The men's furnishings department has just opened up a large shipment of men's negligee shirts. These are very scarce goods and are special values to retail at 50c., 75c. and $1. They are also showing three special lines of men's tweed pants to retail at $1, $1.25 and $1.50, which are much below regular prices. A very large range of fancy half-hose in embroidered and fancy stripes, prices of which are much below the present market are now in stock. All sizes in Bunson tan kid gloves are now in stock again. This line is extra value to retail at $1.

INDEX TO ADVERTISERS.

A

	PAGE
Accountants' Directory	128
Alexandor, A. J.	38
American Silk Waist Co.	74
Australasian Draper	10
Auto Pen & Ink Mfg. Co.	35

B

Baldwin, J. & J., & Partners	13
Barry, W. H., & Co	66
Bartlett, Wm., & Son	31
Bell Telephone Co.	10
Boyd, Brumell Co,, Ltd	123
Bradford Dyers' Ass'n	15
British-America Assurance Co	10
British American Dyeing Co.	33
Brock, W. R., Co	16, 59
Brock & Paterson	128
Brophy-Cains, Limited	23
Brown Bros. Co., Ltd	13
Burnet & Temple	123
Business Systems Ltd.	35
Busy Man's Magazine	10

C

Canada Haircloth Co	128
Canada Paper Co.	11
Cartwright & Warners	47
China & Japan Silk Co.	81
Chipman Holton Knitting Co	41
Clatworthy & Son	123
Claman Waterproof Garment Co	74
Confederation Life Association	10
Copeland-Chatterson Co	31
Cosbie, R. H	19, 84
"Cravenette" Co	103

D

Daly & Morin	116
Debenhams (Canada) Limited	5, 93
Defiance Button Machine Co.	11
De Gruchy, Philip	52
Delfosse & Co	33
Dominion Hammock Co	12
Dominion Linen Mills	14
Dominion Oilcloth Co	117
Dominion Textile Co.	95
Dominion Wadding Co.	5

E

Eagle Knitting Co.	49, 50
Ellis Mfg. Co	52
Empire Mfg. Co.	76
E.T. Mfg. Co	74

F

Fairbairn, Rhys D	67
Flaws, R., & Son	128
Fownes Bros. & Co.	66

G

Garland, John M., Son & Co.	3
Garnett, Joshua F., & Son	105
Gibbs Mfg. Co.	82
Gilmour, Nephew & Co	128
Globe Suspender Co	106
Greenshields Western Ltd	6, 7, 8 and inside back cover
Greenshields	1, 2, 54

H

Harris & Co	57
Harris & Sheldon	26
Haworth, Richard, & Sons	12
Hees, Geo. H., Son & Co.	111
Henderson, R., & Co.	42
Hermsdorf, Louis	53
Hewson Woolen Mills	106
Hirshson, L., & Co	123
Hone, Daniel	60
Horrockses, Crewsdon & Co.	4
Hotel Directory	128

I

Imperial Carpet Co.	115
Imperial Mills Co.	47
Irving Umbrella Co.	inside front cover
Ishikawa, K., & Co.	57

J

Jaeger, Dr., Co	48
Japan Trading Co.	82
Jay Finish Underwear	45

K

King, John, & Son	115
Kingcot	97
Kirk, Samuel, & Sons	11
Kirscherg, A., & Co.	37
Kleinert, I. B., Rubber Co.	9
Knox, John, Co.	19

L

Lamson Consolidated Store Service Co.	33
Laurentian Whitewear Co.	76
Law, Russell & Co.	58
Leak Fur Co.	41
Legal Directory	128
Lennard, S , & Sons.	52
Liddell, William, & Co.	84
Livingstone Mfg. Co.	37
London Printing & Lithographing Co	33
Luxfer Prism Co.	25

M

Macdonald, John & Co.	outside back cover
McCall, D., Co	89
McComber & Cummings	40
McDowell, A. H., & Co.	128
McRae & Walker	17
Merchants Mercantile Co	128
Metropolitan Bank	10
Mishkin, I. & Co.	77
Montreal Cotton Co.	56
Montreal Waterproof Clothing Co	104, 105
Moore Carpet Co.	115
Moulton & Co.	128

N

National Rubber Co.	75
Nazareth Waist Co.	46
Newey Bros. Ltd.	66
New York Silk Waist Mfg. Co., Ltd.	75
Nicklin, J., & Co	11

O

"Old Bleach" Linen Co.	19
Oxford Knitting Co.	47
Oxford Mfg. Co	103

P

Palmenberg's Sons, J. R	32
Paquet, J. Arthur	38
Parisian Corset Co.	77
Parker, R., & Co.	inside front cover
Paton, John, Son & Co.	52
Peerless Underwear Co	44
Penman Mfg. Co.	98
Perrin Freres & Cie	65
Pewny's Kid Gloves	5

R

Raven, W., & Co., Ltd.	42
Revillon Bros.	62, 63
Ripley, Edward, & Son.	57
Rock Island Overall Co.	106
Russell, A. N., & Son Co.	32

S

Sale, Julian, Leather Goods Co.	84
Sanderson's Limited	60
Silver, M., & Co.	40
Simpson, J., Sons	51
Small's	33
Smith, J. Sproule	128
Smith, McKeown & Co.	106
Standard Shirt Co.	101
Stanfields Limited	42
Staunton's Limited	113
Storey, W. H., & Son	60
Strouss, Eisendrath & Co.	68
Swift, Copland & Co.	37

T

Toronto Brass Mfg. Co.	32
Toronto Feather & Down Co.	113
Tuck, Raphael, & Sons Co., Ltd.	81
Turnbull, C., Co., of Galt.	47

U

Universal Systems, Limited	26

V

Vineberg, Albert, Fur Co.	37
Vyse Sons & Co., Ltd.	87

W

Waldron, Drouin Co.	41
Wallace, Blake & Shouldice.	14
Walsh, E. H.	41
Walsh, W. E.	128
Watson Mfg. Co.	48
Weir Wardrobe Co.	25
Western Assurance Co.	10
Weyerstall, Alfred	128
Whittingham, W. M., & Co.	11
Wilkins, Robert C.	inside front cover
Williams, Walter, & Co.	53
Wilson, H. W., & Co.	7
Wolsey Underwear Co.	47
Wreyford & Co.	102 5

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Specials in Housefurnishings

Regina Art Squares

A heavy union art square to sell at a low price, in good colorings and salable patterns. Sizes 2½x3, 3x3, 3½x3, 3x4 yards. The best value on the market.

Flannelette Blankets

Called seconds, but so nearly perfect that they can be retailed as first. None are torn. We have all sizes, white and grey. Send for a sample order. This is a real snap at present prices of flannelette blankets.

Frilled Bobbinet Curtains

A good assortment of patterns in these dainty frilled curtains. Our prices are right.

Tapestry Art Squares

A great range in all sizes from 2¼x3 yards up. Three qualities and extra value in all qualities.

We are also prepared to execute your rush, sorting or special orders for all kinds of carpets, art squares, printed and inlaid linoleums, table oils, lace curtains, tapestry curtains and covers and general housefurnishings.

We have all the above lines at prices and in assortments to suit your hardest customer.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

TO THE TRADE **APRIL, 1907**

Linoleums

CARPETS

Floor Oil Cloths

We are ready with the largest and best assorted stock we have ever shown for the **House Furnishers' Busy Time.** The spring months are the "Harvest Time" for those handling goods for **"The Home."**

We have purchased and have now in stock for immediate shipment the newest designs in

Tapestry, Brussels, Axminster, Wilton,
Wool and Union Carpets
Brussels, Seamless Velvet, Seamless Axminster,
Wool, Union and Hemp Carpet Squares.
In a large range of sizes.

We carry 48 distinct lines of Hearth Rugs and Door Mats.

Printed Linoleums—Widths 2-4, 5-8, 3-4, 4-4, 8-4, 12-4, 16-4.
Inlaid Linoleums—Width 8-4 in A, B and C qualities.
Floor Oil Cloths—4-4, 5-4, 6-4, 8-4, 16-4 in 6 grades.
Stair Oil Cloths—2-4, 5-8, 3-4, 4-4.
Lace Curtains from 18½c. to $5.00 per pair.
Swiss Net Curtains from $2.25 to $20.00 per pair.
Tapestry Curtains from $1.85 to $25.00 per pair.

We carry 37 lines in White and Colored Quilts from $9.00 to $60.00 per dozen.

We are specialists in Tapestry Couch Covers, Swiss and Lace Curtain Nets and Window Panels, Stair Pads and Carpet Linings, Rug Fringes, Carpet Sweepers, Church Repps and Baizes, Tapestry Furniture Coverings.

We assure you of prompt and courteous replies to your inquiries. Your orders can be filled from this immense stock the same day we receive them. Filling letter orders a specialty.

Curtains

Carpet Squares

Rugs and Mats

JOHN MACDONALD & CO., LIMITED

Wellington and Front Sts. E.

TORONTO

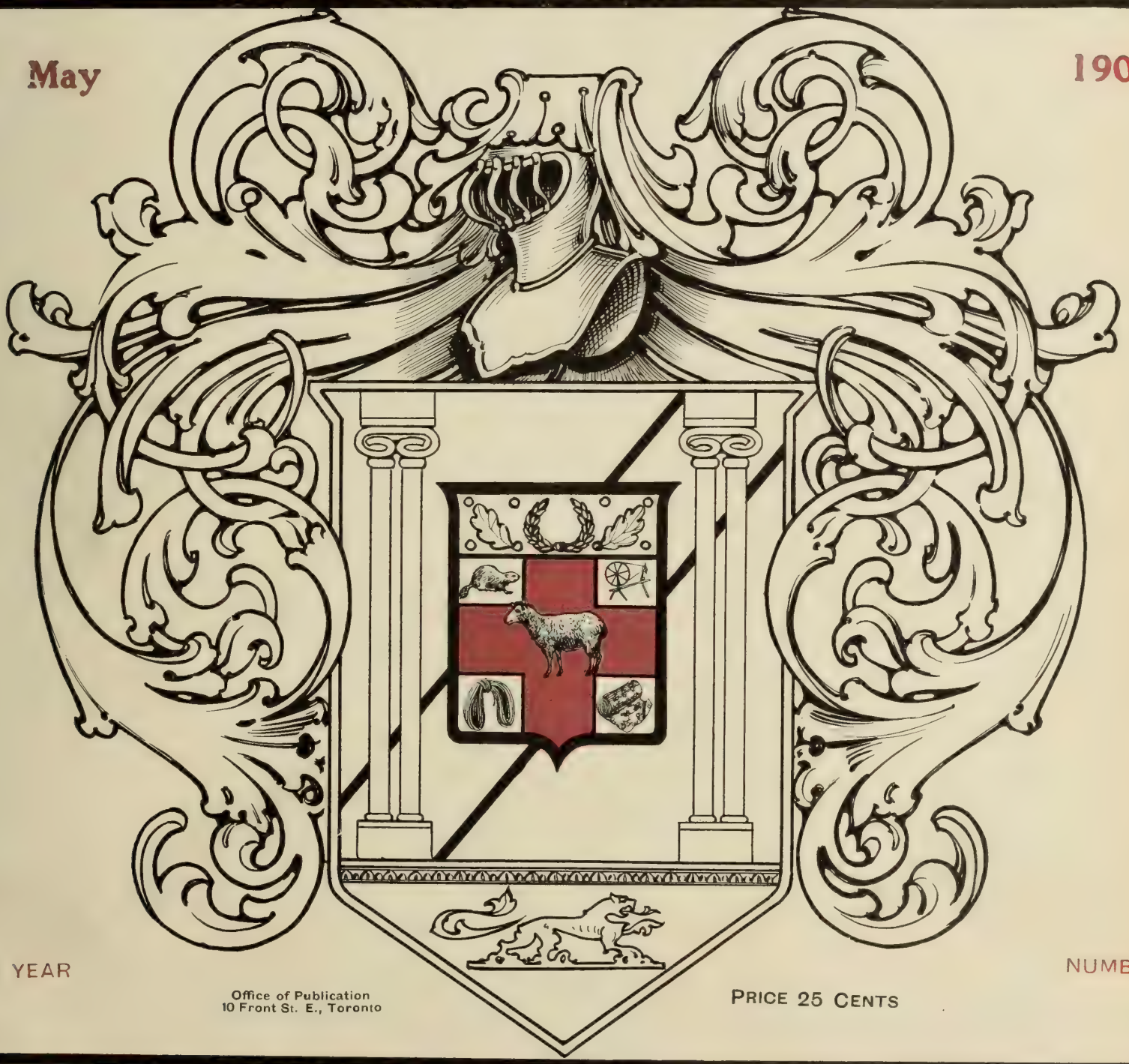
SPECIAL FEATURES

See Dress Goods and Knitted Goods

THE DRY GOODS REVIEW AND MEN'S FURNISHER

May

1907



38TH YEAR

NUMBER 5

Office of Publication
10 Front St. E., Toronto

PRICE 25 CENTS

THE MACLEAN PUBLISHING CO. LIMITED

MONTREAL. TORONTO, WINNIPEG.

The Wise Dry Goods Man.



He pushes business, of course, and keeps well stocked in new lines. But he does more. He keeps close tab of stocks on hand and sees that these do not become unsalable nor obsolete. If, perchance, he finds a line, where the shade has not caught the popular fancy, he sends such fabrics to these works to be re-dyed and finished in some popular or always staple shade.

—So he does with soiled, shelf-worn or faded lines, and he has probably learned with what success we re-dye and clean fine plumes and feathers of his Millinery Stock.

R. PARKER & CO., Dyers and Finishers to the Trade.

Established over 30 Years — TORONTO - CANADA

COLORED UMBRELLAS

are the correct style for early spring wear. We have in stock the following lines—

Navy Blue (wide tape border) - -	$24.00 per doz.
Navy, Brown, Myrtle, Garnet (tape border) -	27.00 "
" " " " all silk (tape border)	39.50 "
Navy with White border - - -	45.00 "
Navy with self-colored floral border -	60.00 "

MANUFACTURED BY

The Irving Umbrella Company LIMITED

79-83 Wellington St. W., - Toronto

"ROOSTER BRAND"

Best 

Made

Travellers now out for Fall.

Heavy Working Pants
Heavy Working Shirts
Heavy Winter Smox
Overalls and Jackets
White Coats and Sleeve Vests
Boys' Knickers

ROBT. C. WILKINS
MONTREAL.

N.B.—All lines of Summer goods for assorting.

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads on pages 6, 7, 8 and inside back cover.

Stock Taking

As we take stock on

MAY 31

we have many lines to clear out before that date, to make room for

NEW FALL GOODS

arriving in June. We can offer you special values in all our Departments, which you cannot afford to miss. We invite you to personally see our stock, or see our travellers' samples. We can make it worth your while to make a visit to our warehouse, especially at this time, when prices are advancing rapidly.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited, Winnipeg, Man.
Greenshields & Co., Limited, Vancouver, B.C.

PRIESTLEYS' HUGUENOT CLOTH

Their Latest Creation



Priestleys' All-Wool "Huguenot" cloth is a combination of beauty, suppleness and durability, which will add to the reputation of these celebrated makers.

"Huguenot" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a French Cashmere.

YOU NEED IT. YOUR CUSTOMERS WANT IT.

Samples and particulars upon request from the Sole Agents for Canada.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
WINNIPEG

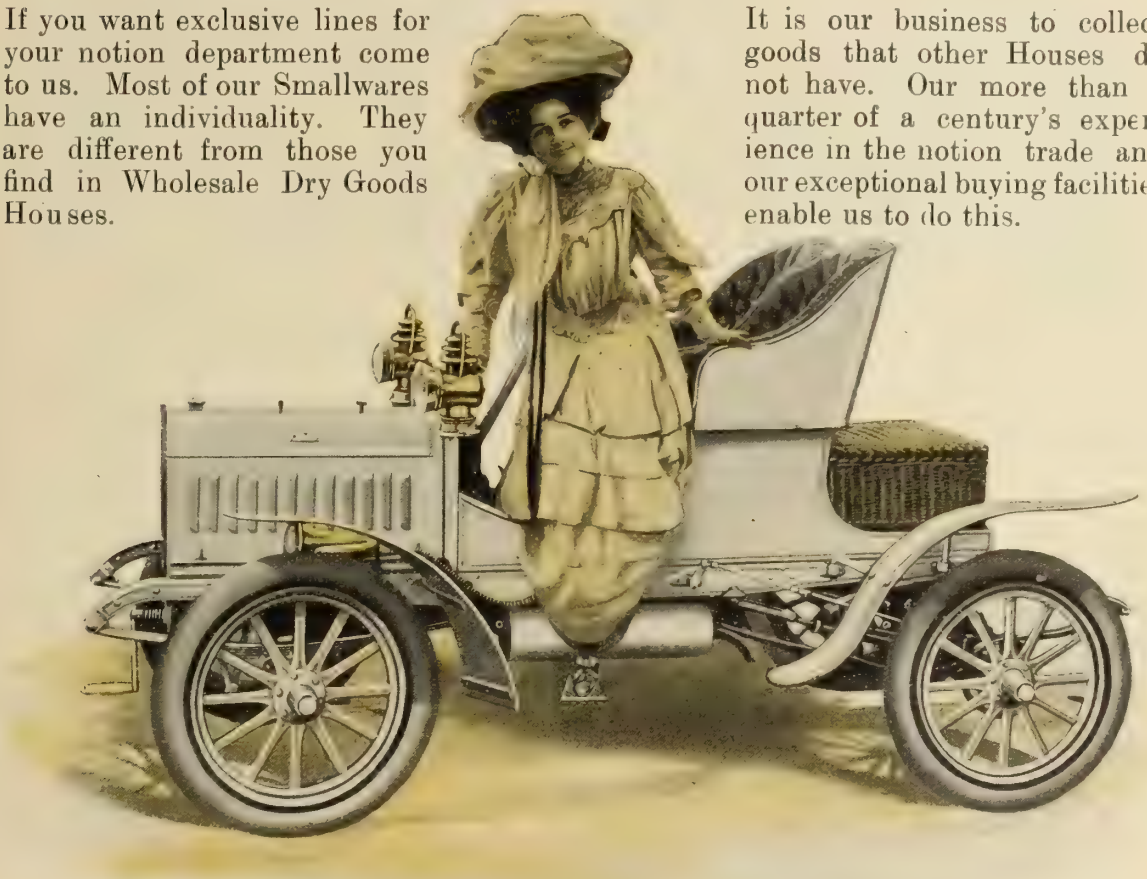
GREENSHIELDS & CO. LIMITED
VANCOUVER

Phillips & Wrinch

LIMITED

Smallwares and Notions

If you want exclusive lines for your notion department come to us. Most of our Smallwares have an individuality. They are different from those you find in Wholesale Dry Goods Houses.



It is our business to collect goods that other Houses do not have. Our more than a quarter of a century's experience in the notion trade and our exceptional buying facilities enable us to do this.

"WE STAND READY TO SHOW YOU"

See samples in the hands of our travellers or we will send you promptly an approbation shipment of leading novelties for Summer trade, charges paid. Should they not meet with your approval you can return them at our expense. Write us to-day.

Here are some of the lines that are fashionable :

Fancy Hat Pins to retail from 5c. to 75c. each. We have many exclusive novelties in these, including figured and painted china heads, which will be worn extensively this season.

Back and side combs. All the selling styles in plain, fancy metal, cut steel and rhinestone effects to sell from 10c to $10.

Steel Studded Belts to retail up to $10 each. Be sure and get a sample of a special line we have to sell at a quarter.

"THE LATEST NOVELTY — ELASTIC LEATHER BELTS."

Necklaces in pearl, black and all the leading shades to sell from 5c. to $7.00 each. Necklace clasps.

Collar and Beauty Pins, a splendid range at all prices.

Ask for samples of our new clasp Hose Supporters.

The "Capsheaf" Coilless Safety Pin is positively the only Safety Pin that will not catch in the fabric. If you have not already got it in your notion department, write for free samples.

PHILLIPS & WRINCH, LIMITED

76 BAY STREET, TORONTO

Woodfield's Meteor Sharps are the Best Needles. We are Sole Agents

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Shirtings,

Ready-made Shirts

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

TAKE A LOOK IN



When you or your buyer is in this city.

We have a complete warehouse and a stock with prices worth investigating.



IN reference to Wash Goods market we quote an intimation recently published by the largest wash goods distributor on this continent. They size up the situation by the following announcement:

"The condition of the wash goods market is such **that we shall not hold our May sale this season**."

There are no large lots of goods to be had. We invite buyers throughout the country to visit this market between now and May the 25th. There are hundreds of fast selling and much wanted lines that will be scarce during June, July and August. Live retail friends have pinned their faith to a big white and cream season and they are right: we feel it in the business atmosphere.

Cream Serges, Cream Venetians, Cream Lustres, Cream Sicilians, Cream Panamas, Cream Fig. Lustres, Cream Bedfords,

All Good Sellers

If you are asked for a line you don't carry a large stock of, a postal card will bring the required line to your office. The profit on a sale of this kind is all your own.

John M. Garland, Son & Co.

OTTAWA

Wholesale Dry Goods, Woollens and Carpets.

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Traffic Conditions

are responsible for much this Winter. However, our stock at present is complete, and we guarantee prompt despatch of all lines.

Our Men's Furnishing Department have just opened up new

Fancy Half Hose,

Soft Fronted Shirts,

Silk Neckwear and Washable Neckwear,

Fancy, Plain and Colored Underwear,

Rain Coats and Umbrellas.

Our travellers are showing the above lines. A postal will bring our representative to your door.

Mail Orders promptly attended to

54, 56, 58, 60 **Arthur Street**	**Winnipeg**	53, 55, 57, 59 **King Street**

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

PARASOLS

We are showing a beautiful range of Ladies' and Children's Fancy Parasols for summer trade. These are shown in White Spot Muslin, White Muslin with Insertion, Plain Taffeta Silk in green and navy, with different colored borders, Check Silks and Dresdens, to cost from $2.25 to $9.00 per dozen for Children's, and $1.50 to $6.00 each for Ladies'.

UNDERWEAR

Our range of Ladies' and Children's Underwear is well assorted and prices are right.

HOSIERY

Our range of Cotton and Cashmere Hosiery is unsurpassed, both as to quality and designs. See our samples before placing orders elsewhere.

LACES

We have a complete assortment of Valenciennes Edgings and Insertions, Torchons, Guipure, Oriental, Chiffon and Cluny Laces at lowest prices.

NOTIONS

Our stock of notions and smallwares is the best in Western Canada, and we feel confident that an inspection of our travellers' samples will lead to an increased business with you.

54, 56, 58, 60 Arthur Street	Winnipeg	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

SPECIAL

1,000 PIECES DRESS GINGHAM

All colors in checks, stripes and flaked zephyrs. This is a job line and we are prepared to execute immediate orders away below mill prices.

We carry a full range of cottons and are prepared to make immediate shipments.

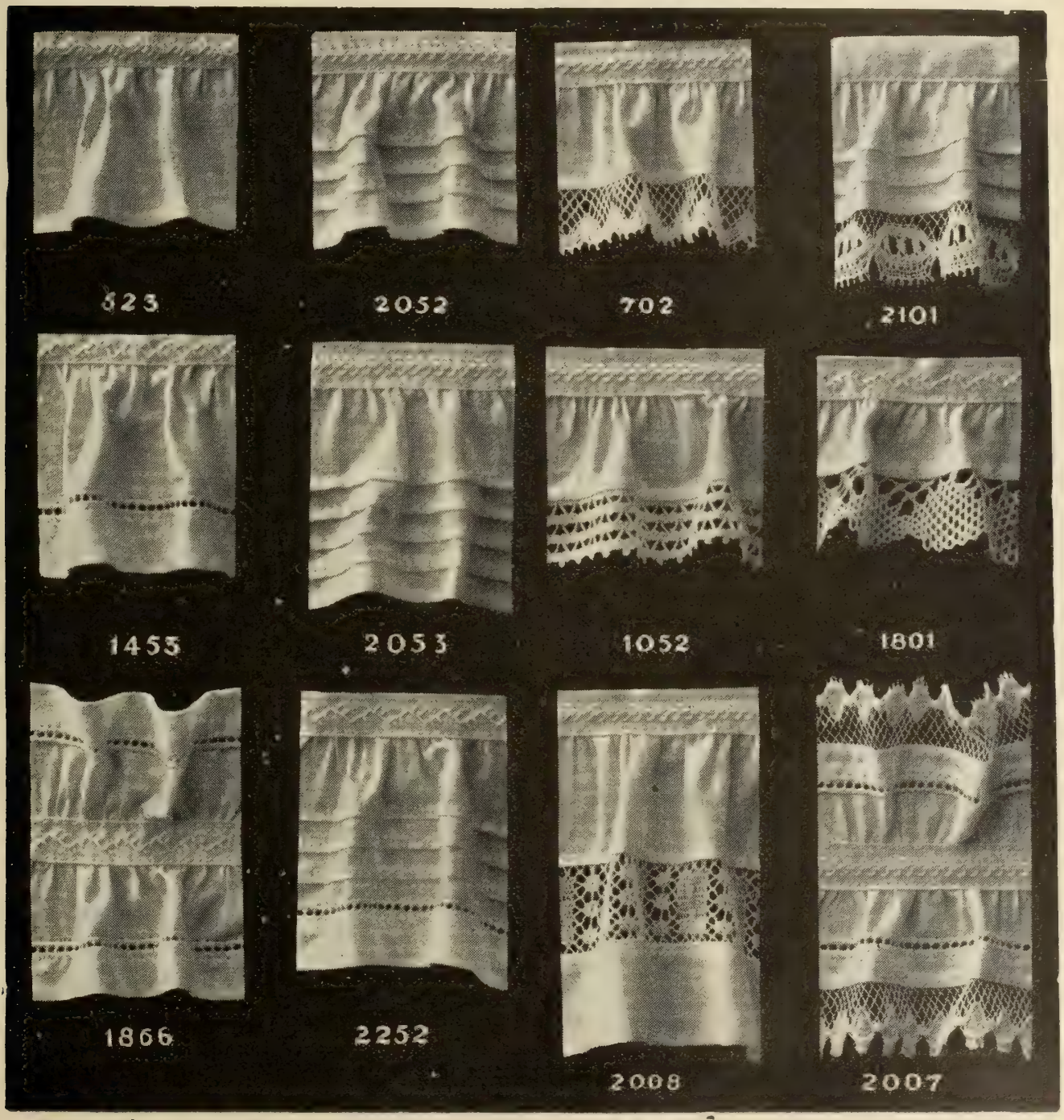
54, 56, 58, 60 Arthur Street	Winnipeg	53, 55, 57, 59 King Street

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET,"
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

Mr. Busy Man

You may not have much time for reading but it is essential that you read

The BUSY MAN'S MAGAZINE

It will acquaint you with what the successful business men have accomplished. It will keep you in touch with existing conditions in other countries as well as your own. Every article will suggest ideas, which, combined with your own, cannot fail to bring you success.

This many-in-one magazine will interest you deeply, as it embodies the best features of the world's publications. The cream of hundreds. Have your subscription commence with our March issue.

THE BUSY MAN'S MAGAZINE

Toronto, Canada

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - - -	1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96

THE METROPOLITAN BANK

Capital Paid Up, - -	***$1,000,000***
Reserve Fund, - - -	***$1,000,000***
Undivided Profits, - -	***$ 133,133***

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc.	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**112 Wood St.**
New York,	**1 Broadway**

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - -	$3,570,000
Income for 1906, over	3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,

266 Greene St., Cor. 8th St.,

NEW YORK, U. S. A.

Fibre Papers of Quality are

" Scotch Fibre" and "Invictus Fibre"

"Made in Canada" from specially selected pulp. Let us send you samples.

CANADA PAPER CO. Limited

TRADE MARK

Toronto
Montreal
Windsor Mills, Que.

HIS MARK

High Grade Printing

from the conception of the idea to the finished job—we are now ready to produce in our NEW PRINTING DEPARTMENT

With everything new—

NEW MANAGER—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—

NEW PRESSES—the latest products of the press makers—

NEW TYPE—the best faces selected from the stocks of leading foundries and a

NEW RESOLVE—to make every job a credit to us and to you—we ask for a chance to figure, furnish lay-outs, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want
"printing that's different"
let us hear from you

MACLEAN PUBLISHING CO LTD

John Bayne MacLean
President

10 Front St East Toronto

MONTREAL WINNIPEG
LONDON ENG

PRINTING DEPT

Charles Edward Peabody
Manager

his mark

"Spero"

Accept no substitute for

"SPERO" Bleached Calicoes

Every yard made of highest grade cotton—every yard unrivalled in wear.

"SPERO" Make is stamped on the selvedge

Be on the safe side!

"SPERO" Flannelette

is not only of excellent quality and durability, but almost fire-proof.

"SPERO" Make is stamped on the selvedge

"SPERO" MAKE Regd.

For Ladies' Overalls and Children's Dresses, get

"SPERO" Apron Cloths

Real Indigo dyed; printed in newest designs; the last word in utility.

"SPERO" Make is stamped on the selvedge

For Skirt Linings, buy 44-inch

"SPERO" Cambric Linenette

Light in texture, Bright in finish, will not drag.

"SPERO" Make is stamped on the selvedge

Manchester

Dominion Hammock Manufacturing Co.

There's something about our Hammocks which hold the reputation for Quality their excellence gained as soon as marketed.

You'll have the Hammock the people insist on having---if you place our name on your order list NOW.

WRITE FOR OUR CATALOGUE

Feature Tapestry Curtains

if you want more business.

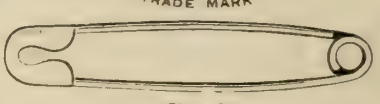
Ignore your curtain department and you woo commercial disaster.

We don't pretend to manufacture all good curtains---but we do manufacture the best. Write NOW.

Dominion Hammock Manufacturing Company :: :: Dunnville, Ont.

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



Size 3

NICKLED STEEL DUPLEX in 7 Sizes.

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

In the
Suit Department
and at
the Dress Goods
Counter

**BRADFORD
DYED
MOHAIRS**

are Leaders



This suit is of B. D. A. MOHAIR —the new chiffon finish. The material fits the idea—that's what makes this suit the success of the season.

These goods have

"STYLE"

They work out splendidly in the garments Fashion approves this Spring

Take this suit from Sommers. It's the new cutaway, the smartest tailored model of the season. The pleated skirt has two straight folds. The coat cuts away in graceful curves from the bust. Shoulder shows the new Gibson pleat tapering into front dart.

Material and style are both right.

THE BRADFORD DYERS ASSOCIATION

BRADFORD, ENGLAND



BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

LATEST SPECIALTIES:

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND
Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO
Please Send for Samples.

The Dominion Linen Mfg. Co., Limited

BRACEBRIDGE, - ONTARIO

MANUFACTURERS

Cream and Bleached Damask Tablings, Bleached Damask Cloths, Napkins, Towels and Towellings, Dress Linens, Dowlas, Tea Cloths

The best value in the trade.
Write us for samples.

COMPLETE STOCK CARRIED IN TORONTO

Sole Selling Agents for the Dominion

Wallace, Blake & Shouldice
Successors to E. B. WALLACE & CO.
79 Wellington St., W. - TORONTO, ONT.



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.

Debenham's
FOR
Novelties

FALL 1907,

Our Samples

FOR THE FALL AND WINTER SEASONS ARE NOW IN THE HANDS OF OUR REPRESENTATIVES, WHICH RANGE INCLUDES ALL THE LATEST NOVELTIES.

Silks,
Ribbons,
Velvets, etc.

DEBENHAM & COMPANY

WEST **LONDON** CITY

DEBENHAMS (Canada) LIMITED

BAY AND WELLINGTON STS.
TORONTO

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



THREE SELLING QUALITIES IN

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides every pair is guaranteed.

Fall Samples Ready for Inspection

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

Established 1832

Cable Address:
"LAW," Bradford

FALL 1907

"Lawrus" Fabrics.

(Registered)

These goods are rolled on Special boards and stamped "Lawrus" every five yards.

SUITINGS

in all the latest weaves including our new range of

PANAMAS and VICUNAS

The Royal Squadron Serge

The Dreadnaught Serge

Unspottable Finish.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Mr. Haley will be at the Windsor Hotel, Montreal, April and May.

Law, Russell & Co.

LIMITED

Converters of Bradford Goods

BRADFORD AND LONDON

The W. R. Brock Company. (Limited)

TORONTO

This illustrates two of the numbers in our Fall Samples which are now in the hands of our representatives from ocean to ocean.



No. 1858. Plaid Taffeta Silk Waist as per cut, retails for $7.00.

No. 6. Black and White Check Skirt trimmed with Black Silk Braid, retails for $10.00.

"HER LADYSHIP SKIRTS."

Made in Our Own Factory.

To the smallest detail these goods are perfect in fit, style and finish. Not priced first and then made, but made and then priced, and over and above all, **THEY ARE ABSOLUTELY FAULTLESS.**

MEN AND METHODS

Bargain Sales are Frequent in Owen Sound — Some Merchants Stick to Steady Methods — A Wiarton Merchant Who Issues a Catalogue and Does a Good Mail Order Business - Other Interesting Notes.

OWEN SOUND'S GOOD STORES.

Owen Sound has a population of about 12,000, and a suburb, Brook, about 2,000. It has not yet been incorporated as a city. The town supports eight dry goods stores, which, taken as a whole, are among the most up-to-date that we have visited. They would do credit to a much larger place. With so many merchants in the one line of business, competition is naturally very keen. About a year ago the ratepayers carried a local option by-law. One of the leading hotels was purchased by a syndicate of temperance men, who are demonstrating that a first-class service can be profitably given the traveling public at reasonable rates, without the aid of a bar. We have been told that local option has hurt business in the town, but we were unable to discover in what way this might be so. If a certain class of men cannot spend money over a bar they and their families must have more of it for other purposes, and merchants will get the benefit. However, feeling favorable and unfavorable to present conditions runs so high that it would not be fair to expect any of the drygoodsmen to speak for publication.

STOOD PAT ON REGULAR PRICES.

McKay Bros., Owen Sound, have only been in business for about eighteen months, but they seem to be well satisfied with the trade which they have attracted, and they speak optimistically of the prospects for development. They have attempted no bargain sales but those necessary to clear out stock at the end of a season, and they state their intention of sticking closely to the steady method of merchandising. "Last year, all during what we called 'the dry goods war' we stood pat, and the results were very satisfactory," said one member of the firm. "While other stores sold ten-cent Crum's prints at ten cents, we maintained our price at twelve and a half cents, and did good business in the face of bargain competition. Our principle is to sell all seasonable goods at a reasonable profit."

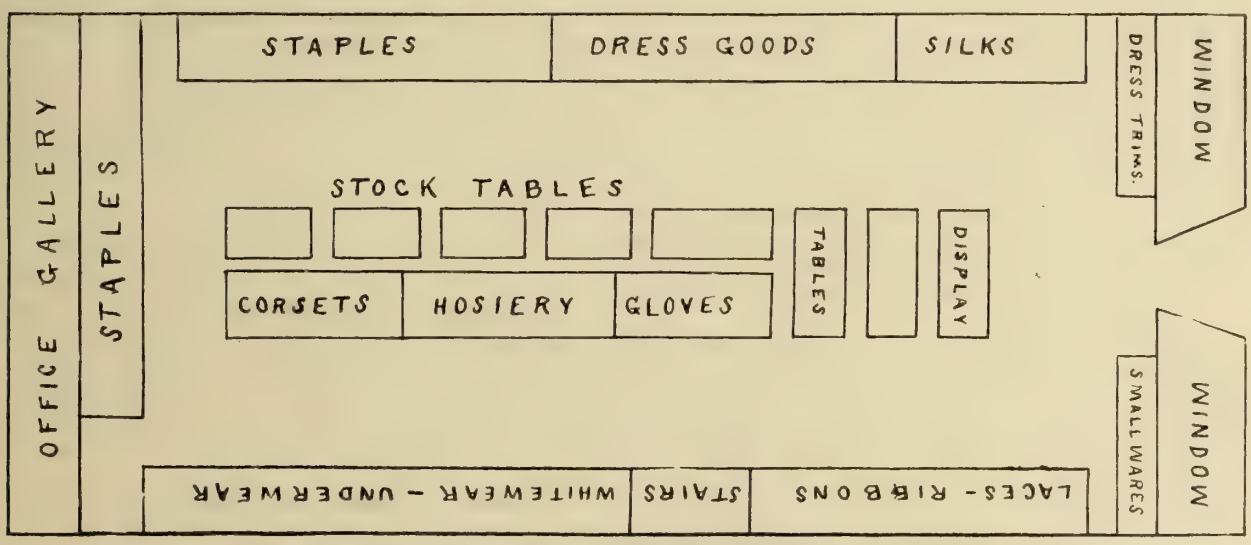


Diagram Showing Main Floor Arrangement of Ryan Bros. Store, Owen Sound.

A STORE PUBLICATION.

W. W. Mann & Co., of Stittsville, Ont., issue a little paper, which they call "The Home Economist." Its object, of course, is to advertise the general store business of the publishers, who, along with a lot of good ads. devoted to their various departments, run a number of interesting local items and selected paragraphs. The last number that we have received is dated April 8. It is printed on good paper and contains a number of up-to-date fashion cuts. During last Winter this firm offered prizes to farmers bringing to their store the largest sleigh-loads of ladies from the surrounding district. Three photo engravings in the latest number show loads of seventy-one, forty-eight and thirty-one. W. W. Mann & Co. must have offered pretty substantial prizes to arouse such enthusiasm. The paper is published "Now and again, in the interests of better business and closer acquaintance. Subscription price, your attention, payable by reading fifteen minutes."

LOCAL STORE ISSUES CATALOGUE

D. D. Stewart & Co., of Wiarton, are the only firm in that town closing at ten o'clock Saturday night. Formerly they kept open for business until about twelve o'clock. "One Saturday," said Mr. Stewart to The Review, "a lady, wheeling a baby carriage, came in at 11.20 p.m. to make some purchases. That was too much, and I at once stated that a change would be made the following week. We announced our intention of closing at ten o'clock sharp, in the next issue of the local paper. Credits are watched very closely. In the ready-to-wear department no suits are carried, and as few alterations have to be made no charge is exacted for them.

Some other merchants said we were foolish ; that we would lose business ; that the same thing had been attempted before and could not be continued. We closed at ten the next week and have done so ever since. A little business may have been lost at the start, but it was not long before all of our customers found it convenient to do all their buying in the shorter hours. Now, I hope before very long to be able to close at nine o'clock every Saturday night. I think it can be done without injuring business."

Stewart & Co. have a thoroughly up-to-date store in which their clientele should find it a pleasure to make their purchases. The windows are well trimmed and the lighting is excellent. Table counters are used all through. Mr. Stewart likes these because there is no place about them for rubbish to accumulate.

Ready-to-wear trade is expanding nicely. There is a fitting room in connection with the department. For all but minor alterations a charge is made. Millinery pays a profit.

Mr. Stewart looks upon the operations of catalogue houses as legitimate competition, and he combats them in the same spirit as he would any other legitimate competition. He feels that every local merchant doing business on the right lines should be able to keep his trade at home. Of course, there are a certain number of people who will always send away for quantities of goods no matter what attractions the local market holds out to them.

Stewart & Co. are working up a splendid mail order business of their own. In the first place, circulars were sent all through the surrounding district, explaining the plan, and Mr. Stewart spent a good deal of time calling personally on a large number of people. "Yes, we send to Toronto, but would much rather buy from you," he was told in many cases. Then he got out a catalogue giving a full list of all the lines that he carries, with prices. Its size is twenty-four pages, 8x6 inches. Not only does he bid for patronage on dry goods lines, but he offers to accept and execute orders for any class of goods—groceries, boots and shoes, etc.—that can be purchased in the town, and he guarantees that everything shall be satisfactory. Any article not up to the mark may be returned. Only once has anything been sent back.

"A good many merchants do not look after their customers closely enough," said Mr. Stewart. "I have a map of the town, know where everyone lives and study their requirements. As a result I am able to occasionally send them special advertising matter, with very good effect. I believe in good advertising, and anything that I get out in the shape of catalogues, circulars, etc., must be well printed on good paper, and, altogether, of such a nature that they will do credit to the store."

This firm is thinking of going into the manufacture, in a small way, of ready-to-wear garments. A staff of dressmakers could be employed and when not busy on orders they could work on garments to be put in stock. Mr. Stewart thinks this a good way to make a dressmaking department profitable.

A SIXTEEN-DAY SALE.

R. H. Benson & Co., Owen Sound, are located in the new Kilbourn block, which is 120 feet deep and 34 feet wide, interior measurement. The floor of the main section is of concrete.

The firm does a cash business, and would not care to go back to the credit system, with which it formerly had considerable experience.

The lines handled are general dry goods, boots and shoes, ready-to-wear garments, house-furnishings, and men's and boys' clothing.

The day The Review visited this store preparations were being made for a sixteen-day sale to begin the following morning. Following are some extracts from the announcement which appeared in the local papers : "Our sixteen-day sale starts on the morning of April 12, and will continue until the end of the month, April 30. Every department will be represented. All lines of goods will be sold regardless of what they cost. Thousands of dollars worth of merchandise will be simply slaughtered. Hundreds of dollars worth to be sold at half the original cost. Never mind our reasons for doing this. Read every item on this sheet, then come in and look at the bargains. You will say there has been nothing like it in Owen Sound before. Below we give you a few of the lines that will be sacrificed. * * * This sale will be conducted on honest principles. We want all purchasers to be satisfied. We are here to stay in this town, and we are looking for future business. No goods allowed out on approval. Our terms will be strictly cash and one price to all."

STEADY METHODS BEST.

H. C. Moore & Co., Owen Sound, occupy one floor of a corner block, the second and third floors accommodating the Wolfe Mfg. Co., carpets, rugs and house-furnishings. Entrance to the premises of the latter is gained through the dry goods store.

H. C. Moore & Co. do a cash and credit business. Accounts are rendered monthly. In speaking of the prevalence of cut-price sales in Owen Sound, Mr. Smith said that some lines were sold for considerable periods at actual cost. This has a very bad effect on the trade in general, and he believed every merchant would be better off if steadier methods of merchandising were followed.

The Wolfe Co. carries a stock of about $20,000.

WOULD LIKE EARLIER CLOSING.

Ryan Bros., of Owen Sound, put up a new store building in 1905. It is three storeys high and exceeding-well appointed throughout. The general appearance is one of roominess and up-to-dateness, and, altogether, this firm may well be proud of the premises in which they have housed their business. The accompanying diagram shows the arrangement of departments on the ground floor.

A noticeable feature is the liberal use of show-cases and tables. To made room for some of the latter one whole section of counter shelving near the entrance was removed, and the counter down one side of the centre row of departments has been dispensed with for the same purpose. This indicates a firm belief in getting as many goods as possible out where customers can see and examine them readily. The top of the counter shelving is used to good advantage for display, and the trims are well done.

A drinking tap in a handy location is a great convenience, especially in the hot weather.

This business is practically on a cash basis, credit being granted only to customers who are known to be perfectly good. As a result there is no loss through bad debts.

Stock boxes are used for both hosiery and gloves. Parcels are sent out through a local delivery service, which is held responsible for any goods which may go astray. The store closes at 6 o'clock ordinarily, and 10

o'clock Saturday nights. Mr. Ryan would like to see an earlier closing hour on Saturdays, and has advocated the carrying out of this idea.

A charge is made for all alterations in ready-to-wear garments. Millinery is a good department, as also is housefurnishings.

In discussing advertising methods with The Review, Mr. Ryan stated that goods should be described in as much comprehensive detail as possible, prices should be given; and when people call for the goods they should be found exactly as advertised.

For some weeks several lines have been put out as leaders at this store every Friday.

"We do what we say" is the motto of Ryan Bros., and it appears in all of their advertising matter.

WON'T COMPETE IN CUTTING PRICES.

W. T. Lee, of Owen Sound, has a neat, well-appointed store, and he does not believe in cutting prices, except on goods that it is advisable to clear out. "When some of the other stores engaged in a bargain war last year, we went right ahead and sold at regular figures, and we did not find that our usual steady trade was interfered with in the slightest."

Millinery is an important line with this store. It pays a good profit.

WILL IMPORT NO MORE GOODS.

W. Symon & Sons, of Wiarton, have two adjoining stores, in one of which they carry men's wear, boots and shoes, and a small stock of groceries, with house-furnishings upstairs, and in the other general dry goods, with millinery, ready-to-wear garments and dressmaking upstairs. The store throughout has a neat appearance. A good deal of attention is given to window displays.

In discussing market conditions, Mr. Symon, Jr., stated that the firm would import no more goods.

Millinery does not pay a profit, but it is a good drawing card. The department is in competent hands and the buying is watched very closely. The dressmaker is not employed by the store; she receives work-rooms, light and heat free, and whatever profit she can make is her own. The firm is well satisfied with this arrangement.

Tables are used quite extensively for display.

The catalogue houses do not send so much stuff into Wiarton as they formerly did, so we were told by Mr. Symon. He went on to speak of the prices which these concerns get and those received by local merchants. Their competition need not be feared by a merchant who does business on up-to-date principles. He saw some linoleum in a Toronto department store some time ago, marked, "90 cents, reduced from $1.10." He sells the same article at 90 cents regular price.

A SALE OF NECESSITY.

T. E. Vanstone, of Owen Sound, held a big bargain sale, lasting from April 17 to 27. Two pages in each of the local papers were required to accommodate his announcement, which was also made through half-sheet circulars printed in a flaming red. It was one of the most extraordinary that we have ever seen. Following are some extracts: "$10,000 must be raised in ten days. Beginning Wednesday, April 17, up to Saturday night, April 27, we hold a Sale of Necessity. This sale is not one of our own choice, but an absolute Sale of Necessity. When we opened up our new big store a year ago we added $20,000 to our stock and arranged our credit at the bank to pay for this in cash, which places us at all times in the very closest market with the best makers. We intended keeping within this limit, but with the prices going up on everything with leaps and bounds, we placed on order three to six months ago immense blocks of goods, which we find, on the first of April, amounted to over $75,000. This gigantic stock could not be purchased to-day by any retail house for less than ten to twenty-five per cent. more than we bought it at. But this does not satisfy the bank, which must be paid by the first of May or Vanstone's Credit Goes. You see our position in a nutshell. It is Sink or Swim. We were not long in determining what to do. We have the largest stock ever brought into Owen Sound by any one house. $10,000 will be but a flea bite out of it. Ten days of Slaughter Prices. Ten days of hustle, with a big crowd of anxious buyers. Ten days of great opportunity for your every Spring need, and Vanstone's Credit is Saved, and the big store will continue better than ever to fill your needs. Don't forget the sale starts Wednesday, April 17, at nine o'clock sharp.

"Store closed Monday and Tuesday, April 15 and 16, to mark down and prepare this gigantic stock for the big sale.

"Our reputation is back of this great sale and every article will be sold on its merits. Don't let bad weather keep you away. We are making it worth your while to surmount any obstacle. A month later you will pay twenty-five to fifty per cent more for most articles.

"Let nothing keep you away from the sale. It will pay you to drive twenty-five miles rather than miss it. The crowds may jostle you, but the stock is large, and if you are patient you will have your needs supplied. Remember, nothing will be reserved—every article—every yard—every stick and pin will be offered. A large force of extra salespeople will be engaged to enable quick buying. Look out for the large red cards.

"We will gladly hand back your money for anything you buy if you are not perfectly satisfied. This sale is not our choice. We could save money by locking up the goods for six months, but the bank must be paid."

A copy of Vanstone's ad. has been handed over to our advertising critic.

Last year Mr. Vanstone added two storeys to the rear of his building, which formerly was three storeys high, to a depth of fifty feet, the first storey extending back one hundred and twenty feet. He occupies all three floors. In the main section are hosiery, underwear, corsets, ribbons, neckwear, belts, dress goods, silks, staples, a case of fancy china and a ladies' rest room; on the first floor, millinery and ready-to-wear garments, and on the second, carpets, rugs, curtains, wall paper and fancy china.

Millinery is profitable, and a big trade is done in ready-to-wear garments. In connection with the latter department there are two fitting rooms. The first floor fixtures are all new and of a high order.

Mr. Vanstone told The Review that he handles about ten tons of wall paper in a year. The department is a large one and some very fine lines are carried. He has the manufacturers cut quantities of paper into samples, upon which he stamps the prices, and they are sent out with circulars announcing special sales. This is found to be a splendid plan for drawing trade. Considerable space is given to this department in newspaper advertising.

Each department of the store is charged with the goods which it receives at the selling, not the cost, price. All goods were formerly charged at cost, but the

new system is found to be much better, for the reason that sales can be checked more closely. Once every month Mr. Vanstone knows exactly the condition of his business.

Only the top half of the show cases used for ribbons, neckwear, belts, etc., is of glass, the bottom section being devoted to stocks of the articles displayed above.

Mr. Vanstone believes in getting as great a quantity of goods as possible out on display.

A YOUNG FIRM.

Dunbar & Chester, of Owen Sound, have been in business only since Easter. They are making a specialty of the better class of dress goods and ready-to-wear garments, and seem to be doing a nice trade. In the ready-to-wear department we noticed a good display feature in the shape of a platform about a foot high and five or six feet square, on which were four figures clothed in high-class suits.

NOTES.

Robinson & McClure, Wiarton, carry general dry goods, groceries, millinery and housefurnishings.

Hunter & Trout, of Wiarton, carry staple dry goods, boots and shoes, groceries, flour and feed, and also conduct a butcher shop.

W. F. Gray & Co., of Owen Sound, have quite a large boot and shoe department. For Friday and Saturday, April 12 and 13, they advertised a big bargain sale. The goods offered were shown on tables. Terms were cash, and no goods were allowed out on approbation.

THIS ORDER CANNOT BE CANCELLED.

A retailer writes to us stating that a traveler called upon him with certain samples. Business was agreed upon, and an order-form was signed. At the foot of the form was this notice—"This order cannot be cancelled." When looking over the copy of the order-form later, the retailer dicovered that he had misunderstood the prices quoted. He was under the impression that he had ordered 500 articles at, let us say, £5 for the lot ; instead, he found that he had ordered 500 articles at £5 per 100. He writes straight away to the firm, stating that he had made a mistake, and asking them to cancel the order. Now, he has not any legal right to compel them to cancel the order, as the law rightly presumes that an intelligent man will only put his signature to an order which he has previously read carefully. If fraud or misrepresentation were alleged, the case is different. In this incident, the retailer does not allege any misrepresentation ; he merely states that a mistake was made, and, therefore, he should have the right of cancelling the order. The firm to whom the order had been given offered a compromise. The retailer, they said, had been prepared to spend £5 with them, let him buy from them goods to that amount, and they would consider the matter at an end. This, in our opinion, was a very fair offer. The notice, "This order cannot be cancelled," may seem to some of our readers to be rather drastic. We cannot, however, think that it is altogether uncalled for. We have heard of travelers who have spent considerable time and trouble with a retailer, and have secured an order, only to find subsequently that the retailer, on second thoughts, has written to headquarters a letter cancelling the order on some inadequate excuse. This is not cricket. A retailer, having once made up his mind to give an order, should abide by it like a man of decision.—Draper's Record.

THE WABASSO COTTON CO.

A Dominion charter has been granted the Wabasso Cotton Company, Limited, Montreal, with a capital of $750,000, divided into shares of $100 apiece. The incorporators were Leslie Gault Craig, manager, Montmorency, and James M. Greenshields ; William J. Henderson, manager ; Joseph Jenkins, student ; Alexander C. Calder, accountant, all of Montreal. The object of the company is "to construct, purchase, sell, lease and operate cotton and woolen manufactories of any and every kind in Canada ; to acquire and dispose of raw cotton, wool and cotton waste of every description ; manufacture cottons, woolens, shoddy and waste, yarns and fabrics of every description, and bleach and dye the raw product, yarn, or manufactured goods, etc."

A SPLENDID NEW STORE.

Smyth Bros., of Berlin, have opened a splendid new store, 36x148 feet, five storeys in height, with an available floor space of 26,000 square feet, all of which will be utilized by the firm. The front, on the second, as well as the first floor, is of plate glass. The roof is of the hopper style, constructed to slope towards the centre, where all water collects and is conveyed direct to the sewer main.

THE ALLIANCE MFG. CO.

A Dominion charter has been granted the Alliance Manufacturing Co., Limited, St. Louis de Mile End, Que., with a capital of $140,000, divided into $100 shares. The incorporators were James A. McGill, manufacturer ; William York, manufacturer ; John A. Fisher, manufacturer ; James A. Patton, accountant, and Melita J. McGee, married woman, all of Montreal. The object of the company is "to buy, sell and deal in all kinds of linen, woolen, cotton, silk and other textile fabrics, to be used as wearing apparel ; to purchase or otherwise acquire all or any part of the assets, business, property, contracts, rights, obligations and liabilities of James A. McGee, now carrying on business as a shirt manufacturer in St. Louis de Mile End, and of William York and John G. Fisher, now carrying on business as manufacturers of underskirts and skirts in Valleyfield, and to pay for same in cash or by the allotment and issue of fully paid-up shares in the capital stock of the company."

A SILK MERGER.

A silk mill merger, with a capital of $22,500,000, was announced at York, Pa., a few days ago. The merger thus far includes the York and Monarch mills in York and mills at Carlisle, Fleetwood, Kutztown, and Reynoldsville. The purchaser is the American Silk Manufacturing Co., of New York. Plans are under way for the merging of a total of thirty mills, principally in Pennsylvania. No bond issue will be made by the new corporation. It will have $10,500,000 seven per cent. preferred stock, and $12,000,000 common stock.

A COMMERCIAL COMMISSION.

It is stated that the Retail Merchants' Association will ask the Dominion Government to form a commercial commission, to be under control of the Department of Trade and Commerce, to deal with internal questions of trade. Last year the merchants asked that the Criminal Code be so amended that wholesalers and retailers could meet and discuss prices. The function of the commission would be the protection of the public against combines.



ANNOUNCEMENT



By the time this reaches the hands of the retail trade, we shall have removed into our new warehouse at the corner of Victoria Square and Craig Street.

The rapid expansion of our business within the last few years, had made the question of enlarged premises a pressing problem, and the opportunity having presented itself of acquiring the aforesaid desirable location, we decided to make the move.

With the increased floor space at our command, we shall be enabled not only to carry a larger stock than formerly, and thus the more easily to sustain our reputation as quick shippers, but also one very much more varied, and as comprehensive, in fact, as it is possible to conceive of as coming under the general term of Dry Goods.

Our preparations for the Fall trade have been proportionately augmented, and at the present writing our ability to fill assorting orders with promptitude will be found eminently satisfactory both by our customers and by the trade as a whole throughout the Dominion.

BROPHY-CAINS, LIMITED

WHOLESALE DRY GOODS. MONTREAL.

QUICK SHIPPERS

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

"How can I judge the value of an ad. to me in dollars and cents, before having it printed ?"

There are numberless questions flung at an advertising critic in the course of a month, and, as a general rule, they have as little to do with advertising as the late John Bunyan had to do with the destruction of San Francisco. The majority of mortals retain the inquisitive talent of childhood until long after the appearance of their last wisdom tooth. It comes natural to most men to ask irrelevant questions, and I am thankful that at least one of my hecklers has seen fit to ask me a question which every shrewd retailer must have asked himself. How can we judge the pulling power of an ad. before we allow it to occupy valuable space in the newspapers ? It might clarify the atmosphere a little if I were to tell you how I size up my copy. Here goes. The first question I ask myself, after writing an ad. and considering it carefully, is—Will it sell goods ? I do not ask if it is pretty, or well balanced, or attractive ; I merely ask myself—Will this copy sell goods ? If I am convinced that it will, then, I attend to the minor points. If I can make it pretty and attractive—there are lots of pretty things that are not attractive—I do so. But if I cannot add the touches which will make my copy eye-catching, then I leave it just as it is in all the rugged strength of the original conception.

* * *

But, this revelation of my methods might be continued indefinitely without answering our friend's question. Because no man can tell the cash value of an ad. before it is published. If he is convinced that his copy will sell enough goods to warrant its publication he is safe in rushing into print. If he is not sure on this point, I'd advise him to wait until he is. All advertising should be looked on as a business investment pure and simple. It should pay well. When it does not pay there is something wrong with the copy or the medium or both. If you have an ad. on hand which you think would cause the ladies of your town to make a raid on the treasury print it. If you wait until you are able to figure out the exact returns in dollars and cents you are going to wait a long time. While this is so, there should be nothing speculative about your advertising, You should have a pretty fair knowledge of the pulling powers of any ad. you produce—when placed in the publicity columns of a paper you know something about. That point is important, because circular advertising will fool the best judges of copy nine times out of every ten. A circular may look well and fall flat—it may even be a master stroke of originality and yet fail to pay the printer's bill , because there's no surety that a certain percentage of your circulars will be read, while it is about morally certain that a percentage of your probable customers will read your ad. in any approved newspaper. The only way to answer our friend's question is by putting another. After producing your copy, lay it aside for a day or so, when possible. When you read it over ask yourself the question : "Will it sell goods ?" If you are reasonably certain that it will, then print it.

* * *

We reproduce two ads. on the opposite page which we would like you to consider for a few moments. Both ads. have been reduced greatly, but not sufficiently to destroy their original power. And it is hardly necessary to say that both are good ads.—just as attractive as any published in the newspapers of this country. There is one difference which most merchants will note. Ryan Bros. tell the women of Owen Sound a good deal about the values in their store and they also state the price where it is at all possible. Currie Bros. talk as effectively to the women of Saskatoon, but seem to be a bit bashful in using figures. There are some items, of course, in Currie Bros.' ad. where it would be practically impossible to state price, but speaving generally, price never fails to add to the effectiveness of good advertising matter, and should be used when at all possible. Despite this omission it would be hard to tell which ad. sold most goods. Personally, I prefer the Ryan Bros.' ad., and for no other reason than that price talks all through it. It is safe to say that most advertising men would agree with me. Of course, conditions in Saskatoon may warrant the omission of prices in the Currie Bros.' advertising. Apart from this single criticism I've no more to offer. Both ads. are good enough to be effective, and many retailers may find them useful models

* * *

A very pretty folder, announcing his Spring millinery opening, has been sent us by R. L. Corlett, of Cannington. On the face of the folder is a fashion cut which was run in a recent issue of The Review. The printer has taken pains and the wording is effective. I am convinced that the ladies of Cannington appreciated that kind of reminder. This folder is unique—that being the only thing which can make either a folder or a circular effective.

* * *

We promised to say a few words in this issue about a circular forwarded by the Playfair, Preston Co. some time ago. Just imagine that you see a full-page ad. before you in a metropolitan daily exploiting the goods of the Simpson or the Eaton Company, and doing that exceptionally well, and you have a pretty fair idea of what this circular ad. looks like. It would be hard to say whether the Playfair Company or the printer, deserves the most credit. The arrangement is perfect and prices are

displayed just enough to be catching. The ad. sells goods on a "money back" guarantee, and if the Playfair



Company didn't do a rushing Spring trade it certainly was not their fault.

The most peculiar ad. I have seen for a long time comes from Owen Sound. There is nothing startling about the arrangement or the style; but the wording is unique. The merchant who produced the ad. required ready money.

"$10,000 must be raised in ten days."

That's the rather startling heading. Then the merchant continues gravely: "This sale is not one of our



own choice, but an absolute sale of necessity. When we opened up our big store a year ago we added $20,000 to our stock and arranged our credit at the bank to pay for this in cash, which places us at all times in the very closest market with the best makers. We intended keeping within this limit, but with the prices going up on everything with leaps and bounds, we placed on order three to six months ago immense blocks of goods, which

we find amounting to over $75,000. This gigantic stock could not be purchased to-day by any retail house for less than ten to twenty-five per cent. more than we bought it at. But this does not satisfy the bank. They must be paid by the first of May or Vanstone's credit goes. * * * Ten days of great opportunity for your every Spring need, and Vanstone's credit is saved, and the big store will continue better than ever to fill your needs."

An open confession is—good business. I am inclined to call Mr. Vanstone one of the shrewdest and most daring of merchants doing business in Ontario. Let's hope that his keen insight into human nature has saved the big store. We would like to know the bank's opinion of that brand of advertising.

Useful Extracts and Ideas

"Underskirts in outside sizes for large women."—C. M. Young & Co., Brantford.

"Our new carpets are all here, and we are ready to show you scores of attractive patterns and new color blendings in our complete assortment of reliable makes of Wiltons, Axminsters, Brussels, tapestries and wools. In selecting a carpet you are choosing something that will stare you in the face morning, afternoon and evening, day after day, for a good many years to come * * * Much depends on whether you discard inferior goods, with their apparent saving in price, and pay a trifle more for the best of the kind that you are going to use."

"We will have no formal opening day this season. We are ready for you now. Handsome French pattern hats now on exhibition. The product of our own workrooms put in stock as soon as finished. * * * Special sale of flowers Tuesday. Twenty boxes of flowers have been marked at half and less than half price. We want to clear this lot before the arrival of our Parisian flowers."—The T. H. Pratt Co., Hamilton.

"An ensemble of choice requisites for men who take pleasure in being nattily attired."

"There is no happy medium in fashions this season. They are marked by either great simplicity or extreme elegance."

"Why buy at Crompton's ? Don't unless we give you best values and service, or both. You must be the judge. Here is to-morrow's evidence."—Crompton's, Brantford.

The John White Co., Woodstock, devoted a portion of their advertising space for two days to extracts from a local paper's description of their millinery opening. Looks to us like a waste of space, for the matter had already been published.

"To-day we invite you to come and see our reading of the edicts of Fashion. Not even this much-worshipped dame is supreme in her first conjurings, but styles are proved in climes that run ahead in seasonal openings, and what we now proclaim as correct for Spring we have seen approved by that little world whose almost ruler is Fashion."

"Leave your order at the dress goods department for your new Spring costume."

"What a world of opportunities this department offers to the buyer. Every part of this extensive section teems with brightness and absolute newness. To this add the virtue of honestly low prices, and you have the recipe for the most satisfactory dress goods department in the city."—The G. W. Robinson Co., Hamilton.

"The grace of the gown depends almost entirely upon the corset, and no woman with a desire for distinctive, artistic effect in dress can succeed without first securing a model suited to her figure."

"The store that guarantees customers absolute satisfaction. * * * 'Count what you get, not what you pay,' should be the shopper's philosophy. * * * 'Fame is the perfume of heoric deeds,' but art and beauty are the result of deeds that have made our fancy goods department famous. In art needlework we have conceptions of immaculate beauty that grace and adorn the parlors and libraries of persons of culture and rank. Best of all, low prices reign supreme. We prefer small profits and customers' favor. * * * 'A man's a man for a' that,' but he's a much better looking man when he's well dressed, and he is well dressed when fitted at Scroggie's."—Scroggie's, Montreal.

"Our garments are rich in style, but never overtrimmed. They are simplicity itself, with a wealth of harmonious and beautiful details, and we want you to see them. * * * Lingerie for women of taste and refinement."—David Spencer, Ltd., Vancouver.

"Cotton dress goods to enthuse over ; for the assortment is the most comprehensive we have ever shown. The details printed here are merely suggestive, not exhaustive."—Stark's, Vancouver.

"Our annual white sale—a brilliant event featuring alluring arrays of new white merchandise at prices exceptionally magnetic."—Fraser, Torey & Co., Sydney, C.B.

"We are proud of our values in all these lines, expecially after seeing city prices while there last week."—D. W. Hilborn, Selkirk, Ont.

"Remnants of silks and black goods at one-half off regular prices. We make a special offer for the next month of making you a skirt to your measure for $3.50. Fifteen different styles to choose from."—Young's, Brantford.

"We are going to let you in on a trade secret! Every whitewear manufacturer in the country has been reluctantly compelled to raise his prices this season. Cottons are dearer, laces are dearer, embroideries are dearer, labor is dearer. And as no firm is in business for its health, there was no alternative for the makers of whitewear than to raise prices all round. We placed our orders before the bigger advances went into effect, and you can now buy here to the same advantage. Here are some items to show you how the entire assortments run."—Stanley Bros., Charlottetown, P.E.I.

"Never before has any men's store in the county of Elgin made such preparations for the requirements of a fast growing patronage of critical buyers. The best makers on the continent have vied with one another in price and style for a share of our trade. We are not confined to the output of one factory or the ideas of one man, and we buy every dollar's worth of our stock for cash. We are showing a range of goods which for quality, make, style, fit, price and selection of patterns is not equalled by many stores on the continent."—R. H. & J. Dowler, St. Thomas.

"After a Winter of limited variety and rather familiar patterns in silks, we can now boast a comprehensive supply ; a selection of breadth and excellence from the very best makers in silk-weaving centres."—Manchester, Robertson, Allison, Ltd., St. John, N.B.

Convenient.—"Why do you still keep up that Santa Claus myth ?" asked the cynic. "I should have thought you would have laughed at it."

"Because," answered the man with a large family, "it is convenient to have someone to blame for presents that fail to please."

INTERESTING ITEMS FOR MAY

19″	Long	Gloves,	in	Black	Silk,	to retail at		$1.00
19″	"	"	"	White	"	"	"	1.00
19″	"	"	"	Black	Taffetta,	"	"	.50
19″	"	"	"	White	"	"	"	.50
19″	"	"	"	White	Suede,	"	"	.50
19″	"	"	"	Grey	"	"	"	.50

White Muslin Embroidered Waists, clearing lines, to retail at $1.00 and $1.25

SPECIAL 200 DOZEN

Print Shirts, separate cuffs, very special value, to retail at **50 cents**

Seasonable Specials in all Departments. Letter Orders get special attention.

JOHN KNOX COMPANY, Limited

WHOLESALE DRY GOODS

18, 20 and 22 King Street East, - - - HAMILTON, ONT.

"Old Bleach"

Expert buyers say

"Old Bleach" Linens

are unrivalled.

This brand of Irish Linen is now known and sold all over the Dominion. Why not place a trial order and compare?

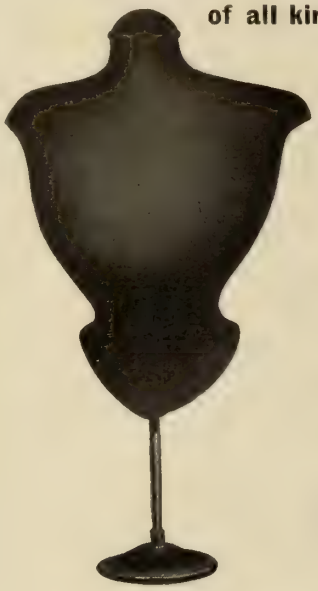
Write for illustrated booklet on the "Care of Linens"

R. H. COSBIE

30 W. Wellington Street TORONTO

IRISH LINEN AGENCY

We Make
ATTRACTIVE FIXTURES
and
WAX FIGURES
of all kinds



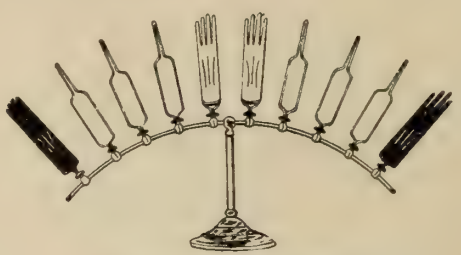
OUR FIXTURES ARE MADE TO DISPLAY GOODS SO THAT THEY SHOW TO THEIR BEST ADVANTAGE, WHICH MEANS INCREASED SALES.

Our Latest Shirtwaist Form

A. S. RICHARDSON
62 Hayter Street **TORONTO**
239 St. James Street **MONTREAL**

Beauty and Utility

The keynotes of our business are originality of design coupled with beauty and the lasting quality of our goods.



GLOVE STAND (632)

When it comes to store fixtures we can supply you with the latest and most artistic designs, and supply you at once.

Our catalogue is interesting. Have you one?

Toronto Brass Mfg. Co.
17-21 Temperance St., Toronto

PROFITABLE DISPLAY FIXTURES

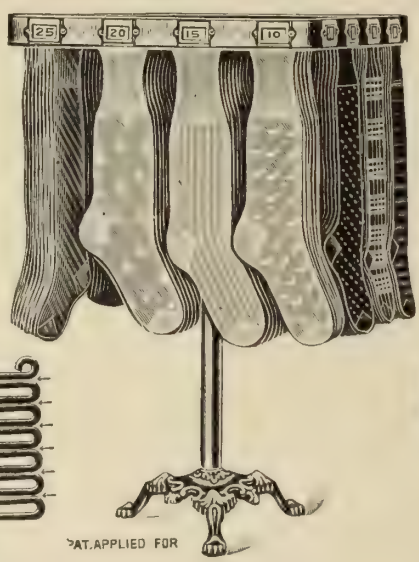
PRACTICAL HOSIERY RACKS

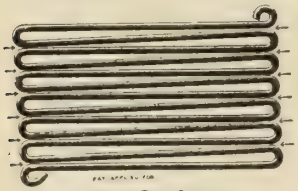
Made of steel, nickel-plated.

Slip the stocking in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.





The Spring

PAT. APPLIED FOR

No. 1 34 ins. high, 16 ins. wide. Has 4 springs. Capacity 72 pairs hose **$5.75**

No. 2 34 ins. high, 17 ins. wide. Has 8 springs. Capacity 120 prs. hose **$6.75**

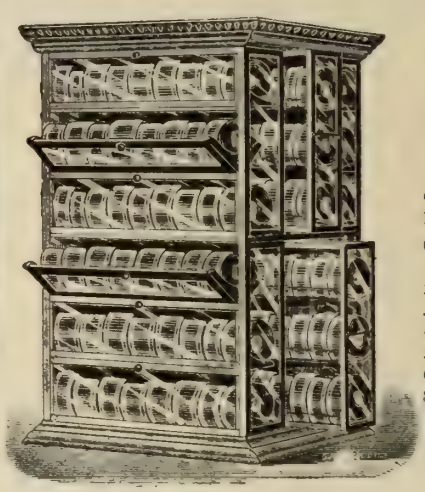
No. 2—Price, $6.75

Sold by the Leading Jobbers of Dry Goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers.

A. N. RUSSELL & SONS CO., Ilion, N. Y., U. S. A.



No. 3 Ribbon Cabinet.

Practical Piece Goods Fixtures.

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50

Practical Floor Fixture, height 5 feet. Price.....$7.50

For full description of the practical Display Fixtures send for a Catalogue to the manufacturers.

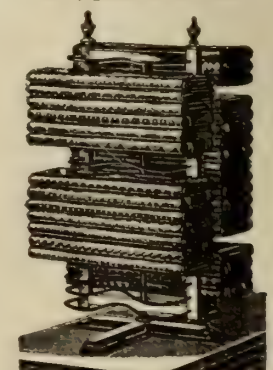
PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼ x 6½ x26½	50	$ 6 00
1	28¼ x14 x26	100	10 00
2	28¼ x14 x38	150	13 50
3	28¼ x18¼ x38	250	18 50
4	28¼ x23¼ x38	325	23 00
5	28¼ x27¼ x38	400	26 00
6	28¼ x32½ x38	475	30 00
8	28¼ x42¼ x43½	700	42 00

MADE OF OAK

Sold by the leading jobbers of dry goods and notions.



Counter Fixture.

WINDOW DRESSING

THE ART OF DISPLAY

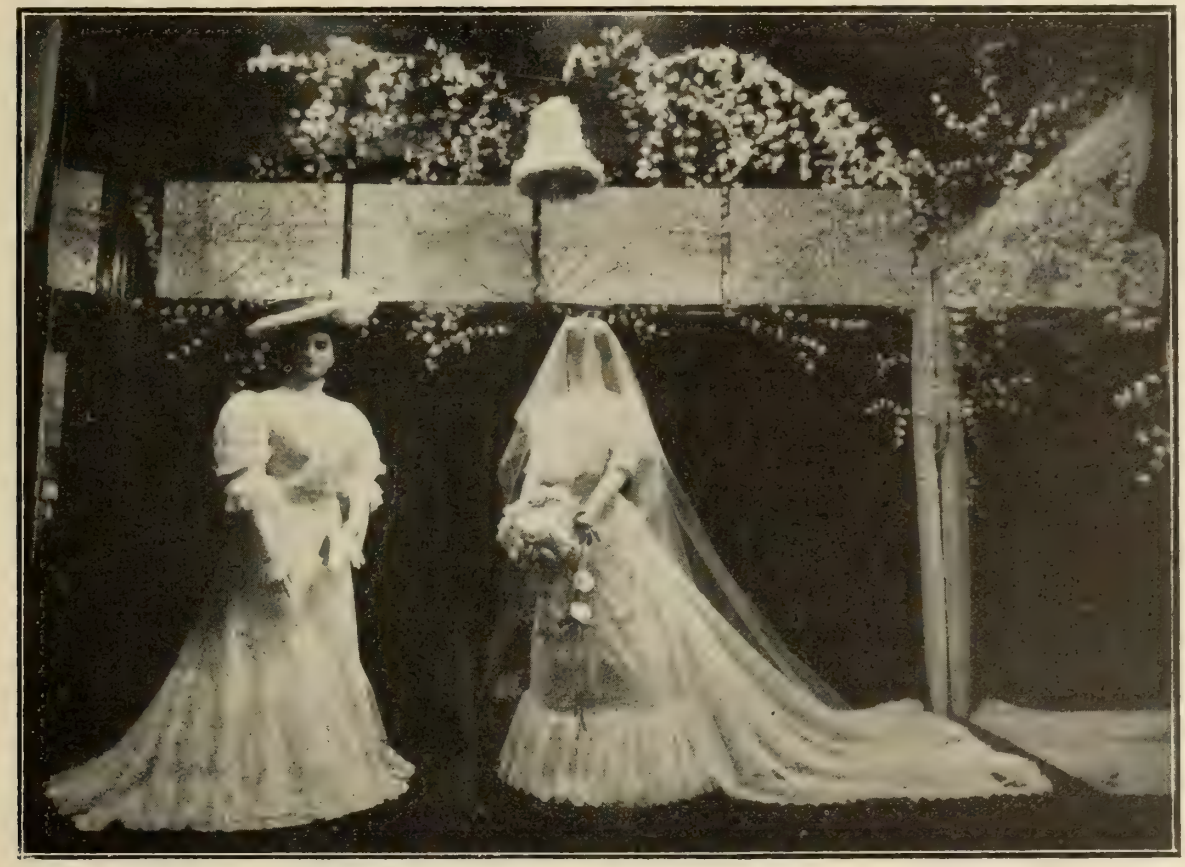
INTERIOR DECORATION

A New Idea

How to Make a Simple Stand for the Display of Fabrics.

The warm weather goods will soon be in great demand and it is up to the window-trimmer to create interest and sales by appropriate displays of goods such as muslins, prints, ginghams, etc. The drawings we give on these pages convey an old idea of a home-made display stand, resurrected, with a new idea of drapery carried out on it. The fixture part of it consists merely of two pine boards ten inches wide and about four feet six inches high, nailed together in trough fashion. This is then covered over with white cotton stretched on smooth and tight and with the addition of an inch strip about two feet in length, it is ready to proceed with the arrangement. Now, with this simple fixture, a window-dresser with any knowledge at all of fabric handling, can work out a dozen different styles of arrangement with muslins, prints, ginghams, silks, flannels, etc.

The sketches show a trim with dress goods and silks, but the idea can be completed with any of the aforementioned lines. Laces and trimmings can be worked into the drape in numerous ways. In order to get the loose, graceful folds as seen in the drawings, the secret is very simple. It is done by catching the selvage of the goods (about two yards from the end) with the thumb and forefinger of the left hand and raising the hand up to the level of your chin, when the goods will fall into nice even folds themselves, and all that you need to do then is to attach the goods to the upright with a pin at a point where you hold the selvage with your thumb and forefinger. After this is done follow the folds down with the hands, pulling them into place on the floor.



June Bride Window—Dressed by Louis F. Raynor for Mahon Bros., Halifax.

In using this drape hardly any pinning is needed. There is no crushing of material and therefore no damage whatever. When a full bolt of goods is given you to work on, the surplus can be laid out of sight behind the stand. Look the illustration over carefully and you'll find you can grasp the ideas very easily. With a few of these stands made in varying heights a new and novel display can be gotten up. In commencing the drape take the end of the goods and cover the stand tightly, then proceed with the rest of it as seen in the sketches.

Monotone Trims

These, as Well as Two-tone Effects, Used Very Effectively by a Toronto Store.

One of the large stores in Toronto has been devoting a lot of window space to displays where one color or two-tone effects were the chief features. These have been creating a lot of favorable comment from the public and good results have been gotten out of them in sales of goods in the colors shown. A few weeks ago a large window was given up to a trim of dress goods and silks in the new shades of blues that are now so prominent

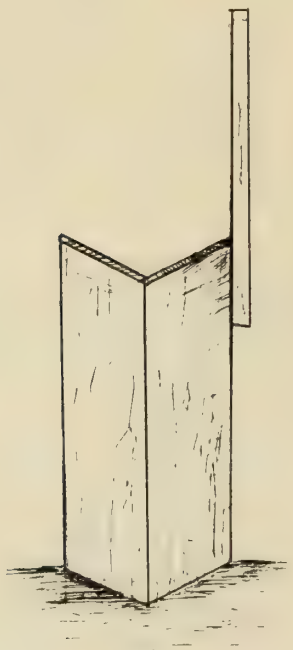


Fig. 1.

in New York and Paris. The whole display was confined to the different blends of the one shade. Later a big window of millinery on this color was seen. At present this firm has made a beautiful display, that is causing great comment, of millinery in purple and lavender or the different tones pertaining to purple. Now this idea is also being made very prominent in the haberdashers' windows. Some very fine displays in this line have been seen lately, such as a display of shirts, white with black

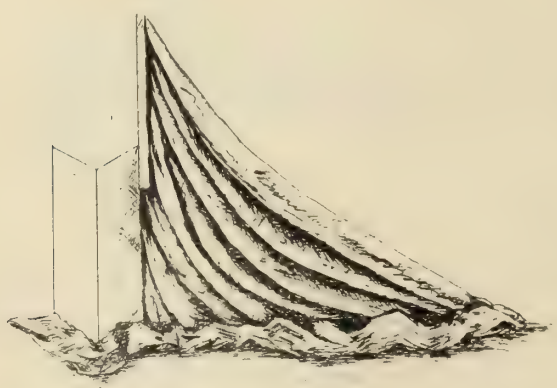


Fig. 2

dots in combination with black and white spotted neckwear and spotted hosiery. The writer also noticed a novel trim of light blue shirts with navy four-in-hand ties shown in combination. This idea never fails to draw attention and trade and there are very few stores in every town where this idea cannot be worked success-

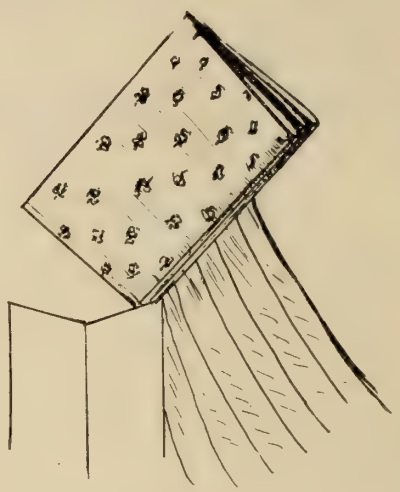


Fig. 3.

fully. No matter how limited your stock may be in comparison to the big houses that are emphasizing this one color idea, you can, with a little thought and reflection in the matter, succeed in turning out a creditable trim on this idea. By experimenting you will find it very easy to force a certain color on the public and create a big demand for goods of that tone. A lady seeing a display of the one color idea in, say, dress goods and millinery, naturally concludes that this must be a leading fashionable color, "right up to the minute," so to speak, and if she can wear that color it goes a long way towards aiding her in the selection of a dress or hat.

How often do we hear the remark made similar to the following by ladies entering the dress goods department: "I want to see something in dress goods, but I

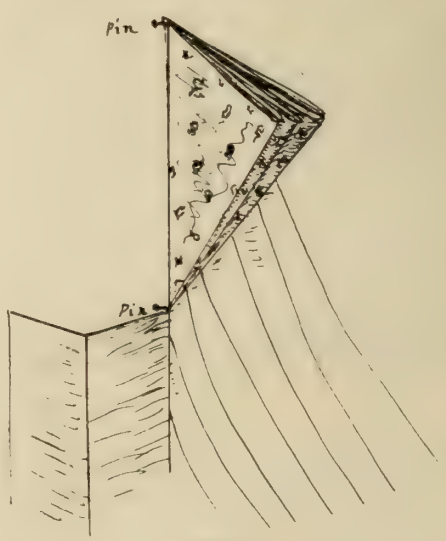


Fig. 4.

really don't know what color to get. What are the new shades for Spring? I want something that is going to be fashionable." The writer noticed in several instances where the display in the window was of dress goods and millinery in one color, that the customer who purchased a dress on the color shown in the window also purchased a hat that was in the window where she saw the dress

goods, so it was evident that the hat created the sale of the dress and vice versa, each being in keeping with the other. Merchants in smaller towns than Toronto, with smaller stocks to draw from, can work this idea if they try. The public have to look to the dry goods houses for the information regarding fashions, etc., and it's up to the progressive, wide-awake merchant to keep the people in touch with all that is new by emphasizing it strongly in his window displays.

TWO SPRING WINDOWS.

W. J. Sullivan, with J. W. Ingraham, North Sydney, C.B., has sent in photos of two Spring opening windows dressed by him, but, unfortunately, they are too dim for effective reproduction. One shows a display of Harris homespuns, and the other an Easter millinery trim.

"THE DAYLIGHT STORE."

R. S. Boyd & Co. entered the dry goods field in Truro, N.S., six years ago. They started in a small way, but it was not long before larger premises were necessary. Last Fall a store was purchased and remodelled. It is on a corner, and so well lighted that the firm calls it "The Daylight Store." It has a frontage of twenty-seven feet and a depth of ninety feet, is lighted from three sides and has a high ceiling. Special attention has been given to the electric lighting facilities also. The main floor is devoted to general dry goods and ready-to-wear, and the first floor to housefurnishings. Well trimmed show cases assist greatly in giving the store an up-to-date appearance. In an interview with the local paper Mr. Boyd said his success was due to studying the wants of the people, buying new seasonable goods and never handicapping himself with old stock, and winning a reputation for reliability in advertising.

A GOLDEN JUBILEE.

On April 5, 1857, Almon Bristol opened a dry goods business at Picton, occupying one floor of premises 20 x 40 feet. To-day, after fifty years of progress A. Bristol & Son have a splendid store on the same site with a floor space of over 22,000 square feet, and give employment to nearly seventy people. One week's sales in 1907 is equal to those for the whole of 1857. Mr. Bristol is still an active factor in the business and may be seen in the store almost any day. The firm is a member of the Canadian Dry Goods' Syndicate. Mail order trade in the district surrounding Picton has been made quite a strong feature.

Three years ago the premises were remodelled. The centre walls were removed, the rear extended, and the front reconstructed. Besides this, the interior was torn out and replaced on more up-to-date lines, and the fixtures installed were of the newest stamp. The special number of The Review will contain cuts showing both the exterior and interior of this store, along with illustrations of other fine Canadian dry goods houses.

A "DAY AND NIGHT" DISPLAY ROOM.

One of the novelties in the new Altman store, New York City, says the Sun, is a day-and-evening room for showing off costumes to shoppers who want to see the colors by daylight and by the yellower indoor light as well. The room has no windows, apparently, and is lighted with electric bulbs. But several large mirrors slide back unexpectedly. At the same time the lights go out and daylight enters by a large window revealed from the opening of the mirrors. The costume, posed in the full daylight, and passing through a sudden change of hue, goes through the hardest test that the dressmakers have devised.

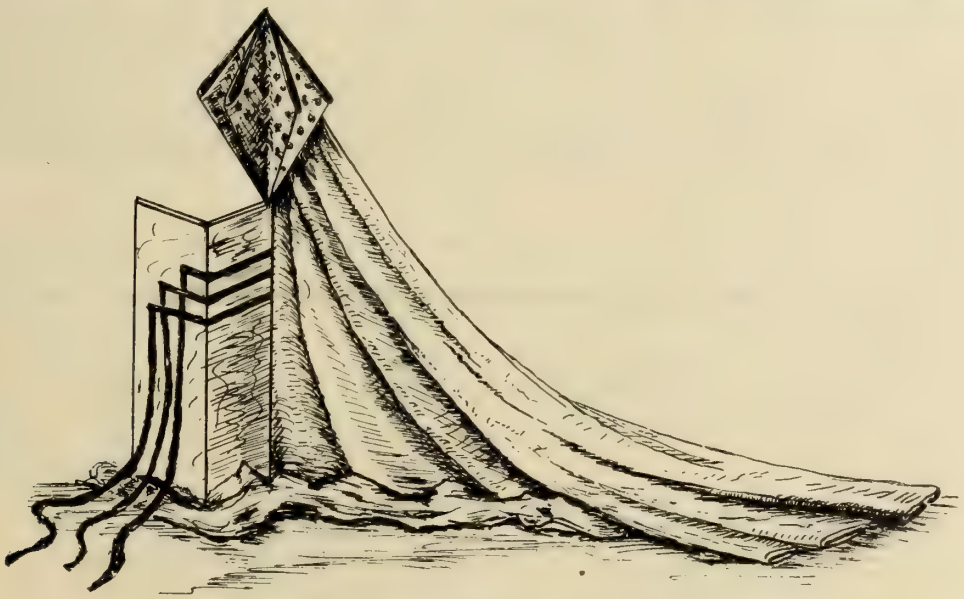


Fig. 5—Completed Drape.

AN ACTIVE ASSOCIATION.

At a meeting of the Port Hope Retail Merchants' Association recently the matter of early closing was discussed, but action was deferred. One member stated that closing in Kingston at five o'clock every day but Saturday did not interfere with business. A committee was appointed to look after the merchants' interests with respect to a pedlars' by-law. Some municipal matters, such as fire alarm and street watering, were discussed. This association appears to be fully alive to the fact that an organization of merchants may make itself very useful.

Too Expensive For My Business!

SYSTEM THE SECRET OF SUCCESS

Any retailer who says that about Business Systems, is laboring under a delusion.

The size of a business is the factor that determines the cost of installing Business Systems.

Business Systems are, proportionately, just as much an economy for the smallest retail store as for the largest factory.

* * * * * *

In different businesses, Business Systems are designed to fit different ends.

In your business, Mr. Retailer, Business Systems, instead of being "too expensive," are time savers and an actual economy.

You can understand why a system that posts your books and writes out your bills at the same time, is economical, can't you?

That's only one of the things Business Systems will do for you.

* * * * * *

Let us tell you more.

Drop us a post card and we will send you all the details.

It will only cost you a cent to know more.

BUSINESS SYSTEMS
LIMITED
83 SPADINA AVE.
TORONTO, CANADA

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens. Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

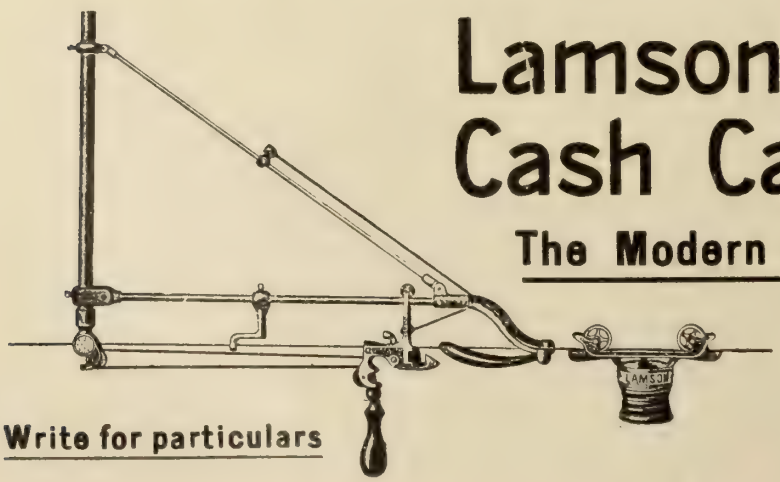
ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

Lamson Rapid Spring Cash Carrier



The Modern Labor and Money Saver.

Write for particulars

LAMSON CONSOLIDATED STORE SERVICE CO.
126 Wellington Street West, TORONTO



Suit Form No. 66 P.

WE ORIGINATE,

manufacture and promptly supply everything we advertise.

As the oldest, largest and only complete house in the display form and fixture line, we are in a position to do this. **Our Cuts** are made from **Our Goods.** Originality is a rare quality and in this respect we are unique.

Write for particulars of our new form models for 1907

Catalogue Mailed upon Application.

J. R. Palmenberg's Sons

FACTORY 91-97 W. Third St.

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 50 YEARS)

Up-to-dateness in Fixtures

is more than ever a necessity. You cannot afford to retain your old style equipment.

50 CENTS A SUIT



Our Twentieth Century Cabinet No. 54

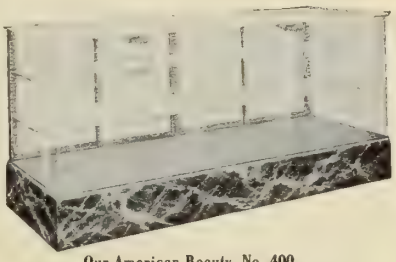
At an initial cost scarcely exceeding 50c. a suit we can change your present method of displaying garments from racks or tables to our "20th Century" Sectional Cabinets.

Write for catalogue "D" showing our "20th Century Sectional Cabinets.

Goods well displayed are half sold.

They attract buyers and double your sales.

Write for our new 1907 Catalogue "A".



Our American Beauty, No. 400
The Fixture Climax of the Twentieth Century

As an inducement we will offer you special prices to offset duty.

GRAND RAPIDS SHOW CASE COMPANY,
GRAND RAPIDS, MICHIGAN.

New Office No. 714 Broadway, New York City.
(Under our own management.)
Same floors as McKenna Bros. Brass Company.

THE LARGEST SHOW CASE PLANT IN THE WORLD.

LUXFER PRISMS

for
Storefronts
Private
Houses
Factories



any
place
where
daylight is
necessary

A LEADING TORONTO JEWELLER WRITES

Am delighted with the results obtained from "Luxfer Prisms" installed in my Window Transoms and consider my store one of the best lighted in the City.

A. C. STANNERS, 1200 Queen W., Toronto.

LUXFER PRISM CO., Limited, - 100 King Street West, TORONTO

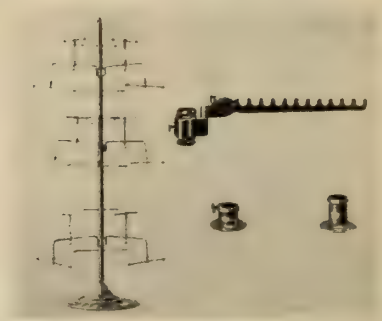
HARRIS & SHELDON, LTD.



STAFFORD ST.

BIRMINGHAM

ENGLAND



SHOPFITTERS

And Manufacturers of **BRASS FITTINGS** and Display Fixtures and Forms for **STORES, Etc.**

Illustrated Catalogues mailed free on application

ENGLISH BRANCHES:		DEPOTS	
LONDON:—	70 Wood St.	BERLIN:—	40 Krausentrasse
MANCHESTER:	38 Thomas St.	CAPE TOWN:—	94 Hout St.
GLASGOW:—	71 Queen St.	JOHANNESBURG:—	102 Fox St.
DUBLIN:—	15 Wicklow St.	Agencies all over the world.	



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: **Mount Forest, Ont.**

U. S. Factory: **Mason City, Iowa**

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from March Number.)

Cut-outs.

When a quantity of cards are to be written, whether small price tickets or full sheets, the card-writer makes a cut-out. This method is illustrated in Figs. G and H in Cut No. 1. The sample card (H) being written, another card of the same size is taken, and lines are ruled on tissue paper or upon transfer paper to represent the exact position of the words on the original card (H), and pasted on it. The spaces showing the position of words or letters are then cut out with a sharp knife. By placing the cut-out over the other cards to be written and using a soft pencil, the spaces cut out are traced readily and quickly, and the card-writer is certain that all of the words will appear in the same position on all of the cards, each having the same slant, besides being also of the same height. The lead pencil marks are erased with a sponge rubber after the card is dry. These lead pencil marks are purposely left on our designs in order to guide the beginner. Under the cut-out (G) there is pasted a dark background to more clearly emphasize the spaces cut in the card.

In our second illustration, Fig. A is another cut-out for a trouser card. Three pens of different sizes were used to write the card. The number 5 was made with a brush. Fig. C is a cut-out for the small price ticket shown over (D).

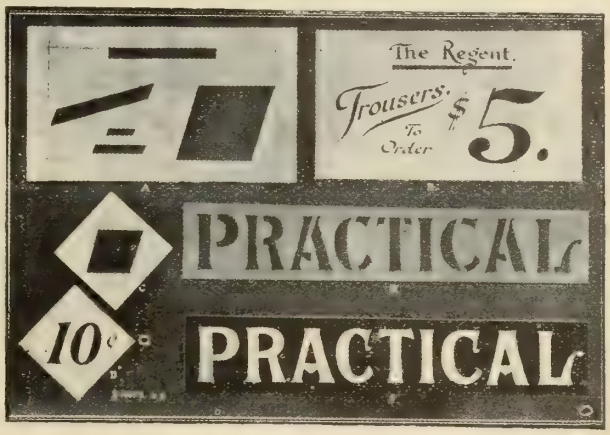
Stencils.

When large quantities of hand-painted cards are desired, the larger letters and designs are usually stencilled and then filled in by hand. Stencils are made as follows: The sample card being first made, some tracing paper is laid over it and the letters desired are traced. This paper is then pasted on a sheet of strong manila paper. With a very sharp knife-point the letters are cut out, as shown in Fig. E. This can be best done by laying the paper on a sheet of cardboard and cutting clean through the paper slightly into the card, thereby avoiding burr edges, which are sure to appear if the knife be dull or the surface used under the stencil-paper



No. 1.

uneven. The entire stencil should receive a thin coat of shellac, not forgetting the inner edges when the cut-out has been made. This will make it durable, preventing the color from soaking into the paper and the stencil brush from injuring the surface, which otherwise would, after some use, absorb much color and cause blurred lines. A wide, round brush with short bristles is usually the kind required for this work. When a paper stencil is used the color is spread only on the outer surface of the brush by rubbing it perpendicularly across



No. 2.

some smooth surface, then holding the stencil firmly in position with thumb tacks, or with weights if it be large, or with the left hand when small. The brush is tapped gently up and down against the stencil and its work is done.

It leaves a neat faint or dark impression, according to the amount and tint of color applied; besides this, it places the design or letters in the exact position on all the cards. Fig. F shows a card made with stencil (E). After the stencil brush is used all the letters are outlined with a small brush, then filled in.

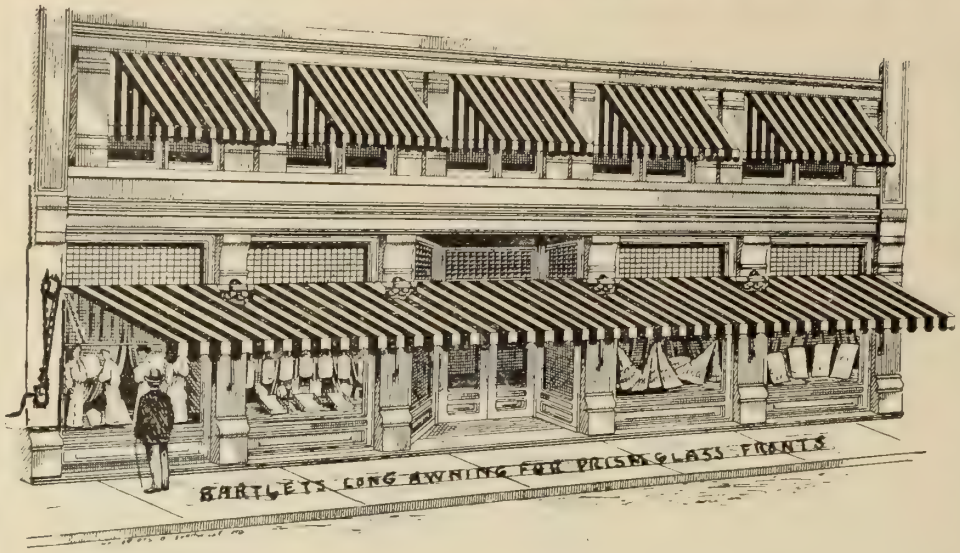
When large stencils are cut and there are many narrow spaces uncut, like those in the top of (A), (C), (T), and the bottom of (C) and (L), it is advisable to cut narrower strips of paper and to strengthen these weak parts by fastening on these strips with glue or shellac.

THE LACHUTE KNITTING CO.

A Dominion charter has been granted the Lachute Knitting Company, Limited, township of Chatham, Que., with a capital of $20,000, divided into $100 shares. The incorporators were Henry R. Hammond, farmer; William Howard, manufacturer; Peter R. McGibbon, lumberman; John Sarginson, manufacturer, and James T. Griffith, manufacturer, all of Lachute, Que. The object of the company is "to manufacture and deal in all kinds of textiles, wool, cotton, woolen products and specialties in wool and all kinds of textiles and all material and supplies relative thereto; to establish agencies and stores throughout Canada and elsewhere for the distributuon and sale of the manufactured products of the company, and to deal generally in all kinds of textiles."

An international conference of cotton growers, manufacturers and dealers will be held at Atlanta, Ga., on October 7, 8 and 9.

THE LATEST IMPROVED AWNING



Year after year experts have studied to improve our awnings and have put their studies to practical use. As a result we claim to make the neatest and easiest running awning ever marketed — a claim which even our competitors yield, although reluctantly.

We are securing the cream of the trade to-day. Our latest triumph is the Jamieson Awning on the Rounded Corner of Queen and Yonge St., Toronto, covering a frontage of 120 feet.

We can satisfy you as well as we have pleased Mr. Jamieson. Why experiment with an imperfect awning when you can have an awning guaranteed to fit and give complete satisfaction?

WRITE FOR PARTICULARS

WM. BARTLETT & SON, 20 Adelaide St. W., TORONTO



ONE OF OUR BEAUTIFUL HARD WAX HEADS

Cloak Racks, Gent's Furnishing Frames, Fine Wax Figures, Forms, all kinds, of Papier Mache. Hat Frames, Store Stools, Triplicate Mirrors, Plain Mirrors, Clothing Wardrobes, Cases.

Catalogue on request.

—

DELFOSSE & CO.,

5 Hermine St., Montreal

A Business Chance

A first-class general store business for sale in a small village, centre of a rich Ontario farming district. Old established concern. Ill health reason for selling. Sales in 1906 about $30,000. Present stock in A1 condition, $9,000. Credit business small. Net profit large. Store 26 x 80 and dwelling 26 x 36, both of brick. Acetylene gas. Will sell or lease.

Stock will be sold at rate on the dollar, one half cash, time for balance. Splendid fishing and shooting at lake four miles west.

This proposition warrants the attention of a live merchant. Write

A. M. HILKER

UNDERWOOD, - ONT.



Calendar Ads Catch and Hold Attention

That Calendar Advertising produces the best results has been proven beyond doubt by the evidence of the most experienced advertisers. Let us show you our superb line for 1908. A request will insure a call by one of our men.

The London Printing and Lithographing Co. Limited

LONDON, ONTARIO

Business Management.

By HOWARD R. WELLINGTON.

Systems for Retailers.

It is proposed to use this page for the next few issues of The Dry Goods Review for the purpose of outlining a number of methods or systems applicable to the retail store. A great deal is said in this advanced age about "applying system to business." There is a danger of over-doing this, but there is no doubt that far more may be accomplished, both by the head of the house, and also by the employe through the introduction of systematic records and methods into any business. Of course, it must be remembered always that results depend largely on the employer and the employe, for an office or a business house may be filled with systematic devices and labor-savers and still there are no beneficial results, because those operating the systems are not working them to the best advantage. In a simple matter, such as filing correspondence and invoices, the greatest care should be exercised, as the time of the merchant is valuable, far too valuable to waste looking through heaps of letters and invoices in order to find the address of a certain concern he desires to write to. There are a number of simple devices for filing correspondence in a small office, although probably the box alphabetical file is the most convenient where a regular filing cabinet is not employed. A letter is received—and, by the way, letters should perhaps, be classified into "purchase" and "sales"—and as soon as a reply is prepared a carbon copy should be written at the time and attached to the original letter; in this way the whole history of the transaction is easily secured for future reference. These letters and replies are filed loose in the box file mentioned above, and any subsequent letter is treated in exactly the same way and filed on top of the previous one according to date. In a large business a great deal of time may be saved and some mistakes in names and addresses avoided by handing the stenographer the letter which is being answered, after placing the figure 1, 2, or 3, as the case may be, the stenographer using the same number in her note book, in place of writing out in full the name and address of the customer. For instance, the letters requiring answers may be accumulated and the dictation given at one time. Should the letter be from Messrs. Brown & Jones, Teeswater, instead of calling this to the stenographer, simply place the figure 1 opposite the name, the stenographer marking her notes in the same way. There will be absolutely no mistakes in names or addresses, and the time saved is worth while. Give it a trial.

* * *

System may be employed in so simple a matter as opening and handling the mail. It is the man who studies his business, and plans his time, who succeeds. If a system does not deal with a business you are in, it can easily be adapted to it; in fact, every business has its peculiarities, but there are few which cannot be improved by system. Some men will putter around shop or office all day and accomplish about as much as a systematic man may accomplish in one hour, and the latter's work seems to move so smoothly and without friction.

A word might be said here as to allowances for the return of goods, or for defects or overcharges. This occurs with both the wholesaler and the retailer. Where the customer makes a claim or returns some goods, and the allowance is to be made, it is safer to have a small book for the purpose, called "allowance book" or "credit book," into which is entered the amount of the allowance or returns, when the transaction takes place, and thus avoid the annoyance of having the customer return his account for correction on the first of the month. Similarly, if the retailer is making a claim on the wholesaler, this method is preferable, as almost invariably, if the claim is to be allowed, a credit not confirming the allowance will be sent by the wholesale house.

* * *

We should strive to do not only better work, but more work in less time. Now, in reference to purchase invoices, the first step is naturally to check over the receipt of goods correctly; and then the order, to ascertain if the goods have been delivered and charged as ordered. Should any difference arise, it should be reported immediately. After the invoice is found correct in every way, the prices of the various lines of goods should be recorded in some convenient way, so as to be easily accessible at a moment's notice. Probably a small price book, alphabetically arranged, will answer the purpose, giving the following particulars, for instance:

Stock	Date	From	Cost	S.P.
Table cloths	April 8	S. B. Co.	$1.50 ea.	$6

This book may be arranged alphabetically in accordance with the concern from whom the goods were purchased, or in accordance with the particular stock, the latter probably being the preferable method. This price book becomes simply invaluable around an office, both in buying and selling goods.

* * *

There are a number of methods for entering or recording purchase invoices, which will be outlined in a later issue. This is one of the most important branches in the work of an office.

SILK PIECE GOODS EXPORT.

The Canadian commercial agent at Yokohama writes: "The foreign houses in the silk export business appear to be unanimous about organization for the protection of their business interests. The varying conditions of trade are as unsettling in silk as in any other commodity, while the amount of capital turn-over is larger than in any other line of export. A committee appointed by a duly convened meeting are engaged in preparing articles of association and by-laws, which will be submitted to a general meeting to be called later, when the 'Yokohoma Silk Piece Goods Association' will take up a general oversight and direction of the silk export business."

FURS THAT STAY SOLD

DID you ever experience the unpleasant sensation occasioned by an unexpected visit from a good customer with a great big kick to make? Doesn't it make the ice-cold chills chase each other up and down your back? You think of the satisfaction with which you struck that harmonious chord on the old cash register when the sale was made. You hide your disappointment, as best you can, behind a "smiling exterior," (whatever that means,) and express your fervent thanks for the opportunity to prove your absolute faithfulness to your business motto, "Satisfaction or your money back." Now, don't you? Then you see your customer to the door, nod "Good Bye" with a pleasant smile—and then lock yourself into your Private Office while you "say a few things." And then—you get even with the manufacturer. Who's to blame you?

PAQUET FURS

But when you are handling expensive goods, such as Furs, you can't afford to let this sort of thing happen very often. It wouldn't take very long to give your business a "black eye"—and you know it! The thing to do is to get right down to the root of the trouble and then apply "The Remedy," which we will give you from time to time in these advertisements.

False economy is at the bottom of it all—rest assured of that at the start. Paquet Furs are made by experts, in the largest Fur Factory in the country. There are cheaper furs than Paquet Furs, but they come back. Paquet Furs stay sold—that's the difference.

If you're not now on our visiting list, drop us a card and you'll be on immediately.

J. ARTHUR PAQUET, QUEBEC

Branches at Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

READY TO SERVE YOU

With a complete line of Furs.

Orders already booked indicate the growing confidence in my goods.

Fur seasons are comparatively short.

To be properly prepared is half the battle won.

Have you seen my Samples?

They will show you the "why" of my constantly increasing business.

Fur-lined Garments a Specialty

A. J. ALEXANDOR

Wholesale Manufacturing Furrier

504-506 St. Paul St., Montreal

THE CANADIAN FUR TRADE

SEASON 1907-08

Orders Placed Well for Fall—Ladies' Fur Jackets in Spendid Request Men's Fur-Lined Coats Strong Muskrats in Short Supply—London Sales.

Sample fur lines for Fall and Winter have been shown throughout Canada during the past month. Orders are coming in well, with a few exceptions. Some merchants in Ontario are rather pessimistic about the opening of Spring trade and are holding back, although in the majority of cases they are placing well. Throughout Quebec and the Maritime Provinces orders are good. Manitoba and the Northwest are also placing steadily, and as nearly all merchants have disposed of last year's stocks, furs are in high favor and orders are placed freely for Fall. A manufacturer, in conversation with a Review representative, stated that with the utmost truth orders are certainly an indication of the general prosperity of the country, and should result in the year 1907 being a record one in the fur business.

What is Selling.

Fur-lined garments for ladies have been fairly well placed, and the indications are that repeat orders will be sufficient to tax the capacity of the manufacturer. These large orders are also bound to result in much disappointment as to deliveries when the November and December retail sales arrive. Jackets in Persian lamb, which have advanced 10 per cent., astrachan, in the cheaper grades, and muskrat, in both natural and dyed colorings, are in demand. Fur neckwear is selling freely in stoles, ruffs, and scarfs of mink. Alaska sable, which is cheaper, is doing well in the usual shapes. Russian sable fox is also to the fore. The book muff is the leader in a novelty way and the coronation muff is having preference over the round shapes.

Men's heavy fur-lined coats, especially in the better goods from $25 up, are going well. There is a big run on Prussian and Moscow lamb, and there will be good sales for fur coats with collar laps, trimmed with otter or Persian lamb.

While the very high prices of raw materials are a considerable worry to the manufacturer, on the whole the lines now out on the road are quoted at prices which will admit of their being sold to the consumer without any great advance on most staple lines.

The shortage of mink at the London sales resulted in a free scramble by the continental buyers to secure their supplies. The result was that prices went soaring away above normal value. This does not affect the Canadian market to any great extent, as most manufacturers here buy their materials in December and January in the home market when supplies are plentiful and colors good.

Musk Rats in Short Supply.

As the manufacturing season progresses and manufacturers are rounding out their supplies the true condition of the raw fur market comes to light. It is clearly evident that fur-lined garments, where muskrat skins are used as linings, will go higher in price next Fall. Manufacturers who have sampled these lines largely, are finding trouble in securing sufficient skins. In many cases the New York market has been appealed to without avail.

Minks are in good demand, but are pretty well consumed, and are extremely scarce. Marten is realizing good prices, but very few of these goods are sold in Canada.

Below are the results of the March London fur sales:

Complete London Fur Sales.

Raccoon, 15 per cent. higher than last March.
Muskrat, Winter, 10 per cent. higher than last January.
Muskrat, Fall, 15 per cent. higher than last January.
Muskrat, black, 25 per cent. higher than last January.
Skunk, 30 per cent. lower than last March.
Cat, Civet, 20 per cent. higher than last March.
Oppossum, 40 per cent. lower than last March.
Marten, same as last March.
Mink, southwestern, 20 per cent. higher than last March.
Mink, better kinds, 30 per cent. higher than last March.
Sable, Russian, same as last March.
Fox, silver, dark, 50 per cent. higher than last March.
Fox, silver, pale, same as last March.
Fox, blue, 10 per cent. higher than last March.
Fox, grey, 10 per cent. higher than last March.
Fox, red, 10 per cent. higher than last March.
Fox, white, 20 per cent. lower than last March.
Fox, cross, same as last March.
Fox, kitt, 50 per cent. higher than last March.
Sea otter, same as last March.
Otter, 10 per cent. higher than last March.
Lynx, same as last March.
Fisher, 20 per cent. higher than last March.
Beaver, same as last January.
Bear, same as last March.
Wolf, 10 per cent. lower than last March.
Wolverine, same as last March.
Cat, wild, 25 per cent. higher than last March.
Cat, house, 15 per cent. lower than last March.
Badger, same as last March.
Ermine, American, same as last March.
Ermine, Siberian, 15 per cent. lower than last March.
Squirrel, 20 per cent. lower than last March.
Hair seal, dry, same as last March.
Grebe, same as last March.
Fur seal, dry, 30 per cent. higher than last March
Chinchilla, same as last January.
Oppossum, Australian, 10 per cent. higher than last January.
Wallaby, same as last January.
Wombat, same as last January.

RETURNED BUYER SPEAKS OF CONDITIONS.

J. E. McComber, of McComber & Cummings, Montreal, is again in the city, after an extended foreign buying trip, which included an attendance at the London fur sales and a visit to Leipzig and other fur centres. The importance of the London sales to every fur market cannot be over estimated, as the March sales are a good indication of prices for the coming season. Mr. McComber attended the Lampson and Hudson Bay sales and made some interesting remarks about the systematic con-

duct of these sales. Raw furs are all catalogued and divided into lots. Sometimes as many as four hundred buyers are in atttendance at the sale of a particularly good fur, and as bidding is very brisk, prices are forced up. Mr. McComber spoke of the high prices obtained for musk ox, mink and otter. Foreign markets are in a prosperous condition, and the outlook is promising for the new season.

CONDITION OF THE RUSSIAN FUR MARKET.

Max Goldberg, of the British-Canadian Fur Co., Montreal, who has just returned from an extended trip through Europe, where he visited all the Russian and German markets, states: "Last September the market in Nijni Novgorod, Russia, opened slowly, and prices were very high, notwithstanding the weak market in Leipzig at that time. The prices for Persian lamb skins reached such a height, as never before had been experienced by merchants. Only about one-quarter of the offerings were bought, and the Tartars were obliged to take goods back to Moscow and hold them until November, when buying again commenced with about 10 per cent. to 15 per cent. decrease. As it was found that the best goods, which are only about 30 per cent. of the offerings, were picked up in Nijni Novgorod, the 15 per cent. decline did not help the buyer much. This article was at a standstill in Leipzig for some little time, but it revived when manufacturers started their buying during the Winter. To-day good skins are very scarce, but there are quite a lot of poor goods left over, and it will probably act to keep prices in the new crop a little lower.

"Squirrel skins and linings have sold at a small loss against the prices paid in Nijni Novgorod, and merchants were puzzled to find that last February, at the Irbit fair, Siberia, this article had again realized big prices. Sables, which were extremely high a year ago, sold at a slightly lower figure last September and February. Baum marten furs have advanced as high as 60 per cent. to 70 per cent., compared with last year, and are still keeping their price under good demand. Ermines declined 30 per cent., but revived again somewhat at the Irbit fair. All Russian goods have met with good prices, and owing to the heavy snow storms experienced in Siberia this Winter, trappers failed to get the large quantities generally secured, and on this account, in many cases quantities of various lines will be from 50 per cent. to 60 per cent. less than previous years." He also states that business has been much better than was expected, under the prevailing conditions in Russia, and this helped somewhat to keep up the high prices.

DEATH OF STAPLETON CALDECOTT.

Stapleton Caldecott, of Debenhams (Canada), Ltd., died suddenly at his home, 64 Woodlawn avenue, Toronto, on April 17. He had not been in good health since January, but was able to attend to his business affairs. On the afternoon of his death he attended a meeting at the King Edward hotel of one of the companies in which he was interested, and was taken ill there. He went home and became unconscious, and in this condition passed away. Uriniic poisoning was given as the cause of death. A widow survives, and two sons, Fred. Caldecott, of Montreal, and Walter Caldecott, of Toronto Junction. There is one daughter also.

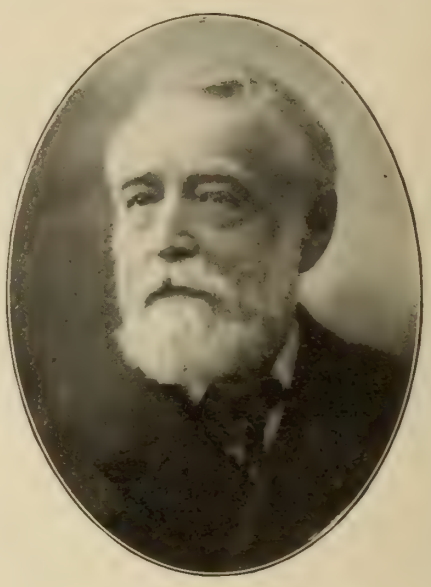
Mr. Caldecott was widely known throughout the country. As a member and officer of the Toronto Board of Trade he was active, and had made a special study of commercial relations as affecting Canada and the Old Country. His views upon tariff and other fiscal questions were very pronounced.

Mr. Caldecott was born in Chester, England, and was educated at Charlton School, Manchester. He came to Canada about forty years ago, having first been trained to commercial pursuits in London and Manchester. He located in Montreal and became a member of the dry goods firm of T. James Claxton & Co. In 1879 a branch was opened in Toronto, and the firm was then under the name of Caldecott, Burton & Co., afterwards Caldecott, Burton & Spence. Later, Mr. Caldecott became a member of Debenham, Caldecott & Co., which has since been changed to Debenhams (Canada), Ltd.

Mr. Caldecott took considerable interest in literature and had written a great deal upon trade questions, as well as upon the question of municipal taxation.

THE STEEL HAND IN SILK GLOVE.

Draper's Record :—The demon of misrepresentation is to be subjected to another onslaught. The more the merrier. This time the attack will be delivered by the Silk



THE LATE STAPLETON CALDECOTT.

Association. The manufacturers who constitute that body have been long-suffering. But they have never denied that there is a limit beyond which patience ceases to be a virtue. The limit has been reached, and the patience of the silk manufacturers is exhausted. Our only wonder is that it has lasted so long. In future, we learn, proceedings will be instituted "against any person or firm who sells as silk the various imitations of that article." If the English of this pronouncement is dubious, we cannot quarrel with the resolve expressed. We believe that misrepresentation is bad, not only from the strictly moral, but from the strictly business point of view. We think it bad not only for the manufacturer, but for the wholesaler, and for the retail distributor. Wherefore we welcome the promise of aggressive action on the part of the Silk Association and its allied organization, the Silk Club. The joint committee which has been formed to devote special attention to the subject will, it is announced, invoke the assistance of the Board of Trade (under the Merchandise Marks Act), and it has, we are informed, "reason to believe that the board will give every assistance to stop these frauds on the public."

Reliable Furs

We have established a reputation for reliable furs, that has made a most favorable impression on the trade.

If you do not know our furs you should see our lines for fall and winter before you place your order.

A. Kirschberg & Co.

Established 20 years

457 St. Paul St., - - Montreal

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

15 cents per square inch for half-tones
7 " " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address:

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

Change of Address

Owing to a fortunate opportunity we have been able to secure the desirable six-story and basement warehouse at

478 St. Paul St.

instead of the warehouse in St. James Street previously announced. We are now in our new location and our facilities are ample to give you every attention.

Full sorting lines

Felt Hats
Caps and Straws

See our fall samples Furs, Hats, Caps. Our travellers are now in their respective districts.

SWIFT, COPLAND & CO.

478 St. Paul Street

MONTREAL

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.

PROMPT DELIVERIES

We can fill your orders at shorter notice than any other in our line, because we are the only firm operating exclusively on Fine Swiss Ribbed Ladies' and Children's

KNIT UNDERWEAR

OXFORD BRAND

for SUMMER WEAR

When you want a reputation-making brand of Underwear and want it quick place your orders with us. It will pay you and our promptness will surprise you.

WRITE NOW

THE **OXFORD KNITTING CO.** LIMITED

Woodstock, Ontario

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED

LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing d scontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners

(SQUIRREL BRAND)

PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

Knowledge is Power

and that power is possessed by dealers who feature

"Ceetee" Underwear

and

Perfect Fitting Elastic-Ribbed Underwear

The marvellous goodness of these famous brands has carried scores of dealers into the haven of Success.

It Does Pay to Feature Our Underwear

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT, CANADA

Knitted Goods

Hosiery
Underwear
Golfers

Knitted Goods Problems

Written for The Review by P. B. Lyon, Hosiery and Glove Buyer for the John Murphy Co., Montreal.

A merchant who fails to feature his hosiery as a line distinct from the underwear, is neglecting a beneficial policy; one which has a direct bearing upon the prosperity of the department. One important point at the outset is the brand question. In most instances "brands sell the goods." It is important to know that there is no line of merchandise in which the truth of this statement is so easily proven as in hosiery.

Brands.

In regard to handling branded goods, two brands are sufficient. If one can be procured in both fine and heavy rib, only have the one. Always prefer branded cotton goods for children. A manufacturer who devotes his whole time to a special line will turn out more correct sizes, better lengths, and more uniform goods than one making a large range. His guarantee on his goods goes a long way in selling, and also in advertising. Great care should be exercised in the selection of the brand to be carried. For ladies, such lines as Llama and Indiana have up to the present time been good. Those selling over 50c. per pair, if bought right, should continue to be so. A line with Llama embroidered on the material can be bought to sell at three for $1. This in time is sure to injure the good standing this brand now enjoys.

Special Boxes for Hosiery.

Special boxes should be made for ladies' and children's cashmere hosiery. Although they cover more space than packages, the general appearance of the department is improved. Also more prompt service is assured, and hours of work each week can be saved by their use.

In a well-lighted department, black should be used, otherwise red. These boxes can be had from any good box-maker, and will cost from $3 to $6 per dozen. The cheap boxes are the most expensive in the end.

Value of Complete Assortments.

Too much consideration cannot be given the value of a complete assortment of sizes. It is much better to have two lines complete than four broken. Just now ladies' colored hose is necessary in every well-assorted stock. They increase the stock, give a larger scope for display and force up sales. They also draw the better class of trade to the counter.

Preparation of Stock for Day's Business

Hosiery stocks should be complete not later than 9 a.m. each morning. The head of the department, or whoever looks after the bringing forward of stock, should attend to this matter immediately upon the opening of the store, except on sale days, when it should have been done the night before.

Counter displays are very valuable if properly used. It is best to use a few stands not more than thirty inches high, with a drop to about twenty inches, if desired, displaying from three to five pair, one color. If the whole range is shown surround the stands on the counter with others arranged in sizes. Then again a plain price ticket in ticket-stand is good for specials, takes very small space, yet attracts direct attention and brings results.

How to Arrange Stock.

There is only one kind of tag or ticket worth using, a one-pronged pin ticket. This ticket, when attached, is completely covered, small, yet large enough to allow stock number, cost and selling. It is also quickly adjusted, cannot pull out, yet is easily taken off. Sewing on of tickets as of old is far too slow and not so neat.

Jobs should be kept as jobs, and never put in a regular stock. If not all sold on first sale, put them away until the next. When allowed to mix with stock no end of trouble is caused, and in many cases dissatisfaction is the result. Real jobs move quickly; twenty-five or fifty cents off the dozen does not constitute a job.

Complete assortments are essential in hosiery stocks. Four sizes in ladies' should be ordered in every line. As an example, a fifty-dozen lot of 8 in 8½, 17 in 9, 17 in 9½ and 8 in 10. Children's full stockings in sizes 6 to 8½ are best.

In regard to prices, the fewer the prices and larger the assortment at each price the better. For a regular stock use only prices ending in 5 or 0, Jobs at odd prices are very often best, but not always. Children's hosiery should be marked in as few prices as possible. Three are best, and use four prices at the most, as: 4, 4½, 5, 5½ at 25c;, 6, 6½, 7 at 30c.; 7½, 8, 8½ at 35c.; or 4, 4½, 5 at —; 5½, 6, 6½ at —; 7, 7½ at —; 8, 8½ at —

Points to Emphasize.

When ordering cotton, lisle or silk hosiery always state color of box preferred. We prefer red. Whenever possible get in half-dozen boxes.

Have separate department for the selling of children's stock.

Have all reserve goods entered on cards, and as soon as marked, have checked off and brought forward. This will greatly assist not only the salespeople, but the buyer as well. At any time he can tell what lines are selling or otherwise.

Care should be taken when displaying white or light colors on counter. One pair of black underneath will help to keep the dust clear.

When exhibiting hosiery to a customer always stand

back of your lines, with the exception of gauze lisles. Always see that gauze lisles are sold with the understanding that they are not guaranteed. We have cards on our counters which read, "Gauze lisles we do not guarantee. We are not responsible for breaks."

Insist on prompt service, and have only the best of help.

P. B. LYON.

Note :—Should any of The Review readers wish to try hosiery tickets we use, or secure sizes of boxes, write me and I will give all particulars.—P. B. L.

More Suggestions

Written for The Review by J. P. Morrish, Hosiery, Underwear and Glove Buyer for W. H. Scroggie Co., Montreal.

With regard to the selling of branded goods, in preference to the general lines, in our opinion you can never go wrong in having a good brand at a popular price, in either hosiery, gloves or underwear. For instance, if you have a customer who buys a line of your goods, with a brand or special name on the goods, she or he naturally tells others about the nice styles you keep at one dollar, and this in a short time leads to future sales.

Hosiery Boxes.

We always have our lines placed in red boxes, as we prefer that color. Other firms have their own tastes, but the general opinion is that manufacturers figure these items in the cost of the goods when they are quoting them.

Value of Complete Assortments.

It is very essential to carry a complete assortment, not only in colors and styles, but also in prices. Many customers wish to have a large display shown them, before they choose exactly what they want, and hence the value of a complete assortment.

Preparation of Stock for Day's Business

Of course the first thing in the morning after the dusting is through, is to make out your list. Also get the sizes in the different lines which will be needed during the day. This saves the time and trouble of going through this matter when everybody should be busy attending customers.

Regarding the arrangement of a well-kept stock, we find it necessary to have every garment ticketed, whether it be hosiery, undervest or silk glove, and in such a way that it cannot be easily pulled apart. Lines not ticketed are, in time, sure to become a pile of missmates. A considerable amount of loss also comes through having goods which come in pairs looted and pinned together wrongly.

Points to Emphasize.

There are so many points to emphasize in our lines it is hard telling which are most prominent. We first of all are very particular in the way of politeness to our customers. When you have found out their needs, say lisle hosiery for instance, we show a variety of styles and prices, pointing out at the same time how much better this line is than another, and the advantages of one line in regard to style, etc., over some other line. We also introduce a few lines of cashmere hose to our customers, and last of all, but not least by any means, we are particular to show politeness to our best or poorest customers ; a good word or pleasant smile is never wasted.

Golfers and Sweaters

Prospects for Fall Are Good—Slight Advance in Prices Over Last Season.

Outdoor life necessitates many styles of knitted goods for athletic sports, for both men and women. Rowing, cycling, golfing, boating, or any other ot the various outdoor exercises, all require some outer garment, and a sweater as ever remains at the head of the list. A new feature in the golfer range this season is a ladies' bolero coat shown in either full length or three-quarter sleeves. and is very suitable as a Summer garment. This garment is selling well and is shown in combination colors. In both sweaters and golfers, in plain self-colored effects, the same old staple styles are shown. The Norfolk jacket is again coming into prominence and is well looked after. Colors selling best are white, navy, cardinal and black. In spite of the fact that the trade in general claimed golfers to be a doubtful and uncertain line, they are selling fairly well for Fall, principally in Canadian goods. The popular prices for these goods are from $15 to $24.

Hosiery

Advance Displays of Spring and Summer Lines — Big Demand for Tams—Chemnitz Market—Domestic and Foreign Advances for Fall.

Advance displays of Spring and Summer hosiery at the Easter period served to give an inkling of the demand. Preparations should be made without delay to have stocks complete during the present month and June, the biggest hosiery selling period of the year.

Retailers are selling large quantities of cashmere hose at the present writing. Lace and plain lisles in Alice blue, sky blue, pinks, greys, and especially tans and whites are in splendid request, in lace ankle effects. Cotton, silk plaited and spun silk are shown in large quantities and are well looked after. Men's half-hose, especially in figures and fancies, are to the fore.

As stated by The Review a few months ago, tan hosiery is going to have a remarkably big sale this Summer ; very much larger than anticipated by the jobbers. The popularity of browns and tans is shown by the fact that manufacturers of boots and shoes cannot fill orders for tan goods.

Repeats, in most cases, cannot be had and deliveries are very very poor. The conditions now prevailing in the Chemnitz market are such as have never before been known. Prices for raw materials have advanced over 100 per cent. since a year ago, and wages have risen continually.

At the present writing lisles and cashmere hosiery for Fall have advanced as follows : Domestic goods, 5 per cent. to 7½ per cent., and foreign lines 7½ to 10 per cent. Retailers can also anticipate an advance of another 15 per cent. unless they place orders early. Many retailers now realize the situation and are doing so. The principal lines bought for Fall are plains and ribs, touching fancies very lightly. Cashmere is the leading line in

the $2.25 goods. Better lines, running in prices from $3 to $4.25, are selling well also.

Merchants who have placed orders in March or April may look forward to deliveries during July and August. Otherwise they cannot be guaranteed earlier than the latter end of September.

At the present time (April 15) Canadian hosiery manufacturers are conferring with regard to prices and patterns for Spring, 1908.

The run in tan hosiery is on the golden brown shade; tans with a yellow tinge are not those sought after and the trade will accept any class or make provided it is the right color. Importers are now considering ordering for next Spring, and, so far as can be ascertained, tans and white will be the leading hosiery colors in 1908.

Underwear

Deliveries Six to Eight Weeks Behind This Spring — Serious Situation Causes Jobbers to Place Orders Where Possible for Spring, 1908.

Spring deliveries of underwear during April continued slow, in both domestic and foreign goods. They are from six to eight weeks later than deliveries of last year. Some retailers do not expect deliveries till well on in May, and rate themselves lucky if they get deliveries then. A large number of retailers left their ordering of goods as late as possible, anticipating lower prices. This anticipated fall, however, has been far from the case. As a result, retailers are trying to place orders all at the same time, and are asking for deliveries as early as they received goods last year. This, manufacturers find impossible to do.

Now that the warm weather is here to stay, both jobbers and retailers report sales very active. There is a steady demand for short and sleeveless lisle vests, also fancy hand worked designs. A good many light wool vests in sleeveless effects are also favorites in Swiss goods.

Good Fall orders have been placed in men's heavyweight underwear, according to latest reports from salesmen. The trade for combinations, in natural shades, is good, and sales are very active for Fall. Two-piece suits promise to be very popular in blues and browns. Large orders for this line are taken along the road.

Jobbers state that owing to the bad deliveries stocks are well depleted. For this reason it would be advisable to get all orders and repeats placed as soon as possible. Many of the manufacturers are filled up to the end of the year, and will not accept any further orders Prices will be very stiff and no prospects for lower need be looked for. Over last year prices have advanced from 10 per cent. to 15 per cent., and still further advances can be looked for.

In view of the domestic and foreign conditions some jobbers are very anxious to place Spring and Summer orders exceptionally early; in fact, some houses have placed orders already for Spring, 1908, so as to be sure of deliveries.

A wholesale dry goods buyer, in conversation with a Review representative, stated that business up to the present time was far in excess of last year in wool underwear. Mills would not accept repeats on any lines except for very late deliveries. Fleeced underwear mills have withdrawn all quotations. He also states there is a growing demand each year for a better class of goods, and that men's lines selling at $4.50 could hardly be replaced, on account of the scarcity of materials.

Brand Advertising.

Most makers have now caught on to the value of brands, but as yet do not know how to make the best use of them. The branded garment without the proper advertising might just as well have never been made. It will never amount to much as a money-making line.

The ever standing theory, that expense of advertising an article should be included in the cost, is fast dying a natural death. The increased sales through advertising should, and do—if the article proves of merit—amply pay for the investment. Moreover, a trade mark assumes a cash value, often reaching a figure many times in excess of the total advertising investment.

TO PURCHASE BRINTON MILLS.

A despatch from London, Eng., says that Kidderminster manufacturers have formed a company with a capital of £50,000, to acquire the business of the Brinton Carpet Company, of Peterboro.

Notes from St, John

A practical demonstration of the art of home-making was shown recently in the ten big windows of M. R. A., Ltd. Each window represented a room furnished in the latest fashion and showing the newest ideas in carpets, draperies, curtains, furniture, bric-a-brac and all that goes to make a home beautiful. M. R. A. call the display their "annual out-door exhibit of indoor furnishings." Every window of the big departmental store is utilized for the exhibition, and each window represents a different portion of the home.

The windows of the Germain Street store showed a drawing-room and bedroom. The former had a general tone of green and rose, with handsome, inlaid furniture and silk tapestry for the walls and over-draperies. In the bedroom the prevailing shade was blue. The walls were of French cretonne, medallion design; the furnishing of birdseye maple, and a brass bedstead with a spread of flounced Battenburg.

Two of the King Street windows depicted a "den," with weathered oak furnishings, and a hall with all the necessary fittings in golden oak.

The third window on King Street was given over to an elaborate display of portieres and tapestries, and the fourth was devoted to showing Axminster and Brussels carpets. The windows on Market Square showed a library, dining-room, and another bedroom. All were most attractively gotten up, and the display was, without doubt, one of the most striking of the many handsome demonstrations made by M. R. A. at various periods.

St. John, N.B., May 1.—The season has been rather backward for the sale of dry goods, as the weather has been cold and dull. This has somewhat curtailed the retail movement in Spring lines, but jobbers appear to be doing a larger business than in former years. One reason is that the local houses have been making greater efforts to extend their businesses than ever before and are succeeding. Stocks of dress goods are complete now and business in this line has been very good. The demand for millinery has been excellent, but warmer weather would be welcomed.

Vassie & Company have still further enlarged their premises by securing four floors of the adjoining building on King St. Each floor is 20 x 100 feet and will be connected with the firm's present warehouse by doorways. The additional space thus secured will greatly increase their facilities. They report the outlook for this year as excellent.

A - LETTER - WHICH - SPEAKS - FOR - ITSELF



Bennington, Vt. Mar. 5 1907

The Ellis Mfg. Co.,
Hamilton, Ont.

Gentlemen:

In reply to your favor we beg to advise that we have not sold any of our Spring Needle Cylinder Rib machinery for the manufacture of underwear fabric to any parties in the Dominion of Canada outside of yourselves, and the machines that we furnished you were of our latest improved type and capable of turning out Spring Needle Ribbed Underwear equal to any ''Cooper'' Machines in operation in the United States.

I can also assure you that The Cooper Mfg. Co. of which I am the President are not exporting any of the ''Cooper'' goods made on same class of machines as you have into your Country, and no concern in Canada are Agents for ''Cooper'' Goods.

Yours truly,

Charles Cooper

CC/AVM

James F. Robertson, president of Manchester, Robertson, Allison, Limited, is in England on a pleasure trip. Joseph Allison, director of the firm, is also away from the city for a few weeks, and in their absence the affairs of the firm are in the hands of W. H. Barnaby.

A. V. Branscomb, head millinery and novelty buyer for M. R. A., sailed for England on the steamer Empress of Ireland, April 19. He will visit the various European markets. M. R. A. have offices in the Rue Richer, Paris, and Milk St., London.

One of the prettiest and most striking window displays of the past month was that arranged for Oak Hall, the King St. clothing house, in honor of St. George's Day. The color scheme was red and white with a few suits of black cloth attractively displayed. The background was made up of three large panels bearing alternately at the top and bottom of each, the cross of St. George, and wide red and white stripes. The flooring was panelled in red and white. A large picture of H.R.H. the Prince of Wales, the banner of St. George's Society, and appropriate mottoes, with just enough dress suits and accessories to give a pleasing and tasteful appearance, made an effective and creditable display. Thomas Drummie, who looks after the window-dressing for Oak Hall, was greatly complimented upon his work.

Oak Hall has recently added a stock of hats and caps.

J. N. Harvey, the Union St. clothier, has bought the lease of the store now occupied by the International Correspondence Schools. This will give him all the ground floor space of the Opera House Block, with also one room on the first floor. He will then have the longest store front on one street of any house in the city. When Mr. Harvey started in business in March, 1901, he occupied only one of the four stores he now utilizes, but the rapid growth of his trade has made the constant enlarging of the premises necessary.

One of the features of the past month has been the gigantic sale of clothing conducted by Henderson & Hunt at their King St. premises. It lasted for ten days, and the big double page ads. which they published in various newspapers evidently resulted in the sale being a tremendous success, as their premises were constantly thronged with buyers.

Merchants in all lines of trade are greatly pleased at the announcement that extensive improvements are to be made in the I.C.R. facilities here. The congestion in the local railway yards, where seven miles of cars were in bond at one time, made it very difficult for merchants to get delivery of their goods, or to fill orders promptly. The Government has promised to make extensive changes and improvements in the yards so that there will not be a recurrence of the trouble next Winter.

The death occurred here on April 3rd, of William A. Cothers, one of the best known and most highly respected commercial men of the province. Mr. Cothers was for twenty-one years a traveler for J. M. Humphrey & Co., the well known wholesale shoe dealers, but latterly, on account of ill-health, he had left the road and conducted a grocery and commission business.

George E. Ford & Son, of Sackville, have opened a branch of their business at Bayfield Corner. They handle everything to be found in an up-to-date general store.

L. C. Wetmore, head clerk for E. O. Parsons, of the west side, left for Tacoma, Washington, about the first of the month. Hunter Parsons, formerly with M.R.A., succeeded him.

W. G. Smith, of M.R.A.'s buying staff, arrived home on the 24th from Europe via New York aboard the Oceanic.

THE LEADING
English Underwear
JAY
Unshrinkable Woollen
UNDERWEAR.



SPECIALITIES: —

LADIES' COMBINATIONS fitted with the Patent "S" WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.



Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK



ON EVERY GARMENT

Wholesale only:—
Messrs. I. & R. Morley and Geo. Brettle & Co.
LONDON, ENGLAND.

Commercial Success

There are scores of dealers ready to affirm that commercial success comes easier since the advent of

Peerless REGISTERED UNDERWEAR CO.

Manufacturers of

Ladies' and Children's Knit Underwear

and there are solid reasons for the assertion. Our goods secure reputation and profit at the same time.

"Peerless Underwear" is something more than a name. It is **the underwear** that is unequalled in **Quality** and **Finish.**

Then our "better way" of doing business pleases our customers and we make

A Specialty of Prompt Deliveries.

REPRESENTATIVES:

ONTARIO—Peerless Underwear Co.
Hamilton, Ont.

MARITIME PROVINCES—G. A. Woodill
Halifax, N.S.

QUEBEC—L. A. Prevost
Montreal, Que.

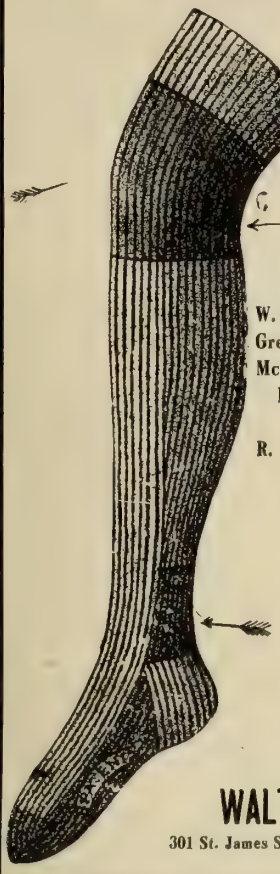
MANITOBA—A. J. Snell
Winnipeg, Man.

BRITISH COLUMBIA—G. A. Campbell
Vancouver, B.C.

PEERLESS UNDERWEAR CO.

Hamilton, Can.

ADAMS LOCKSTITCH HOSE



Will win and hold your trade

Note: 10 FOLD KNEES
6 FOLD ANKLES

Absolutely the Best Wearing Stocking.

STOCKED BY THESE JOBBERS:

MONTREAL
W. R. Brock Co., Ltd.
Greenshields Ltd.
McIntyre, Son & Co., Ltd.

TORONTO
Gordon, McKay & Co Ltd.
W. R. Brock Co., Ltd.
Beatty, Kerr & Verner

LONDON
R. C. Struthers

KINGSTON
Macnee & Minnes

HALIFAX
Smith Bros.
W. & C. Silver,

VANCOUVER
Greenshields Limited

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS
WALTER WILLIAMS & CO.
301 St. James St., Montreal 33 Melinda St., Toronto



A Brighter, Brisker Hosiery Department

will be yours if you send for and study "The Story of a Successful Hosiery Week." It contains the complete story indicated by the title. This hosiery week, by the way, was conducted by one of the largest and most successful stores in New England. In addition to this story it contains many photographic reproductions of window displays and brainy suggestions for newspaper and circular ads. In truth, it's a mint of hints, and it can be had for the asking. It's gotten up and published by Louis Hermsdorf, the man who made *fast black* on stockings a certainty—whose signature appears on the soles of all the goods he dyes. Write for this booklet to-day. It's free.

"The Name That Sells the Stocking"

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony
American Bureau, 200 Greene St., N.Y.

Electro of above cut will be supplied on request to all dealers who carry Hermsdorf-Dyed Hosiery.



WOLSEY

Pure wool unshrinkable underwear has won its way into every corner of the world.

Order Early. From Your Jobber

Underwear that Outwears

You will never hear any complaints about the Underwear not being durable and comfortable, when it's

Stanfield's "Unshrinkable" and "Truro Knit"



Stanfield's is wonderfully strong, yet wonderfully soft, well-fitting and satisfactory. See our Autumn samples.

Write:

Stanfield's
Limited
Truro, N. S.

128

Have confidence in what you sell

It means much to your success in business.

We have the confidence of the trade in

UNDERWEAR

because we devote all our thought and effort to the production of the best value in Underwear that can be offered —Underwear worthy of your confidence.

JOSEPH SIMPSON SONS

CORNER BERKELEY
AND ESPLANADE
TORONTO

A Matter of Dollars

If your business is a matter of dollars and cents to you, you should make it your business to stock

"Hygeian" REGISTERED UNDERWEAR

Our process of manufacture assures a better Underwear and, as a consequence, the satisfied, come-again customer.

There's more than a good profit in "Hygeian Brand" for you. There is also an assurance of commercial supremacy.

Test "HYGEIAN BRAND!"

FOR SALE BY ALL THE LEADING JOBBING HOUSES

Eagle Knitting Co., Ltd., Hamilton, CANADA

Don't Overlook "Hygeian Waists"

Nazareth Waist

"Style" is the bug-a-boo of the dry goods man's life.
IF IT isn't in style it's N.G., and the quicker you pocket your loss and get it out of your store, the better off you'll be.

WHAT ?

WHY, most everything, even underwear, and most assuredly hosiery, feels the effect of the reign of "style," but it doesn't help or hurt NAZARETH WAISTS—they're as staple and unchangeable and almost as necessary as silver dollars.

THESE
CANADIAN WHOLESALE HOUSES

Carry complete lines of the Nazareth Waist

ST. JOHN, N.B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co., (Ltd.)
Greenshields Western, (Ltd.

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co., (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co., (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd)

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Caine, (Ltd.)



This mark woven in Red is on every genuine Nazareth Waist, and it means something.

E. H. WALSH & CO.
TORONTO AND MONTREAL.
CANADIAN REPRESENTATIVES.

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY
NEW YORK

FALL SEASON, 1907

Watson's Ribbed Knit Underwear **(will not shrink).**

As our representatives are now showing a full assortment of Fall Underwear for Ladies, Men and Children, we wish to call your attention to a **few of our specialties.**

The **"Allen Nursing Vest"** still retains its popularity, and we are the sole makers of same in Canada.

Something new in bifurcated garments is the patent **Isabelle Drawer Skirt.** The only skirt for winter wear.

Overwhelming testimony as to the excellence of our men's and boys' goods comes entirely unsolicited. See our **Ribbed Knit Plush Lines.**

Nothing so conducive to the comfort and well-being of infants as our **"RUBENS"** and other vests and bands specially designed for youngsters.

Stimulate your trade by carrying underwear **that will wear.**

AGENTS:

McCLUNG & BURNS, 117 Wellington St. West, TORONTO
J. A. MURRAY, SUSSEX, N.B.
A. L. GILPIN, 232 McGill St., MONTREAL
BRYCE & CO. Box 238, WINNIPEG

Watson Manufacturing Co., Limited, Paris, Ont.

Jaeger Pure Wool

Underwear for all Seasons

TRADE MARK

DR. JAEGER'S SANITARY WOOLLEN SYSTEM CO. LTD. SOLE CONCESSIONAIRES PURE WARRANTED WOOLS

ON JAEGER UNDERWEAR

Professor David Fraser Harris, M.D., C.M., of St. Andrew's University, Scotland, in a recent lecture on the "Laws of Health" says:

"Wool, woven into textures, is the only available substance for underclothing, and of such textures none are so excellent, in my opinion, as the fabrics known as

Jaeger Pure Wool"

Illustrated catalogues on application.

Liberal terms to the trade.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Head Office for Canada, 301 St. James St., - MONTREAL

RESPONSIBILITY OF THE RAILWAYS.

The wholesale dry goods section of the Board of Trade, Montreal, met early in April, and discussed the draft bill of lading now being considered by the railway commissioners. The president of the association, William Agnew, who had just returned from a trip abroad, occupied the chair. Under the Railway Act, the railway companies cannot accept any responsibility, which was placed upon them under the law, unless they get the approval of the Board of Railway Commissioners. As a consequence of this, they have drafted a set of terms and conditions of carriage which they have asked the commissioners to approve of. Almost every one of the twenty-nine causes of the proposed bill of lading is inserted, apparently with the express purpose of relieving the companies of responsibility for goods carried. The Wholesale Dry Goods Association, after careful consideration, communicated to the Council of the Board of Trade specific objections to the majority of the provisions of the draft. The members were of opinion that under no circumstances should the railway companies be relieved of any responsibility with respect to goods carried in their capacity as common carriers.

The Council of the Board of Trade is combining in one memorandum the recommendations of the various branches of the board. They are doing this for the purpose of laying it before the Board of Railway Commissioners. This is expressive of the opinions of merchants of Montreal generally on the question.

The unanimous desire of the merchants seems to be that the bill of lading should contain no conditions whatever, but should be merely a receipt for goods delivered for the purpose of carriage to their destination, the responsibility in connection with which should remain as now specified by the laws of the Dominion.

WALLACE, BLAKE, SHOULDICE, LIMITED.

An Ontario charter has been granted Wallace, Blake, Shouldice, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were: Edwin B. Wallace, Thomas J. Blake and John W. Shouldice, merchants; George F. Marter, gentleman, and Dora Parkin, book-keeper, all of Toronto. The object of the company is "to manufacture, sell and otherwise deal in dry goods and articles of a kindred type, and for such purpose to acquire the stock and goodwill of the business at present carried on at Toronto by the said E. B. Wallace, T. J. Blake and J. W. Shouldice, under the style of Wallace, Blake and Shouldice."

NO NEGOTIATIONS WITH GERMANY.

The Berlin Vossiche Zeitung states that it learns from a reliable source that Canada proposes to offer Germany a modification of the existing tariff on German goods, which would reduce the charges very nearly to the level of the tariff enjoyed by England, and that Canada demands in return a corresponding modification of German duties against Canada.

This report is discredited by inquiry of a member of the Canadian Government. The German Consul to Canada has on two or three occasions informally suggested that possibly an arrangement could be made between the two countries looking to a mutual lowering of the tariff on certain articles. But beyond these very vague pour parlers no definite proposals have been made nor are any contemplated at present by the Canadian Government.

FALL, 1907

HARRIS HOMESPUNS

LADIES' SUITINGS

MANTLE CLOTHS

HARRIS & COMPANY LIMITED

ROCKWOOD, ONT.



PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.



ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



HERCULES RIB

The Limit of Strength

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.

E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL



We have just received a clearing lot of Wash Goods, which we can offer at 25% off regular prices.

Send us a post card for samples or an order for any of the following----they will make sales and you know "Sales move the wheels of business."

6336 Swiss spot muslin, to retail at 15c
E14 Figured piques " " " 25c
EX11 Leno stripe muslin " " " 25c

You will get the goods by return----something worth thinking over in this season of slow deliveries.

The W. R. Brock Company, Limited

Montreal



EDITOR'S NOTE.—*In order that this department might, in a considerable degree, provide means for the interchange of ideas among members of the trade The Review has secured the co-operation of representative buyers, who have kindly expressed their views. Retailers are invited to give their opinions through these columns on any of the manufacturing or selling problems with which they come in contact.*

Silks, Velvets and Velveteens

Silks in Greater Popularity—Satins for Elaborate Gowns —Velvets and Velveteens.

There is no doubt that fashion is favoring silk fabrics, and this in spite of the advancing market. Soft, supple makes of silk, with a brilliant finish, will be freely worn for reception and for evening wear, and also for separate waists this Fall. Though it is as yet early to predict just what the high novelties will be, Pekin stripes in satin and silk, in crepe and velvet, etc., will certainly be fashionable.

For the more formal occasions sheer silks and chiffon velvets will enter into keen rivalry, and a third fabric that is becoming fashionable is soft satin of the satin duchesse and of the ondoyant type. Satin is also coming to the front as a trimming fabric.

The demand for velvet for costume, trimming and millinery purposes is so great that manufacturers' plants are taxed to the utmost, notwithstanding the recent advances, and deliveries are, consequently, very slow.

Velveteens with a chiffon finish paons, and the regular lines of cotton and linen-back goods for costume millinery and trimming purposes are much in the same position, and the supply will be none too great next Fall.

TWEEDS AND TARTANS FOR FALL.

Tweeds, and homespuns in tweed effects, are being brought out in the fashionable stripes, plaids and checks, and in the popular Fall colorings. Tweeds, etc., have held their place in the trade for a long while now, and are likely to do so as long as prices keep upon the present high level, for they are about the only material that can be put upon the market at a certain price, and in cloths that sell below the dollar mark they will take the place of the higher-priced suitings.

Tartans are again to the fore for Fall wear and promise to be free sellers for misses' and children's wear. Contrary to the vogue in other lines, the vogue is for the more showy plaids. The red and black Rob Roy, and other tartans showing green and red are the ones finding most favor for Fall. Panamas, both in plain piece-dyed cloth and in fancies, are selling to the cutting-up trade.

Fall Colors

Tendency Towards Dark Colors—Three Colors Mingled in Fancy Cloths.

The color development is becoming interesting, and the tendency so noticeable last Fall, and during the present Spring, towards indefinite and sombre colors, is more than confirmed. The colorings, though decidedly darker than those of last Winter, are very rich. Brown, blue, green bronze, wine and taupe or smoke being those most popular. The exclusive stores will extend their range by buying odd shades in plain cloths. Amongst these the new plums that shade into both red and blue, some new blues and mauves, and also the peacock shades, will figure. The first-mentioned list of colors are those used in the make-up of fancy cloths, and generally in threes mingled.

Owing to the vogue of dark colorings, many buyers think that black will make a great gain this Fall, and black materials are showing in an unusually big range, particularly in silk and wool fabrics.

The fashionable colors this Fall are not clear, but are made of more than one tint, and shade off into other colors. There is also present a certain percentage of grey that lowers and deadens the tone. Take brown, for instance; in this color the shade that the fashionable woman is wearing is not the much-seen leather, or golden brown, but is a shade that has a certain mixture of both grey and brown, and producing a wood shade. The presence of this grey cast in the green shown for Fall produces a particularly beautiful series of silvery shades. There are also many indefinite blues shown, and the fashionable greys contain more than a hint of brown. The reds produced by this process are very attractive, and the new wines are sure to find favor.

Further Fall Indications

Crisper Finish and Slightly Heavier Fabrics Said to be Indicated for the Coming Fall.

Paris is now introducing rougher-finished cloths, and slightly heavier fabrics are expected to do well in the coming Fall and Winter. The tendency is towards materials with a crisper finish and with somewhat more body than those used in the past few seasons. These cloths are of the nature of unfinished worsteds, fancy cheviots, serges, etc. The tendency is strongly towards fancy effects, and in all materials the design is much of the same nature. The main idea is indistinctness, and a co-mingling and blending of colors, and this holds good in all designs whether they are stripes, checks or plaids. The pattern is also further broken up in many of the new fabrics by the weave employed, the herringbone and chevron weaves being especially prominent. Brown, blue and green are the prevailing colors in the majority of patterns. Shadow effects are also strong in both stripes and checks, and in the sheerer fabrics Pekin stripes are good.

The chief materials wanted for Fall are those that will develop well into the tailored and semi-tailored suit, though everything points to a big fancy season there will also be extra good business done in plain cloths, and broadcloths, Venetians, amazons and cloths of a like nature are safe to be good sellers on the Canadian market. These cloths also promise to be popular in fancy effects, and are showing in stripes, plaids and shadow weaves. These goods sold well in the high class trade last season and are now brought forward for the general trade. The patterns are, as in other cloths, of stripes and checks in two or three tones indistinctly mingled.

Spring Colors and Cloths

White and Black Effects in Stripes and Checks—Growing Vogue of Brown.

Suitings which at this season of the year are the leading sellers are showing in white and black effects, and also in dainty soft greys, with faint over checks of pastel coloring. These are the goods which The Review predicted would be the leading sellers when first Spring buying began to be discussed. Shepherd's checks, in black and white, and in the small and medium sizes are big sellers. Since the season opened stripes have rapidly come to the front, and as the trade has fought somewhat shy of stripes, desirable cloths are in none too good supply. More interest is being manifested in pale tan shades and in champagnes, etc. In plain cloths—broadcloths, both silk and wool voiles, wool crepes, silk and wool poplins, etc.—brown is rapidly coming to the front with the city trade. This holds good not only in the leather and tan shades, but also in the deeper shades of brown. Navy blue is another color that is selling freely, and, indeed, apart from the light shades in fancy tweeds and suitings, the colors selected are decidedly dark and low in tone, much darker, in fact, than those usually seen at this season. This is a tendency that shows every sign of developing further in the coming Fall.

Voiles in both wool and silk, and wool cloths, are selling freely, but fabrics of this class are none too plentiful in supply. There is quite a run upon black voiles, and the tendency is back to thicker and coarser makes.

For morning wear the Parisian women are taking to plainly tailored suits of checked or striped woollen fabrics, or of navy blue serge. These suits are simple and neat in the extreme, and the skirts are short and either kilted or sun-pleated. They are stitched tightly down to the hips. Many of the striped cloths have the circular skirt with a bias seam down the centre of the back and front, but no matter which cut is chosen the skirt is guiltless of any trimming. The short loose jacket, and the short fitting one, are equally well worn, and are trimmed either with a broad silk braid or with collar and cuffs of bright-colored velvet, orange, Empire green, Delft blue and wine being the colors used. The novel touch to these suits is, however, the guimpe or underblouse. This is developed in batiste, a white ground with tiny floral pattern being used. As the coat is cut low in front a good deal of the blouse shows, and, further, the blouse has long full sleeves that show below the wide short sleeves of the coat.

For afternoon, and for more formal wear, semi-tailored suits of piece-dyed cloth or serge are worn. These are made with the long skirt and a fitted redingote. Thick wool canvas or voile is also used for these suits, but not too thick to show the silk lining through.

It used to be that fabrics and colors suited to the season of the year were worn; now it is difficult to tell for which season fabrics are intended. Only this last Winter white was accepted for street wear, and voiles and other sheer fabrics were regularly used for Winter gowns. Not only is this the case, but heavy and sheer fabrics are combined in both Winter and Summer gowns. Thus chiffons and nets are trimmed with cloth and velvet, and these heavy fabrics are, in turn, trimmed with net, lace and chiffon. And even in colors the same idea prevails, for the colors chosen this Spring, for all but suitings, are dark and sombre in tone.

There is a tendency to feature wool delaines as a Summer fabric. They are good sellers at the present time in the city stores, and promise to do even better when the warmer weather arrives. There is every indication that the country trade intends to follow suit, for even now there is a good enquiry for this fabric, and it is altogether probable that delaine will take a high place this year as a Summer fabric. The idea is practical, and particularly for children's wear delaine is to be recommended, as it washes and wears exceedingly well. It is easy to do up and so saves the laundry bill. It is expected that delaine will be chosen instead of fancy patterned muslins for Summer wear.

GOOD BUYING FOR FALL.

Large city retailers are ordering strongly on broadcloths and Venetians. Fancy broadcloths are also being very well taken. The colors predominating are of sombre shades in phantom stripes and check effects. Next, in order come panamas and voiles in the heavier weaves Cheviots are also being ordered freely. The colors most likely to be popular are blacks, blues, brown and grey in the order named.

There is likely to be a fair demand for Canadian goods this Fall. The local manufacturers have been doing their utmost to give their tweeds and homespuns a fine, soft, bright finish, in order to compete with the more favored French and German goods. The season's output will show a very decided improvement on previous efforts. On the whole a very good season is looked for, owing to the scarcity of imported lines and the trouble experienced with deliveries.

Costume Cloths that Delight Women

Hewson Costume-Cloths have all the virtues of pure, choice wool and perfect weaving. The lightest weights have a wearing strength that pleases the most economical—and the shapely fit and beautiful finish of the heaviest weights appeal to the smart dressers.

PURE WOOL HEWSON, AMHERST. TWEEDS.

Like Hewson Tweeds, they sell on sight and bring back the buyers.

See our new samples. And see samples of our new line—pure-wool unshrinkable Underwear.

Write us.

HEWSON WOOLEN MILLS CO., Limited, Amherst, N.S.



The White Goods Women Want

The best style, values and finest quality are found in white goods bearing these names:

Munster, Ulster, Limerick, Belfast

They are staple fabrics of dependable merit and command a large sale.

You can order now to advantage from your jobber.

If your jobber cannot supply you write us direct.

The Montreal Cotton Co.

ADDRESS MAIN SALES OFFICE

MONTREAL

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading bsiness centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.

DRY GOODS REVIEW

Montreal and Toronto.

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can insert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO

232 McGill St. MONTREAL

DRESS GOODS PROBLEMS

By W. B. MOWATT, of The John Murphy Co., Montreal.

Stock-Keeping and Display — Slow-Selling Lines — Returned Goods—Samples, Etc.

EDITOR'S NOTE.—*This is the first of a series of articles dealing with selling problems in the Dress Goods Department. Buyers for this department in city stores are giving their opinions upon a wide range of subjects coming under this head. Their remarks should be of value and interest, and their courtesy will be appreciated by our readers.*

An up-to-date dress goods department in any of our large stores has for its main object RESULTS. Every effort is made in that direction, and to be successful the manager must take the public for his critic and his guide.

Stock-keeping and Display.

Stock-keeping and the display of goods must go hand in hand. A well laid out department loses much of its attractiveness if the goods in the fixtures do not correspond in neatness, classification and good order with those displayed about the counters and stands. See that your goods are well blocked, neatly wrapped in clean paper, ticketed and priced.

Clerks should make a rule of dusting a row of fixtures every morning, throwing out the short lengths, measuring and ticketing them, so that their stock will always look fresh and new. Such a practice will give their goods a high-class tone, which a badly-kept stock never has.

Never keep goods displayed in the same place for more than a week at a time. Frequent changes add attractiveness and show better results. The same goods displayed in various ways, such as full tone, half-tone or mixed color schemes are always effective.

Samples.

Upon receiving new goods, cut a sample of each piece, keep a cutting in your stock sample book for reference, and use the remainder for customers' samples.

The matter of giving samples is a subject which requires delicate handling. Personally, I believe in referring customers to a sample department, instead of the counter, where asking for samples is very often used as a means of spending a pleasant afternoon, to see and be seen, without the least intention of buying.

Handling of Returned Goods.

Goods returned from a customer should be accompanied by the purchase bill and if returned within a reasonable time and in good condition should be accepted by the manager without a murmur. I would stipulate that if the length is a remnant length an allowance should be deducted from the bill, in proportion to reduction generally made on remnants. This is only reasonable, and, if explained in the proper way, is always accepted by a fair-minded customer.

Slow-selling Goods.

Dress goods are divided into three sections—staples, fancies and season's goods. The first mentioned are always good, in so far as they are always saleable, but the fact that the market value rises and falls sometimes. For this reason the successful buyer must use his discretion in conjunction with his over-turn when making purchases ahead.

Fancies and season's goods lose first caste after they are three months in stock, and an effort to clear them out should immediately be made. First loss is always the least loss—that should always be borne in mind by the manager.

Fancy goods that have once been placed on sale should never be replaced in your regular stock. They should be kept for sale purposes, where their usefulness is often proved. They form a good ad., besides augmenting your reputation for holding genuine sales on the one hand and keeping an up-to-date, high-class, fresh stock on the other.

Treatment of Salesmen.

Treat your salesmen as men. Make them feel that they have a voice in running their section. Have your rules and see that they are carried out to the letter. The better the man the more ready will he be to comply with any rule that is laid down for the better working of the department. Never show partiality to any of your salesmen, but treat them all alike.

Treatment of Customers.

Salesmen should always be respectful to their customers. Don't harass them, but ever be on the alert to answer any questions they may ask, and in every case, where difference of opinion may arise, refer them to the floorwalker or manager of the department.

When making a sale never overlook the fact that what you are selling is your ad. for future business. Impress your customer on this point very strongly, and add to this your readiness to suggest anything that will help your customer in making her purchases.

Never dispute or question with a customer, but always bear in mind that you are there to sell goods, not to argue.

Wash Dress Goods

Considerable Difficulty Experienced in Filling Orders — Prices Very Stiff.

Considerable difficulty is found by the wholesalers in filling their orders on many of the types now in special favor. It is stated that in many cases mills have been unable to cope with the demand owing to the shortage of materials. The growth in wash goods during the last two years has been so enormous that manufacturers were unprepared for the demand created. The reason for this is very easily seen, when fabrics of this nature are compared with those of two years ago. Manufacturers have

put forth all their energy to make these lines as attractive as high-priced silks and other high-class dress materials.

Prices are firm, and will continue so for a considerable period. Looking one year ahead, it would seem as though a break was impossible. Certainly there is little possibility of it occurring during 1907. Prices have advanced from 10 per cent. to 30 per cent. on these goods since January of this year. The outlook for Fall at present is very serious. A number of domestic and foreign manufacturers have withdrawn prices on some lines of staple goods. Those not withdrawn have been raised to such a figure that it will be impossible to place contracts at the figure which they are now quoting. Should prices remain for Fall, as at the present time, it will surely mean a great advance in cost for Spring, 1908.

White, as usual, continues to be the leader. White mercerized brocades and plain mercerized Irish linen suitings have met with marked favor. Just now white dressed ducks, of both linen and cashmere finish, promise to be very popular. White batistes and French organdies are in demand in the wholesale trade. In Persian lawns the demand has been so great that in many cases jobbing houses have been unable to keep a complete assortment of these goods, and, consequently, stocks are rather depleted. Swiss spots and lace striped muslins are active and demands have been steady. No doubt when the warm weather arrives these goods will move much more rapidly. In colored effects, the colored organdie muslins of medium price are favorites to date. A good organdie muslin to sell at 25c. per yard has had the greatest demand so far this season with the wholesalers. No doubt as the season advances lower priced colored muslins will become more popular. As designs, colors and weaves of these materials improve year by year, a prominent wash dress goods buyer states that as the Summer progresses present indications point to there being a shortage in colored floral muslins.

THE SMITH-RUNCIMAN CO., LIMITED.

An Ontario charter has been granted the Smith-Runciman Company, Limited, Toronto, with a capital of $75,000 dollars, divided into $100 shares. The incorporators were: John Ogilvy, of Montreal, merchant; Henry William Smith, Thomas Runciman and Richard Sidney Smith, merchants; and Joseph Sanford Booth, accountant, all of Toronto. The objects of the company are "to manufacture, import, sell and deal in millinery, dry goods, fancy goods and similar goods and merchandise, and also to carry on various other business which it may probably or possibly be desirable to carry on in conjunction therewith; to acquire, take over and carry on the business of The Smith-Runciman Company, wholesale manufacturers of and dealers in millinery."

A NEW CODE SYSTEM.

Mitchell's self-testing code, a new system for the transmission of messages by telegraph or cable, is being introduced into this market. It is so arranged that one word may convey several meanings, such as "article," "quality," "price," "quantity," "terms," etc. For instance, "Zygumtabuk Wabxytocogy Mitkekulty Rupadcevar Lofrabfack" interpreted reads as follows: "Kid gloves, ship as per sample number 15-52a, 12 dozen 6¾, 18 dozen 6½, 24 dozen 7¾, assort 15 per cent. blue, 20 per cent. black, 25 per cent. tan, balance assort latest colors. Samples wanted quickly, forward by express." The address of the company handling this system is 8 Colborne St., Toronto.

THE
'PIRLE' Finish
Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



Registered Trade Mark

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS
or full particulars from

Edward Ripley & Son, Limited
100c Queen Victoria Street,
LONDON, E.C., ENGLAND

Advance Showing of Fine Laces



We're ready with advance styles in Calais and Nottingham Laces for delivery next Spring.

Manufacturers are still very much behind in their output, and merchants are urged in their own interests to anticipate requirements all they possibly can.

Our salesmen are on the way now with samples, and with the upward tendency of prices there is everything to gain by placing orders early.

Our reputation has always been strong on values. This season we are stronger than ever.

LADIES' WEAR, Limited
Toronto

DRESS ACCESSORIES

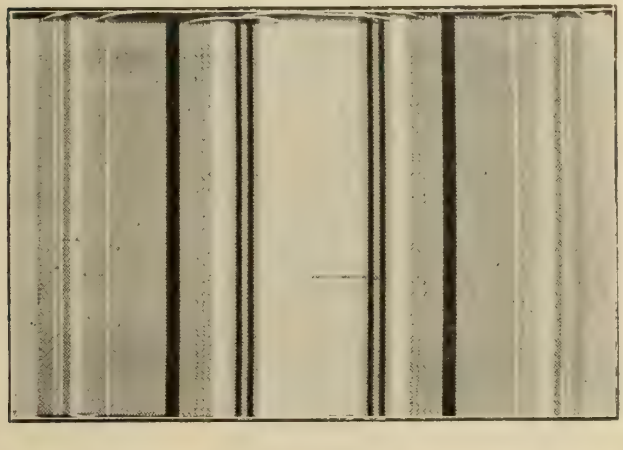
Ribbons

Prices Advance Again—Dresdens and Failletines in Big Demand—Brown Velvet Ribbon Scarce.

Deliveries of desirable Spring ribbons to the importing houses continue to be slow and unsatisfactory. The retailer has not yet begun to feel the full force of the situation, as he is protected by the yet almost unbroken stocks in the hands of the wholesale houses. As the season progresses and these stocks become depleted he will find repeats very hard to secure. Therefore he should watch his stock carefully and be sure to order well ahead, in order to keep up his assortments. In ordering he must also bear in mind the much wider and more extensive demand that the buying public is sure to make upon this department.

Prices are higher, too, and another advance has to be recorded in both domestic and imported ribbons. The silk market is very firm, and all the tendencies are in an upward direction. Manufacturers complain that even when the full price is paid for raw silks, deliveries are poor and uncertain, and this is safe to be reflected in the finished article later. Already they are asking a long date for deliveries, and orders placed now with foreign manufacturers cannot be delivered in Canada before early in January. Prices have advanced from 20 per cent. to 30 per cent. over those of 1906.

The ribbon counters in the retail stores were thronged all last month, the big sellers being Dresdens, and plain ribbons in failletine, taffeta and satin duchesse makes. Roman stripes sold well, but plaids and tartans were somewhat slow. A novelty ribbon that sold well was a Dresden with 3-4-inch satin and moire stripes running parallel.

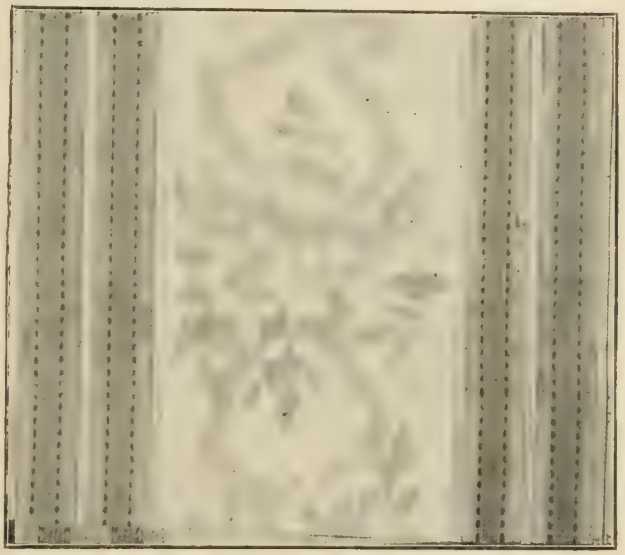


Shantung Ribbon.
Shown by Debenhams (Canada) Ltd., Montreal.

A combination of all-over check and Dresden is another effective ribbon, and is useful as a millinery or as a sash ribbon.

Velvet ribbons, particularly in 9 and 16 widths, are selling well, greens and browns being the colors in demand. Brown velvet ribbon is about the scarcest thing on the ribbon market at the present time, and there are very few jobbers who have any of this ribbon in stock.

The leading shades are Copenhagen or Alice blue, London smoke, wine and golden brown, with greys, navies, and cardinal also selling well. White and black are always staple shades and big sellers. As in other departments, the demand is for a better quality of ribbon. Large city retailers report that from 25 cents per yard to $2.75 are the selling prices, with the bulk of the business done in ribbons selling from 25 cents to 90 cents.



Dresden Stripe Ribbon.
Shown by Debenhams (Canada) Ltd., Montreal.

Now that prosperity is widespread retailers should take advantage of the opportunity afforded to raise the standard of their department by pushing better lines. This is particularly easy now, as the cheap lines show the advances more clearly than do the higher priced goods, and when the better ribbon is shown against the cheaper one the difference is so apparent that the extra price is easily obtained. Ribbons selling from 35 cents up show little change, as even though he has had to sacrifice quality a little the manufacture is able to manipulate good ribbons a little, whereas he cannot take anything from the cheaper grades and make them look well.

It is a wise plan, and one that The Review has often advocated, to show from time to time fancy articles made of ribbon. Cushions of handsome Dresden or other fancy ribbons, cushion frills, etc., are always salable. Coiffure ornaments and ribbons made into neckpieces also have a certain sale. The latest novelty is a corset cover made of Dresden ribbon, lace insertion and beading. These take a good quantity of beading and have a very dainty effect under the sheer lingerie blouses now so universally worn. A pattern should be procured and given away to the woman who buys the necessary quantity of ribbon to make a corset cover. Try this scheme as a help to ribbon sales.

Parasols

Only Fine Weather is Wanted to Start Selling Season.

The only thing needed now to start brisk selling in this department in the retail stores is fine and warm seasonable weather. The high novelty of the season is the lingerie parasol, which promises to be almost as big a success as other lingerie items of Summer dress, viz., the lingerie hat and the lingerie waist.

There is a varied assortment of lingerie styles showing. At the head of the list stands the linen parasol, Irish hand-embroidered, which is the lingerie parasol de luxe. That of all-over embroidery is another good style. This model has generally a lining of silky mercerized cotton fabric pinked out at the edge. The cheaper kinds have insets of Swiss insertion and edge. Ribs are generally gilded or silvered, and the fashionable handle is of natural wood in dull finish. Stripes are the big feature of colored lines, the chine stripes being most in vogue. In the more expensive silk models some handsome and attractive color effects are seen, generally with the dark stripe for the border, though some are shown with this reversed, the dark edge being at the top of the parasol and the light stripe forming the border. These silk chines are duplicated in mercerized cottons and are expected to command a large sale.

Braids and Trimmings

Braids the Big Sellers—Increasing Interest in Drop Ornaments.

Though a certain amount of handsome embroidered trimmings in soft colorings, in Empire and Japanese patterns, will be taken by the better trade, business in this department promises to run popularly on braids and drop ornaments. All widths of braid are selling, but medium pulls and soutaches are the big sellers. Plaid braids, in pulls, promise well, and will be a good deal used on the dark cloths and suitings to be so much worn this Winter. Drops in cords, braids, and also in paillettes are showing. One thing that is militating against the sale of drops is the fact that many merchants have stock on hand from last season.

Veilings

Splendid Veiling Season is Developing—A Big Color Season.

The veiling counter grows in interest each week, and what promises to be a splendid season has already been inaugurated. The colored veil holds the field—even the much-liked magpie effects having to take a second place.

Now that the Summer season is opening up lighter colors are more enquired for and champagnes and baby blue promise to be big sellers. The present vogue is for browns, wines, navys, greys and greens. The white chantilly net with lace edge is a good seller. Chantilly nets, esprit and even plain Brussels nets, with fancy chiffon borders, are big sellers. Mesh veils, with one or two rows of ribbon velvet as a border, are in good style. There is also the heavy silk buttonhole edge, and heavy borders of dotted chenille. The filet or square mesh is the latest novelty, and, later, striped bordered chiffon veils will be good sellers. This department, if given the requisite attention, and if a proper proportion of novelties is stocked, should be a very profitable one this season. Handsome and expensive veils have sold well, and, evidently, there is more disposition on the part of the retailer to push these better goods.

Gloves

Fabric Gloves in Short Supply—Small Fall Orders for Long Gloves—Tan Gauntlets.

Favorable reports of the Easter glove business are received from all sections of the country. In most cases retailers made a gain in the month's sales over March, 1906.

Among retailers at the present time long gloves in 12-button lengths, in both glace and fabric effects, are selling better than ever. Colors predominating are largely whites, blacks, tans, navy blues, champagnes, and golden brown. The dull, dead and dark shades of brown are rapidly giving way to the lighter shades of tan, and to the brighter and more lustrous golden brown, which has so much to recommend it. Incidentally it might be mentioned that this is the color which is destined to have a strong run in footwear, and the sale of the one should naturally influence the sale of the other. Short gloves in both glace and fabric, also slightly in suede effects, give every promise of becoming very popular as the season progresses, and just now are enjoying active sales. Retailers state that the majority of goods ordered are now in stock, and that retail prices remain as usual. They also find that prices have advanced fully 10 per cent. to 25 per cent. over last year. Jobbers in some cases are getting any reasonable price asked.

The wholesale market is in a very healthy condition, so far as ordering is concerned. Jobbers are short of fabric gloves, and deliveries are extremely slow on lisles and the cheaper long lace gloves. These lines, on being received by the jobber, are immediately shipped to the retailers who are clamoring for the goods. This is particularly noticeable in the cheaper lines. In view of the conditions prevailing, merchants should anticipate their requirements and order immediately if deliveries are to be had on time.

Orders placed so far for Fall in ladies' glace gloves are up to the standard. Orders for the short wrist glove, namely one and two domes, have met with marked favor so far. Salesmen state it is a hard job to convince buyers that long gloves will be very active for Fall, and the consequence is that very small quanities have been ordered. Colors predominating are blacks, tans, whites and a few light shades of pink and sky, also tans and golden brown. The demand for short glace gloves in two domes is so good the general opinion is that it will be quite hard to get deliveries for Fall.

Over last year prices have advanced from 20 per cent. to 25 per cent. Goods selling at $12 last Fall cannot be had just now for less than $15. This represents the average advance.

One of the latest developments in the glove market is the strong demand for tan gauntlets which has sprung up in many parts of the country, and more especially in towns, where are located colleges and academies for girl students. This gauntlet tendency should be watched closely by the retailers. This glove is of suede finish with fringe attachment and brought out only in tan coloring. Sales are very active considering the short time it has been on the market. Early in the Spring it met with marked favor, but towards the end of the month sales died down a little, principally owing to the warm weather.

For Fall it is expected this line will again come to the fore and enjoy the comfortable sale it previously had. It is manufactured only in Canada and retails from $2 to $3 per pair.

Neckwear

This Line is a Big Seller—Many Novelties in the Summer Goods.

Neckwear manufacturers are still extra busy, though they are beginning to catch up with back orders now. The trade is starting to sell and show Summer neckwear, though makers, in order to get to work on wash goods, have had to withdraw their silk samples. The continued cold weather, no doubt, accounts for the interest silk neckwear still holds, an interest that will doubtless cease with the first fine warm days.

There is a growing feeling for turn-down collars, the Peter Pans leading in Canada at any rate. It seems certain that something will be doing in starched turn-over



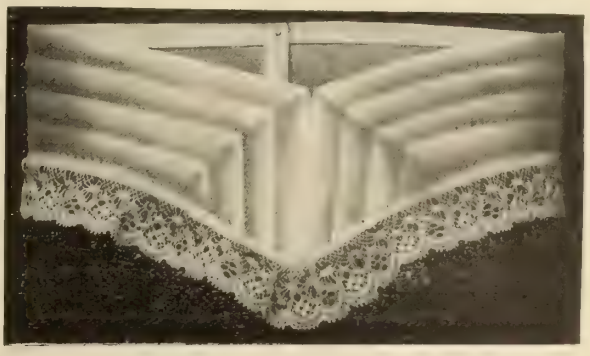
Lawn and Lace Peter Pan, with Separate Jabot.
Shown by Rhys D. Fairbairn.

collars. The deep ones still hang fire, but those narrow and starched, from their greater becomingness and comfort, are having a much better reception, and are selling freely. Starched Peter Pans are out-edged with the latest frilling novelty, the tourist frilling of fluted muslin, which, by the way, is the frilling success of the season so far.

Equally popular, if not more so, are the soft fancy embroidery and lace trimmed Peter Pans, accompanied as they are, by dainty buttoned-on lawn and lace-pleated jabots. These jabots are also worn with the turn-over tab collars, which are selling as freely as though they were the latest novelty out.

Perky little fluted silk bows in black or colored silk are selling, to be worn with the stiff collars. The novelty in turn-overs is that of silk or lawn, with colored embroidery. This is done in art colors, and in semi-conventional floral designs.

The stock promises to be a big proposition. Smart little made-up stocks in lawn and lace are extra good, and the embroidered stock is also a free seller. Tailored stocks are immensely popular, especially the hunting



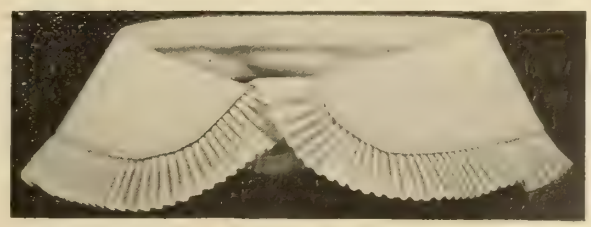
Pleated Lawn Collar.
Shown by Ladies' Wear, Ltd.

stock. Some of these have soft turn-overs, and all fasten at the back, the ends tying one in front and being fastened with a fancy pearl pin. All kinds of Windsors are big sellers, and in lace neckwear, fancy yokes of princesse lace are the feature.

Lace

Calais and Nottingham Laces in Desirable Patterns Are Scarce.

Owing to poor deliveries, Calais and Nottingham laces, especially vals., are scarce in desirable widths and qualities. Some bargains have been offered in this lace but when investigated the goods have been found to be of very coarse mesh and of a wider width than fashion is favoring. The problem now is, what about late deliveries—deliveries that will not be to hand in time for the present season's trade? The proportion of orders in many cases is large, and is giving food for thought for many merchants. It wholly depends upon the position and circumstances as to what course a merchant must take. Either he has to accept the goods and carry all he cannot sell over, or, as in some cases, he will cancel all orders not delivered before the first of June and place orders for January delivery. He will have the goods in hand bought possibly at a lower figure if he adopts the first course and in the latter case he will have the novelties. Valenciennes are, with cotton clunys and fine torchons, good still, and promise to be the leading sellers.



Stiff Peter Pan, Edged with Tourist Frilling.
Shown by Rhys D. Fairbairn.

Filet is gaining ground and promises an immense vogue, both as a lace proper and also as a combining motif with other laces. There is an increasing interest in net laces, both all-overs and flouncings. The net lace and the lace

RHYS D. FAIRBAIRN, LIMITED

MANUFACTURERS

LAWN WAISTS

NOVELTIES EVERY WEEK.

TOURIST'S RUCHINGS

SEE OUR SAMPLES.

HUGH HENRY
204 St. James Street
MONTREAL

107 Simcoe Street (cor. Pearl)
TORONTO

net blouse is to be the late season waist, and is to be a big seller in the Fall and Winter. Just now white and cream are the sellers, but already an enquiry is developing for deep ecru. Lace robes, yokes and berthas promise splendidly for Fall.

Western Dry Goods Trade

Spring and Summer dry goods trade is on with a big rush, and in spite of the many adverse conditions under which business has been conducted since the first of the year, the wholesale houses report larger sales than in any previous season. In part this has been due to the general publicity among the retail trade given to the undoubted fact that stocks are low in many lines of goods—particularly cottons—and that the manufacturers will have great difficulty in taking care of repeat orders. Trade papers and commercial travelers have given publicity to this fact, and as a consequence the retail trade have wisely anticipated their requirements in these lines of goods. At the moment the late opening of Spring has hindered the movement of cotton goods, prints, etc.; but, nevertheless, sales are largely in excess of last year.

* * *

The problem of the wholesaler this Spring has not been to sell goods, but to get the goods to sell and to make deliveries after they are sold. Shipments from the east have been delayed weeks and months owing to the congestion of traffic on the north shore route of the C.P.R., and, as everyone knows, the railways in the west have been unable to attend properly to their passenger traffic, to say nothing of freight.

* * *

At time of writing the congestion of traffic on the C.P.R. north shore route is still very serious, although for the first time since last December the yards at Fort William are free of cars. In Western Canada the C.P.R. lines are now in fair shape, but the C.N.R. lines are still badly blocked. On some of the branch lines traffic has not yet been resumed, and even on the lines where trains are running the service is still uncertain and irregular. The experience of the severest Winter in twenty years has shown how utterly inadequate is the equipment of the western roads, and how necessary it is in the interests of business, that the Governments, Dominion and Provincial, should exercise a constant supervision in railway matters. The west wants more railways, but, perhaps, the greater need is to have the lines already built equipped properly with rolling stock and motive power. It is the imperative duty of the Governments to see that the railways make every effort to secure this necessary equipment.

* * *

What of the present business situation? Of course money is "tight" as a result of the conditions which have obtained during the last few months. Last Fall when ordinarily the railroads should have had every car employed in moving the wheat crop there was a sudden imperative call from Alberta for cars to ship cattle eastward to the Liverpool market. The year 1906 was the best in the history of the Canadian ranchers, as prices were high and the cattle were in prime condition. But one result of the prosperity of the Alberta ranchers was to cause trouble for the Saskatchewan and Manitoba grain growers. The railways were able to make only a beginning at moving the crop, and, as a result, the farmers did not get the money for their wheat. True, many have received advances from the banks on the security of warehouse and elevator receipts, but the great majority are waiting for the opening of navigation before they can realize on their work for 1906. As a consequence, the retailers have been carrying their customers and the wholesalers and manufacturers have been carrying the retailers. Add to this the fact that the railways have been badly tied up all Winter and the reason why money has been "tight" can readily be understood.

* * *

There is not, however, any reason for alarm. Another month will see a great change in the situation. The wheat crop will commence to move freely again and money will be set in circulation. The obligations of the west will then be discharged. In the meantime the keenest business men, the men who have the most thorough acquaintance with conditions in the west are unanimous in the expression of the opinion that a little patience on part of creditors is all that is required to tide over present temporary difficulties. The prosperity of the Canadian west rests upon a solid stable basis.

The lesson of the Winter's experiences is the absolute necessity for more railways and for better equipment for the lines already built

Physician (with his ear to patient's breast): "There is a curious swelling over the region of the heart, sir, which must be reduced at once."

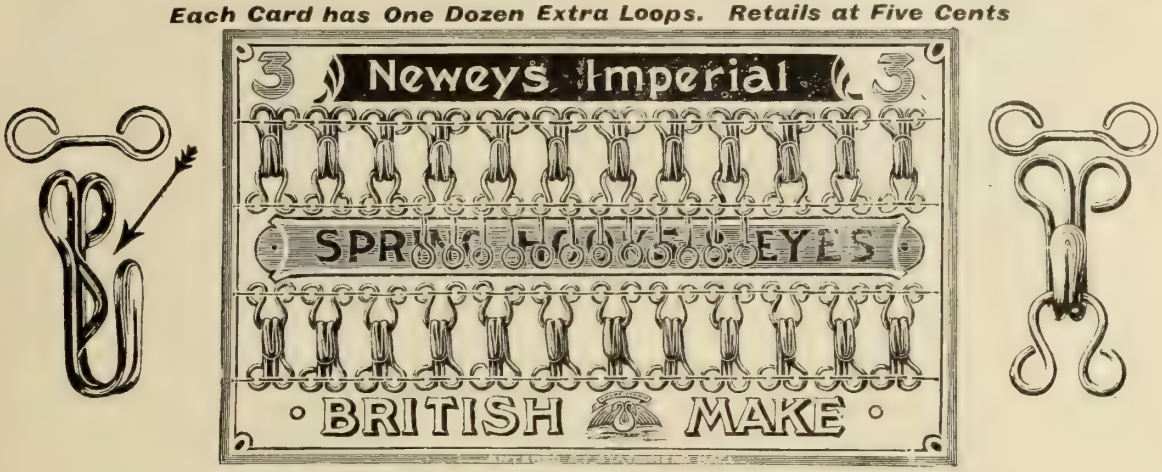
Patient (anxiously): "That 'swelling' is my pocketbook, doctor. Please don't reduce it too much."

NEWEY'S SPRING HOOKS & EYES.

IMPERIAL QUALITY

Made in 5 Sizes. Black and White. A Centre Spring Hook with a Swan Bill, made from hard drawn Brass Wire. Beautifully finished and machine carded.

Each Card has One Dozen Extra Loops. Retails at Five Cents



OUR NAME IS A GUARANTEE OF EXCELLENCE

Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS LTD BREARLEY ST BIRMINGHAM.

SCRIVEN

WHB WHB

Walter H. Barry & Co.

THE RIBBON HOUSE OF CANADA

TO OUR FRIENDS

The coming Scarcity of Ribbons is evidenced by the desire of large department stores to snap up all available supplies in jobbing centres.

We are ready to protect your interests; our own friends and customers will always have first consideration.

When you want Ribbons, We have the Goods.

New Address; Next to Old Premises.

COR. ST. JAMES & McGILL STS. MONTREAL.

Glove Goodness Wins

The only way to account for the increasing demand for **Storey's Gloves** is to admit their superiority to other brands.

The ideals which produced the famous

Storey Gloves

still sway the house and if anything on earth can show constant improvement **Storey's Gloves** will. That's why it's always safe to stock them.

W. H. Storey & Son

ACTON, ONT. Limited

Established 1868. The Glovers of Canada

SPRING 1907



Silk

Waists Suits

Travellers now out for sorting

The American Silk Waist Co.
MONTREAL

WE SELL MORE

Raincoats and Cloth Coats

than others, because we show the very latest styles and the goods are made right. The standard of

National Brand Garments

is unchangeable. Our representatives will show you some of the early fall lines.

National Rubber Co. of Canada
MONTREAL
Canada's Largest Exclusive Raincoat House

Arrange to See The Victor Fall Line

TRADE Victor MARK.

TRADE Victor MARK.

COATS—SUITS—SKIRTS

Our styles, the materials, the way they're finished, and the price make "Victor Goods" winners from the word "go."

TRADE Victor MARK.

TRADE Victor MARK.

THE VICTOR MANUFACTURING COMPANY
QUEBEC, P. Q.



Waists

Big Sale in Spite of Cold Weather—Between Season Novelties.

The cold April has had little effect upon the sale of lingerie waists, which so far has been of record-breaking proportions. Another factor that ought to make for a further improvement in this department is that some of the newer firms are constantly creating novelties in waist styles. This has been done for some time by a few firms making high-class waists, but it is a totally new departure in the popular end of the trade. The firms making this change in selling methods have their travelers constantly out on the road with other lines, and, consequently, this frequent showing will add little to their selling expenses. It will be a great help to the outside merchant, as he will be able to offer the big attraction of something



Lawn Tourist Waist.
Sketched from One of Rhys D. Fairbairn & Co's Summer Models.

fresh each month in his waist department, and the merchant who recognizes what a trade puller novelty is will welcome this idea.

As in the past few years, the trade is turning to a plainer style of waist for the outing season. This waist is not a fore-runner of any change in the general style, but is made to wear at times when the more elaborate waist is not desirable. The newer ones are developed in white lawn, tailor fashion, and the front pleats are trimmed on each side with fluted ruffles made of the new tourist frilling. Checked and fancy muslin is also used in building this class of waist. Many of the waists are finished at the neck with Peter Pan collars, edged with the fluting. This is the high novelty in waist styles at present.

Another mid-season idea is the use of bands of tucking as a trimming for lawn waists in addition to the lace and embroidery trimming. What are practically all-over waists are developed from tucked and inserted lawns, nets and jap silks, the tuck being edged with a narrow lace edging, often in the form of a ruffle. These waists are very popular, but care should be taken, in fitting full figures, to see that there is plenty of room over the bust, and it will often be advisable to sell a size larger to the customer than is usually worn. This holds good in all waists that have tucks running all the length of the blouse front. There is a big demand developing for net and all-over net lace blouses. As yet cream is the wanted color, but already ecru is being asked for. These waists are lined with japan silks, and there is some demand for colored linings.

Silk waists are steady sellers, chiefly in white and black and dark colors, and with some chemisette arrangement of lace. A splendid little model, which is proving a successful seller, is of soft white liberty with a Dutch neck edged with strapping of Irish lace.

Cloaks and Skirts

Gibson Shoulder the Early Fall Novelty—Pleated Skirts Still Good.

Travelers for ready-to-wear garments have been on the road for some time now, and reports are to the effect that a record business is being done. They state that the large advances in price have not affected the ordering to any extent.

It is reported that British cloth manufacturers are extremely busy and are asking very late deliveries. Prices are very stiff and the general opinion among the trade is that they will remain so. Merchants will find popular priced goods rather hard to procure at old prices, owing to wages increasing, and also to the scarcity of material. Prices on coats have advanced from 20 per cent to 25 per cent. over last year. In view of the conditions prevailing it would be to the Canadian merchant's interest to look well ahead and book orders early on staple styles.

Skirts of panama and chiffon broadcloth, also plain and fancy cheviots, are in high favor for Fall. In addition to the brown cloths, in the leather or so-called saddle shade, navy blue cloths will be very popular. Navy blue serge, in light weight, is taking rank along with the more ultra shades in brown. Green cardinal is also particularly good. These shades are shown in checks, tweeds, plaid effects, and also stripes in darker tones. Styles in skirts will continue on pleated, strapping and fold effects. Fold

skirts are the latest novelty on the market. They are shown in fancy tweeds and mixtures in pleats or stripes.

In ladies' coats manufacturers state that just now the Gibson effect is by far the best seller on the market. Dark tweeds are very popular, and olive brown is also selling well. A popular tendency on ladies' coats this season is toward a quantity of buttons and soutache braid, which are used for trimmings. They show the coat to advantage. Loose coats continue to hold first place in the early models. There is a tendency toward plain cloths in beaver effects, and these goods may be more popular later. Broad shoulder effects are the wanted early styles.

Corsets

Price-cutting in Cheap Corsets—Bust Supporters Promise to be Big Sellers.

A pretty serious situation seems to be developing in the corset trade in Canada, and the worst feature is that no good and sufficient reason can be advanced for it. This is the campaign of price-cutting and underselling in the very cheapest lines of Canadian-made corsets that is raging at the present time.

Just why a time of great prosperity, when the enlightened manufacturer and merchant are using every effort



Full Figure in Ordinary Corsets.—With and Without Bust Supporter.

to encourage the sale of better made and more profitable goods, should be chosen for such a flurry to take place in the lowest end of the trade is hard to say, unless it is that many buyers of corsets, like a few old timers in other lines, are influenced in their buying, and judge the values in their better lines, by the extra value given in the corsets to sell out at 35 cents and 50 cents. Should this be the case a good deal that is enigmatical in the situation will be made clear. We see just why so many merchants fall down in their corset selling, and also the reason for the growth of business along this line in the department stores which do a mail order trade.

There are many businesses where these cheap lines have to be stocked, but, we are certain, that not one in which it is wise to push them. The only safe foundation upon which to build a corset department is the satisfactory wearing and fitting qualities of the goods carried. Sell a woman a good corset, one that keeps its shape, fits comfortably and improves her figure, and you have made two eloquent friends for your department, viz., the woman herself and the dressmaker who builds her gown.

It is not to your interest to push cheap corsets, for, in the first place, they cost you just as much to sell, take up as much space, and all your other expenses are just as high, as on the better and more profitable goods. Neither do you get adequate profit or reputation from their sale. If your present help cannot sell good corsets clear them out and get those who can. It requires tact and persuasion on the part of your saleswoman to make a customer pay a higher price for her first pair of good corsets, but if they are the right size and style she will ask for them again when she comes to buy, simply because of the greater comfort and durability, and the improvement they have made in her figure.

Then why in these prosperous times push the sale of these cheap corsets; those that net you little profit and less reputation? It is not because your customers cannot afford to pay more than 35 cents or 50 cents for a pair but because you show and push goods at that price. Though they are well gotten up, and look just as good to the eye, of necessity the materials and wearing qualities are poor. If this is true in the past, what must you expect them to be now that the price of practically everything that goes into a corset, labor included, has gone away up. If you demand a 35-cent or a 50-cent corset—and one with hose supporters at that—from the manufacturer, he is going—reluctantly, he says, but because your demand is insistent—to give it to you. You, however, are not going to get a 50-cent article for 35 cents, nor a dollar one for 50 cents. The extra cost will come out of the quality of the corsets you buy, and it is your trade and your customers—and also the reputation of the Canadian manufacturers for making a good and reliable corset—that will suffer. It is you, yourself, and the manufacturer who will have to pay the piper.

There is a side line in the corset department that most merchants will find it profitable to take up, as so many women want the fashionable firm bust effect who do not like the high bust corsets. Even where the high bust is chosen this article, if worn, makes a great improvement in the contour of the figure. It is the bust supporter, or brassiere, as the French call it. The kind we show cuts of is about one of the best, and is enjoying a big sale in the city department stores and also with the leading exclusive dressmakers. Though primarily designed for improving stout figures, it is such an improvement, as it rounds the figure and eliminates the unsightly line left by the top of the corsets that even women with slim figures are adopting it. It is light in weight, easily adjusted, and adds to, rather than detracts from, the comfort of the wearer. It can be used as a substitute for a corset cover, as it is daintily trimmed and easily laundried. Should any merchant feel interested The Review will be pleased to give further particulars.

VISIT THE MARKET.

As the Spring season rapidly draws to a close in manufacturing centres an important lesson is easily read by retailers. Manufacturers in Montreal, Toronto, Quebec, Ottawa, and, in fact, any centre where ready-to-wear goods are turned out, have been exceptionally busy. They have been bothered with slow deliveries from the mills, lack of sufficient skilled help, and, as a result, retailers have often had trouble in securing desirable new styles.

The manufacturing trade have been so busy they could not keep in close touch with retailers. However, in every branch of the industry many styles have been turned out which they could not afford to sample. Orders have piled in so quickly that oversold lines have been common. It is the aim of every good manufacturer to avoid this contingency. This explains why sample rooms in their factories are often the only places where certain styles are to be seen.

With this in view the necessity of visiting your natural

ready-to-wear market is clearly seen. It is now no longer necessary to argue that frequent trips to market pay. It only needs a season like the one now drawing to a close to strengthen this point. A merchant in the market can often see styles not on the road, and is generally sure of picking up a few desirable lots.

Whitewear

Feature Underwear Sets—June Sales Will Find Prices Considerably Higher Than in January.

Dainty underwear sets should be pushed to the front in the coming month for the benefit of June brides. Not only will the prospective bride buy them, but if daintily boxed and shown, they will be favorably regarded by the practical-minded when wedding presents are being selected.

The usual plan followed by the manufacturer is to make garments to match so that they can be sold separately or by the set, and so that the set can be made up of any or all of the pieces. Two or three tasteful windows devoted to fine underwear, and to the showing of sets, should be made during May and June. June sales will be generally held, but prices, as compared with the January sales, will be much higher. Some firms in the trade, in an endeavor to meet old prices, miscalculated and gave merchants an opportunity to offer some startlingly good values last January. They are now back in the price line, and June sales will reflect the higher figures.

Conditions in the West

What is the actual outlook for business in the Canadian west? Has the country suffered much as a result of the hard Winter? Will the severe Winter seriously affect immigration, or will it affect it at all? Collections are slow now and money seems to be unusually tight in the west. Is this condition likely to last long? These are questions in which the business men of the country are very much interested and it is important that they should be acquainted with the actual conditions. Business men want the truth about the situation, not statements colored by the buoyant optimism of the west or the rose-tinted eye-glasses of the east.

To begin with, it must be admitted by all who give the subject any consideration that there is something wrong with the present state of affairs. Money is undeniably "tight" and business is suffering as a consequence. The banks are carrying many large business concerns and they are finding it hard to get the money to supply the requirements of their customers. In the Winter season when money should be plentiful it is becoming increasingly difficult to make collections.

Railways at the Bottom of it.

The root of the trouble, as far as the west in concerned, lies with the railways. They have not kept up with the growth of the country. Their rolling stock and motive equipment are inadequate, under even the most favorable circumstances, to handle the western traffic; consequently the worst Winter in twenty years put the junior roads almost completely out of business and very seriously crippled the senior road. These are facts which cannot be disputed.

Even had the past Winter been normal there were special reasons why the railways were up against a serious situation. In the Fall, when every available car is required to move the wheat crop, there was a sudden and unexpected call from Alberta to move live stock east. Heavy falls of rain in Alberta during the month of August were responsible for a luxuriant growth of grass and the ranch cattle were fat and in prime condition. At the same time there was a rise of about two cents per pound in the price of beef in the London and Liverpool markets. Heavy shipments resulted, and 1906 was undoubtedly the greatest cattle year the west has ever known. These cattle shipments required a great number of cars, and whlle the cattle shippers in Alberta are prosperous, the farmers in Saskatchewan and Manitoba complained that there were insufficient cars to move their wheat. When navigation closed at Fort William it was seen that there had been much reason in their complaints. When navigation closed, on Dec. 12th, the big terminal elevators at Fort William and Port Arthur were practically empty, and from Sept. 1st, 1906, to Dec. 12th, 1906, the number of cars shipped was 2,443 less than for the corresponding period in 1905. Practically the whole of the Saskatchewan and a good proportion of the Manitoba crop remained to be marketed. The whole of the 1906 crop will not be marketed until the 1907 crop is ready for transportation.

Fall of the Egg Basket.

Now, it is a commonplace remark that the west has all its eggs in one basket, that everything depends upon the wheat crop. Generally speaking, this is true, and when the railways were unable to move the crop promptly it was inevitable that there should be a serious shortage of ready cash in the country. It is true that money was advanced by the banks on the security of the crops, but it must be remembered that these advances have been hindered by a world-wide money stringency, due to a great variety of causes. On the great bulk of the wheat crop yet unmarketed the banks have not advanced any cash, probably because they were unable to do so in the state of the money market this Winter.

As it Looks Now.

This, then, is the present situation. Money is undeniably "tight," and all interests are waiting impatiently for the opening of navigation. When the wheat crop commences to move the present stringency will be greatly relieved and most of the obligations of the west will undoubtedly be discharged. There is no reason lor undue anxiety; in fact, the business men who are best acquainted with conditions in western Canada, and who have had the longest experience in business in the west, are the men who are most optimistic as to the immediare future. The prosperity of the country rests upon too sure and stable foundations to be disturbed seriously by the circumstances of the last six months. Western Canada is past the experimental stage. The tide of immigration is flowing in, unchecked by startling and exaggerated reports of the rigors of a severe Winter, the railways are planning larger extensions this season than in any previous Summer, and real estate values are steadily advancing. A little patience on the part of eastern manufacturers and wholesalers is all that is required. In a few weeks conditions will right themselves.

In one respect the severe Winter, with its resulting hardship to business, has been a blessing in disguise. It has brought to the attention of the general public, of the railway officials, of the Railway Commission, and of the Government, the fact that the equipment of the railways is quite inadequate to the needs of the country. Great efforts will now be made to remedy this state of affairs; greater efforts than would have been made had not the need been made so apparent by the events of the past few months.

The "P. C." Plan

Means Success For You.

In Every Province

P. C. 125



For stout ladies, lace sides, long waist. Strong coutil and steels.

are the merits of P. C. Corsets known. Our consumer advertising has brought them before interested women. And when a woman has once worn a P. C. Corset she will never be satisfied with any other.

Why not supply this demand?

Look into the merits of P. C. Corsets. Back of P. C. work is P. C. co-operation.

P.C. 810



A Canadian favorite. English coutil. Medium high bust. Four silk hose supporters. All sizes and colors

Parisian Corset Manufacturing Company, Limited
QUEBEC, Canada.

Ontario Branch:—Brampton, Ont.; F. W. GILLIES, Manager.

The Reliable Waist
None Better Made

We are kept very busy with re-orders, but we are not neglecting our customers. We are always showing "**something new.**"

Our **Marie Antoinette** Waist and Jumper Suits are very popular. Did you see our **Japanese Sleeve?** It is the right one.

We cannot call to see everyone this season, being so piled up with local orders. Your card will enable us to show you our line. When in the city call on us. You will always find

"**something new**"—

This is our aim.

I. MISHKIN & CO.

423 St. James Street

Montreal, - - Que.

We give special attention to mail orders.

Money-Making Garments

COATS, SKIRTS

The best popular-priced line in the market

You owe it to yourself to find out where to get what is best for your trade and most profitable for you.

A line to us will ensure you seeing the Fall line.

Call when in the city.

The Standard Cloak & Skirt Mfg. Co.

236 St. Lawrence Main St., MONTREAL

MR. MERCHANT! How about your

BLACK SATEEN WAIST

trade? It is our specialty.

OUR { Designs are Natty
Fit is Correct
Prices are Right

Prompt Deliveries

Prices Range from $6.00 to $18.00 a doz.

Write for Samples

Special Values in White Waists from $6.00 to $18.00 per dozen

C. G. GEMMELL - Peterboro, Ont.

HOLD YOUR TRADE WITH "LAURENTIAN" GOODS

The idea behind the Laurentian Brand is quality of material, accurate workmanship and perfect fitting garments at right values.

JUST NOW WE'RE TALKING

FLANNELETTE TRADE Laurentian MARK UNDERWEAR

No Skimping of Material——Every Garment Full Size.
A Careful Selection from our Line will Make Money for You.

PLACE YOUR ORDERS NOW.

LAURENTIAN WHITEWEAR COMPANY, LEVIS, QUEBEC

THE CLOAK PROBLEM

Is your trade in Popular Priced Garments Growing?
Are you selling Griffin Brand Coats, Suits and Skirts?

SEE FOR YOURSELF WHAT THE FALL LINE OF GRIFFIN BRAND GARMENTS IS

Our men are now out with a strong range of early Fall Lines.
Give our Representative an hour or two when he calls.
We feel you will not regret it.
Perhaps you are not on our calling list.
A Postal Card will bring a Salesman.

The Empire Mfg. Co. 138 Craig Street West **Montreal**

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 25 cents.
Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg.

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswel or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, MAY, 1907.

NEW ADVERTISERS.

Canadian Underwear Co., Montreal.
Gemmell, C. G., Peterboro, Ont.
Grand Rapids Show Case Co., Grand Rapids, Mich.
Hilker, A. M., Underwood, Ont
Mitchell Self Testing Safety Code Co., Toronto
Phillips & Wrinch, Toronto.
Standard Cloak & Skirt Mfg Co., Montreal.

A POINT FOR THE WHOLESALE HOUSES.

Upon the situation surrounding the strained condition of the market in all dry goods lines the wholesale houses have impressed themselves strongly. Never did a more favorable opportunity present itself for the demonstration of their full value to the retailer, and the latter warmly appreciates the manner in which they have stood between him and the hardest market Canada has ever experienced. In discussing this matter with The Review, a Wiarton merchant said that for the future he had made up his mind not to depend upon import orders for his goods.

There is a great deal that the wholesale houses can do to improve the condition of retailers in general. First and foremost we would recommend that they give earnest study to the operation and growth of the retail mail order business, and the efforts which local merchants are putting forth to conserve the trade of their home markets. If they do this they must be impressed with the fact that one important requirement of stores in places where the catalogue houses claim strongest patronage is a much better assortment in every class of goods carried. We do not mean that a retailer should be urged to add a variety of new lines on the same basis as he has been accustomed to buying his stock. That would require an extra outlay that he could not stand, and which is not at all necessary. The point is that he order a much greater variety of lines, and a smaller quantity of each that he has purchased of those stocked heretofore. He need not materially increase his total outlay on placing orders, but he will have to assort more frequently than he has been accustomed to doing. We are satisfied that by following this plan he may reclaim a lot of trade that now goes to Eaton's and other mail order concerns. The wholesale houses can help him to carry it out.

DOES NOT AGREE WITH US.

In the April issue we criticized adversely the course which one merchant pursued in opposing the competition of the catalogue houses. He secured the insertion of an article in the local paper telling the people that they should buy at home because it was a duty they owed to their town, and that unless they did so the latter could not be expected to make the progess it would if the money earned there were spent with the men who had invested their entire capital and energy locally. The article went on to say that citizens who made purchases out of town were doing a mean thing, and that they were very much mistaken if they imagined the practice could be continued without the fact becoming generally known. It was stated frankly that mail orders sent out from this community amounted to more in a year than the total annual receipts of any one of the home merchants

The Review looked upon this article as an excellent piece of free publicity for the catalogue houses, and expressed the opinion that it would fail to accomplish the object for which it was written. Its author does not, however, altogether agree with us, although he admits that if the arguments which he used were applied to conditions in most of the smaller cities and towns of Canada, our criticism would probably be without fault He says that while they were intended to have a good general effect, they were aimed particularly at several prominent people, among whom is a bank manager. To the latter this sentence was directly addressed: "You may, perhaps, be earning a salary that is not directly contributed to by the community in which you live, and feel that you are under no obligation to patronize local institutions, but do you suppose the managers or directors of the interests you represent would take this view?" Already citizens have been in his store who had not patronized him for a considerable time. A school teacher went to him, and after confessing that he had bought extensively through mail orders, promised, now that he saw the matter in the proper light, to be loyal

to home interests hereafter. These results appear to him conclusive evidence that the course he took was the right one under the circumstances.

We did not attempt to quarrel with the truth of this merchant's arguments, but we did say—and still believe our stand to be the correct one—that he did not go the right way about converting the people of his district from the mail order habit. He started out by admitting that outside concerns made heavy inroads into the business that should be handled by local stores, and the only reason he advanced why this should not be so was that it was the duty of everyone to circulate his money at home. Not a word about comparative values ! How much more convincing it would have been if he had argued that home merchants could supply just as good values—as a matter of fact, we know that in many cases they give better—as the catalogue houses, and that it is much more convenient and satisfactory to buy from them than to send away for goods. Then, if he wished, he could follow this up with an appeal for a test of his assertions, and point out how the community as a whole, and, consequently, everyone in it, would be benefitted by the circulation of as much money as possible locally.

From the above it might be taken that we are in favor of merchants, who feel mail order competition strongly, writing for, or inspiring in, the local press articles calculated to wean people of their communities from patronage of outside concerns. If asked to lay down a general rule we would say that we are opposed to such a course, while admitting that there may be circumstances under which it would be advisable. In this instance we are inclined to question that, although a few persons have, apparently, been brought to time, the catalogue houses have not assumed a position of greater importance in the eyes of many others than they ever held before.

The best way to fight the catalogue houses is to treat them as legitimate competitors whose patronage the local merchant can lessen only by giving his customers just as good values as they offer, by introducing strong descriptive matter into his advertising, and by generally improving his methods of doing business.

A DRY GOODS WAR.

When price-cutting prevails to such an extent that it is called a "dry goods war" we meet with a condition that must be deplored. In a town of about twelve thousand people there are eight stores catering to the dry goods trade, and as they are all of an excellent class, and conducted by aggressive merchants, competition is, naturally, very keen. About a year ago the real "war" started, and for months there was a regular fusilade of bargains. One store held a big sale, and several others jumped into the game right away. Prices were "slashed and slaughtered" until some lines of goods were selling, week in and week out, at actual cost. When we were in this town one day recently three of the merchants were getting out announcements of further "bargainfests," one to last sixteen days, another ten days, and the third a week or more. Two of them offered for the sacrifice nearly every class of merchandise beneath their roofs. Perhaps others have by this time started in to see what they can do along the same line.

When the "war" began two firms decided that they would have none of it. They went ahead and did business in the regular way, only offering price inducements when there was a good reason for so doing. One of them had been established only a month or two. Its proprietors tell us that they made fine progress right from the first, in spite of the fact that they refused to meet quotations of some of their competitors. They say they went in for a good class of merchandise, selected it very carefully, sold on strictly cash terms and experienced no great difficulty in maintaining a satisfactory margin of profit on everything. Their policy to-day is the same, and they have such a share of the trade going their way that they are exceedingly well pleased. The other firm which held to the steady method of merchandising find that business has increased very nicely during the past year, and they have every reason to congratulate themselves upon the stand which they took. All but one of those who engaged in the price-cutting—and he is the man who put on the first sale—deplored the present condition of affairs as one which greatly unsettles business. It is not necessary for us to go further into this matter ; the plain facts as stated are sufficient to drive home the point which we wish to emphasize.

IS IT A LACK OF COURAGE?

There are still numbers of merchants about the country who think it necessary to keep their stores open until nearly midnight every Saturday. Some even go so far as to make their closing hour eight or eight-thirty o'clock every other night in the week. What a piece of foolishness ! Is there any one of them who can give us a good sound reason why all of his business could not be done before six o'clock ordinarily and ten o'clock Saturday ? We have yet to meet the man who finds it possible to advance such a reason. Ask why the practice is continued and you will very often get the answer : "The others all do it."

In a town of fifteen hundred population the stores closed any time between eleven and twelve o'clock every Saturday night. One progressive merchant determined that he would no longer be a party to the maintenance of such abominably long hours, and he announced that thereafter he would lock up at ten o'clock. Others told him he would lose business ; that the thing could not be done ; that it had been tried before and had to be given up. He replied that the men who made the move and then went back to the old conditions were lacking in courage. He has demonstrated that he is right, although his competitors still refuse to follow his good example. However, that does not appear to be worrying him, and he is now looking forward to the time when he can get his customers to do their buying before nine o'clock. We would like to see this same spirit manifest itself in some other quarters.

Our New Warehouse

Desbarats Building
BEAVER HALL HILL

An Invitation

Every Fancy Goods buyer is cordially invited to inspect our stock.

MANY NEW LINES IN STOCK

Can't you take advantage of our invitation?



The China and Japan Silk Co., Limited

MONTREAL

Japan— Yokohama, Kobe
Canada— Montreal, Toronto
China— Shanghai, Hong Kong

ANTIMONY WARE
BAMBOO "
BASKET "
CHINA "
MATTINGS

BRONZES
BRUSHES
IVORIES
SCREENS

BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

The Non-Collapso Hair Pad



This is "The Gibson" Shape

Indispensable to the present style of hair-dressing

The Boyd, Brumell Co., Ltd.

11 Wellington Street West
TORONTO

All shapes in stock. One dozen in a box. Assorted shades in each box.

This series of ***"Non-Collapso" Pads*** is specially manufactured for Canada, the Hair and Steel being scientifically treated in order to meet the extreme climatic changes, the Hair being guaranteed to keep the beautiful natural wave and the Frame to retain its exceptional resiliency under all conditions.

FANCY GOODS AND NOTIONS

Directly after Easter, and right through the month of April, at retail, sales in fancy goods departments were very active. Large city stores have transacted an immense amount of business in both staple and fancy goods. Merchants interviewed state that the notion business has developed to a remarkable degree, and in most cases this line now claims the dignity of a separate department. It is only in this way that sales of the better goods have been made possible.



"Nautilus" Crest China.

* * *

There is a steady inquiry at retail for engraved combs, set with small rhinestones. Plain steel combs are also active and selling well just now. Cut steel combs, both single back and in sets are meeting with marked favor in the better class goods. Pearl goods set with rhinestones are one of the newest effects on the market. They are very attractive and ought to prove a good line to the retailer. Another tendency is towards brilliant-set combs. They are shown in pretty designs and effects, with back and sides to match. Heavily decorated, metal-mounted combs, such as sold well a year ago, are just now somewhat behind schedule.



Xmas Cards.

* * *

Hair pads are claiming the attention of the retailer to a great extent. They are shown in various shapes and assorted colors to match any kind of hair. They can be had anywhere from eight to twenty inches long, and in the better grade goods some very soft and light quality effects are shown.



Gem Frames to Hold One, Two or Three Views.

Hair nets in the different sizes will sell well, now that the warm weather has set in to stay. They are largely worn at picnics or outings of different kinds.

* * *

The post card and album business continues remarkably good. It was thought by many merchants when this fad first took the public's fancy, it would, like many others, have only a brief life. It has now been running smoothly for five years and gives no sign of diminution up to the present ; in fact, the tendency points all in the other direction. When these cards first appeared they covered a wide range of subjects, comic cards, sentimental effects, views and scenes. Just now views and scenes are holding first position, with the sentimental views and comic cards following in the rear. Outside of being instructive, views and scenes have sense to back them up.



Comic Post Cards in Chromo Lithography.

* * *

With the growth of Canada the demand for good fans is steadily on the increase and this tendency to some

WHAT'S THE STYLE?

See Revillon Goods

THAT'S THE ANSWER.

You are cordially invited to inspect the complete assortments shown in our various lines of Fancy Dry Goods.

Fancy Shirt Waist and Dress Materials and Trimmings, Fancy Leather Goods. Cut Steel Goods.

These lines represent the world's best products and have been carefully selected for high-class retail trade.

Import orders for Fall and Holiday Trade are now being taken.

Revillon Brothers, Limited

134-136 McGill Street, Montreal.

PARIS	LONDON	NEW YORK	LEIPZIC	SHANGHAI	EDMONTON
MOSCOW	NIJNI	NICOLAEIV	RHABAROSK	BOKHARA	PRINCE ALBERT

extent has extended to a few of the smaller towns. The French fans, chiefly in silk chiffon, with bone, ebony or pearl handles, have sold well. They are made in wide varieties of patterns, in both plain and cut steel spangles. These fans are very handsomely gotten up and ought to secure a fair share of the trade.

* * *

Large retail stores are showing varieties of fancy bags at the present time. The two-flap effect is one of the best styles of the season. Another good feature is the twin-strap effect. Beaded bags in every conceivable color are still in the running. They are made in a wide variety of patterns, and can be had anywhere from $2 to $48. Chain mesh bags are to the fore in high-class goods. Leather bags are coming into high favor, particularly in fancy leathers. Dainty shapes, principally of crushed morocco and other leathers, are active in the better grade goods. Colors predominating largely are light green, blue and grey. These bags are fitted with small mirrors and powder puffs and other articles for ladies' convenience. The general demand at the time of writing is for purse styles. The large bag shapes are somewhat behind schedule, as they do not contain the dainty interior fittings once used to advantage, and the public fancy has turned to small and medium-size coin purses. The little beaded bag, with drawing-strings, which sold very well last year, is also in the rear and the demand for this article is small. The feature of the current demand is the steady enquiry for foreign shapes. Prices have advanced about ten per cent. over last year, and this eventually is bound to affect the retailer, if it has not already done so.

* * *

Leather belts in all styles, and tinted leathers also, are active. A new belt on the market is known as the Margaret Anglin. This belt is manufactured from good leather, and silk elastic, in all the newest color tones. It is about 1¾ inches wide, and is mounted with gilt, gunmetal, and French grey buckles. The buckle has the appearance of being made in one solid piece, the divide, or place where it parts, being indistinguishable and somewhat of a surprise. The maker calls it "The Great Divide." This belt is a novelty and ought to become very popular.

* * *

Japanese fancy goods continue in high favor, and vases, baskets, bronze and brass ornaments, crockeryware, tea sets, and fancy lines of silk goods are shown. Candy baskets, made of fancy straw in every available color, are to be had from $3 per hundred up. Prices have advanced from twenty per cent. to twenty-five per cent. over last year, and importers state they will stay steady for Fall. China silks have advanced fully twenty-five per cent. over the previous year, and importers state deliveries are very hard to procure. The demand from the United States and Canada has been so great within the last year that weavers thought it a good time to advance prices, and did so accordingly. These increases are bound to affect the retail trade. Importers and jobbers have covered themselves accordingly.

* * *

Travelers are now on the road taking orders for the holiday trade. Latest reports are to the effect that active business is done all along the line. Manufacturers have brought out a large variety of new novelties, and merchants would do well to place orders early so as to secure deliveries on time. This is plainly a notion year.



DRESSING CASES

Our travellers start out July 1st with the largest line of Dressing Cases ever shown in Canada.

These cases are all our own make and contain fittings for use, which cannot be said of the imported.

The Julian Sale
Leather Goods Co., Limited
105 KING ST. WEST, TORONTO

HIGH-CLASS LINENS
Gold Medal Brand
MANUFACTURED BY
Wm. Liddell & Co., Limited
BELFAST
How to increase your Linen Sales.
HAVE AN EXHIBIT IN YOUR TOWN
Write for Particulars and Illustrated Catalogue.
R. H. COSBIE
30 W. Wellington Street, - TORONTO
IRISH LINEN AGENCY

THE NEW YORK MODE

Unseasonable Weather Makes Retail Trade Backward—Styles of the Present give Youthful Appearance—The Jap Sailor Hat.

The retail trade is in a most chaotic state owing to the peculiar weather conditions which prevail all over the country. Business in all lines has been slow, but no other reason is given for this condition than the cold and unseasonable weather. Many women are even, at this late date, wearing furs, although, of course, Spring millinery has been worn for at least two months. The styles in hats are erratic and almost bizarre. Indeed, the fashions of the present day have transformed women's appearance to such an extent that one is compelled to look the second time to make sure of even one's intimate friends. On the whole the effect has a tendency to rejuvenate, for as I have previously mentioned, skirts are extremely short and display quite frankly considerable ankle, for pumps are the footwear worn almost to the exclusion of all else. Then, too, short box or semi-fitted coats are very popular, and these, too, have a youthful tendency. Coats of the tight-fitting variety are cut on the cutaway lines and are exceedingly smart with their three-buttoned single-breasted fronts and rolled revers. The sleeves are usually three-quarter length, which, by the way, is an exceedingly unbecoming length, although the long gloves worn for all occasions do a great deal to eliminate that awkwardness. Chamois and heavy tan gloves are smartest, but the glove departments are preparing for an enormous silk glove business, as silk and lisle are really the only comfortable materials for Summer wear.

* * *

Have I mentioned the tendency to go back to the strictly tailored waist? Cross-bar muslins and dotted muslins are used, as well as plain batiste and lawn tucks and box-pleated fronts with flutings of narrow lace or self material are the usual embellishments. Sleeves continue to be short and are in the plainer models finished with a turned-back cuff. In these styles it is possible to return to the more practical opened-in-front waists, although lingerie and silk waists continue to open down the back

* * *

Tub dresses are to be prettier and at the same time more practical than ever. Little jumper dresses of plain duck, in blue, white, lavander and tan are charming for general utility wear. Guimpes or shirt waists may be worn with these frocks, which, if not made en princess, are so finished at the waist line as to give a one-piece effect. A single band of white inserting is the usual joining for the summer frock. Striped and polka dotted materials are smartest for general wear, flowered effects being confined more for the country or house wear. Black and white, especially polka dotted effects, are very strong both in silks and muslins. Blue or black foulard in polka dotted designs are very strong, as are also pongees and rajahs in natural and colored materials, either plain or dotted. There are still many devotees of the shepherd check, but New Yorkers have just cause to be a trifle tired of this style, which surely has been over-popular. The hair and so-called invisible checks and plaids are in excelent style, and in cotton and silk voiles are at their best. White suits are expected to enjoy great favor. Serge, panama and flannel are the materials most in evidence. These suits are made with short pleated skirts and either cutaway or box coats, usually relieved by a collar of black silk or velvet. The piece suits are in excellent demand, the waist being either a jumper or plain shirt waist.



Group of Show Girls from "The Parisian Model."

Robes of embroidery or lawn, with lace insertings, are selling well. Linen robes are also in demand in both the handkerchief and heavy linens. Batiste robes in delicate pinks, blues and lavenders, embroidered in white, are among the novelties in the dressier, but not necessarily more costly robes. The stores report a good business in these goods and also in embroidered shirt waist patterns. The latter, hand-embroidered, run into considerable money, but very handsome designs can be found for much less money in the machine-embroidered goods. Very lovely are the patterns embroidered on white Jap silk, wistaria, chrysanthemum, wild rose and other handsome designs being among those shown, combined with drawnwork or insertings of net.

* * *

Mention has previously been made of the fashion of wearing laundered collars. Charming are those embroidered and finished around the lower edge by a fluting. Dainty little ties are made of black or colored ribbon or of finely plaited lace or sheer lawn. These touches soften the hard outline of a stiff collar and are not only becoming but very dainty and simple looking, as no matter what the material the tie is a tiny butterfly or rosette affair. With the return of the stiffer waist it seems only natural that the sailor hat should be reinstated—which it most certainly is, much to the disgust of the millinery world. However, whatever it is and must be faced, so that it is well to prepare for an enormous demand for the rough black Jap sailor, plainly banded. A few white rough straw sailors are used in the cheaper grades, but very few. The call is for black and not in Milan but in rough black straws. The smartest sailor has rather a small crown, about two and a half inches in height and a brim between three and a half to four, or a trifle over, in width. Sailors, like the majority of hats, are worn set quite well back off the face. Panamas, for those who can pay the price, are very fashionable either trimmed or simply trimmed with a scarf. Bancock is also to be in demand for the high grade outing hat. Leghorn and Milan are the two strongest sellers. Leghorns are being worn even now, and are large and simple in outline, the trimming being mostly arranged toward the back.

* * *

We are at present suffering from a perfect epidemic of mushroom and Empire shapes. Old and young seem to have fallen under the spell of their charm. Really many of them are captivating, but so much depends upon the wearer and the wearer's coiffure. No wonder false hair is so much in demand, for it takes quantities of puffs and curls to fill out the great scoop-like spaces, principally at the back and sides.

* * *

It is really difficult to state what color or material is most fashionable. Quantities of cherries are worn. I mention these first because we have become so accustomed to roses that it hardly seems necessary to mention the fact that they are still the favorite millinery bloom. Cherries seem to be unusually good; indeed, quite the fad, as are also daisies—both the white, and yellow and black varieties. Grasses, wheat and field flowers are well to the fore. Flowers are arranged loosely on the majority of the hats, which adds to the picturesque effect.

* * *

Wide ribbons crushed into huge loops and bows are used in messaline and chiffon taffetas; among a perfect riot of bloom, indeed, the hats are laden with trimming of almost every description. The impression must not be conveyed that only hats with drooping brims are fashionable. There are, of course, many excellent shapes all more or less generously proportioned, and all to be worn setting well back off the pompadour. Even the sailor shapes are worn in this manner, and are trimmed across the front by large wings, or with a large bird. There are, perhaps, more grey, blue and burnt straws used than any others. Hardly any braid hats are seen, but frame manufacturers have little cause to despair, because plateaux must, of course, be wired as well as the broad brimmed capelines women are wearing. These have tam-like crowns of princess lace or dotted or figured net, all of which tend to accentuate the lavishly trimmed effects. Few really small hats are worn, but somehow the shapes, from the front at least, do not seem so enormous, owing to the fact that so much of the front hair is shown. The back views tell an entirely different story, for not only are the brims remarkably long, but are so arranged to stand out from the head, a fact which seems to accentuate the depth of brim, since the coiffure is not visible excepting from the front or profile. The nattier model, which you will remember is characterized by the shortness of the front brim, as compared with the back, has never been in more universal favor. Trimmings seem to be arranged either directly in front or back rather than at the side.

It is, perhaps, on the stage that the artistic merits of the new creations are seen at their best. Empire gowns, huge floppy hats and the kimona sleeves somehow seem not quite in keeping with the strenuous everyday work-a-day world. The plumgraph from "The Parisian Model" gives a very clear idea of the present-day fashions. The hats, every one, are lovely and well worth serving as models, since they are "created" by the great Joseph.

NELLIE GUNN M'CLELLAND.

A WARNING.

There are several men who appear to be systematically going about the country soliciting subscriptions for the MacLean Trade Newspapers and Magazines and are pocketing the proceeds where they are able to land a subscriber. Several people have been victimized in this way. Some of these men are not confining their efforts to the MacLean papers, but, from enquiries we have received from one or two of our contemporaries in the United States, are practising the same methods in regard to their publications.

Business men and others are cautioned to look out for these fraudulent canvassers, and we would take it as a great favor if they would notify us by wire, at our expense, should they meet any of these men, as it is our intention to prosecute them if we once get the hands of the law upon them.

No one is authorized to solicit subscriptions for us unless he has our regular subscription forms and a letter signed by us giving him the right to receive moneys on our behalf. Our friends, the travelers, frequently send us subscriptions, and, of course, where a merchant knows a traveler to be a representative of a reputable house he may be sure that the subscription he may take will reach its proper destination.

We trust that our friends throughout the country will lend us their assistance in endeavoring to land these fraudulent solicitors. The names of the men and the localities in which they were last heard of are: C. H. Raymond, Berlin, Ont.; J. C. Murray, Farnham, Que.; McDonald, St. Hyacinthe, Que. There is another who operated in Galt, whose name we have not yet ascertained.



The Canadian Millinery Review

Summer Millinery

The Larger Hat Indicated for Summer Wear—Plumes and Feathers Upon Dress Hats.

There are already indications that the advent of Summer weather will see the introduction of larger hat shapes, and though neapolitan and leghorn will be well worn, there will also be a large proportion of net and lace hats. These are made up in the large picture mushrooms, with drooping brims and large pouf crowns. The net is variously manipulated—shirred on wire, pleated, etc.—and the crowns are a cloud-like mass of color. While flowers are used, soft, delicate willow plumes or sweeping paradise is the really smart trimming, although the great expense confines these handsome feathers to the very few. The touch of velvet is another feature that only serves to accentuate the airy lightness of the rest of the hat, and this is obtained by the use of velvet chous or a bow of ribbon velvet. Feathers and ribbon velvet are also the fashionable trimming for leghorns and neapolitans.

Princesse lace is also much used, the hat being made of motifs and piece lace in the making of handsome millinery. Pyroxaline braids and brilliant satin straws are also seen, used in conjunction with lace nets, flowers, feathers, etc.

Tulle continues to be used, but chiefly for under-brim trimmings, its scarcity probably being the reason that so few all-tulle hats are seen.

Ribbon trimmings are more and more used as the season advances, and there is a wonderful variety of effects —chous, bows, rosettes, loops, and, lastly, as a mid-season development, long streamers and ends. A favorite way of arranging this back effect is in sash effect, the ribbon, which is about 5 inches or so wide, coming from the sides and tying below the brim of the hat at the back. Streamers of ribbon velvet are used in trimming leghorns and milans and brides that form a band over the hat and tie under the hair at the back are seen on some of the later hats.

So far this has been a big flower season, with the rose as the leading flower in the popular trade. Though roses will be big sellers to the end of the season, the woman who likes to be a little different is beginning to tire of them, and it is altogether likely that other flowers, particularly daisies and field flowers, will be more sought for. Wheat, oats and grasses are also in vogue and their use is increasing.

The exclusive milliner is using more plumes and wings than flowers—large fancy wings on the street and suit hats, and long ostrich plumes of the willow variety on the dress hats. Paradise, blondine and marabout are also freely used. In the less expensive models the flower spray is utilized instead of the willow plume.

The Review has referred many times to the fact that hats are worn at a new angle this season—not over the face, but backward. This, perhaps, with many shapes, is more apparent than real, the hat being set squarely on the head, the long, drooping back brim giving the apparent tilt.

The Market Situation

Acute Shortage and Poor Deliveries Likely in Many Lines —The Price Conditions.

A condition that cannot be too strongly emphasized is the continued shortage in many lines of millinery fabrics. This stringency has been badly felt during the present season and no relief seems due in the near future; in fact, indications point with almost absolute certainty to an increased congestion during the coming Fall. The importing houses have made every possible effort to obtain an adequate supply of goods, and the task has been one of uncommon difficulty. They have had to anticipate Fall requirements long before the usual buying time, and in order to have the goods here in time for the opening of the Fall season, orders have had to be placed months ahead. Raw silk is in very short supply, and not only are values on the rise but even when the top price is paid manufacturers are finding it hard to get immediate deliveries. This condition is going to affect the deliveries of silk fabrics later on. Under these conditions the manufacturer is not seeking for orders; in fact, it not unfrequently happens that when a buyer seeks to place a large order he can only get a portion of it accepted, and this is the case even when the manufacturer names his own price. Long dates for delivery are asked—anywhere from six to eleven months.

Tulles and malines are the scarcest thing on the market at the present date, and a goodly list of other materials could be given that are in short supply. Substitutes for tulles are doing well, laces, nets, etc., being used for the purpose. Prospects, it is said, are none too bright for a good supply for the Fall season. Canada is not alone in feeling the pinch; our neighbor to the south is also short, and more than one Canadian firm has been approached by United States houses in search of tulles for that market.

A feature of the situation is that the value to the trade of the importing millinery houses is being forcibly brought home to more than one retail firm, and in millinery, as in other lines, goods have been obtained from the importing houses when other sources of supply failed.

Buyers of Millinery Goods

WE ARE
SOLE MANUFACTURERS
OF THE
"ORB"
BRAND
HATS

The "ORB" straw factory at
Luton is
The Largest in the World

In Staple and Fancy Lines we show *the best of everything* at prices that are sure to interest Canadian buyers.

SAMPLES SHIPPED to the retail trade on supplying usual trade references, description and quality of goods open for.

Will find it to their advantage to make our acquaintance and see what we are offering in

Millinery, Flowers, Feathers
Ribbons, Velvets, Ornaments

We specialize in

MEN'S and BOYS' STRAW HATS
BOYS' JACK TARS
and LADIES' PARIS FASHIONS
in Straws, etc.

VYSE, SONS & CO.
LIMITED

76 Wood St., LONDON, ENG.
LUTON, PARIS AND BRUSSELS

Three Good Lines of Good Merchandise


No. 204


No. 216


No. 221

These goods are made from dependable materials, well put together.

DAINTY YET DURABLE **Orders Receive Prompt Attention**

THE D. McCALL CO., Limited

DEBENHAMS

THE HOUSE FOR STANDARD MAKES OF RIBBONS AND SILKS

SORTING

Special Values
Immediate Deliveries

FLOWERS TULLES HATS
LACES SILKS RIBBONS
CHIFFONS DRESSES BLOUSES

Owing to our close and unique connection with our London House, it will be well understood that we are enabled to keep our stock fully assorted at all times and to offer values that defy competition.

Our Mail Order Department is thoroughly organized

DEBENHAMS (Canada) LIMITED

Ottawa, 111 Sparks St. 18 St. Helen St., MONTREAL Quebec, 70 St. Joseph

DEBENHAM & CO. { London (West) London (City) Paris, Brussels, New York, Boston, Melbourne, Sydney, Cape Town. Johannesburg.

Millinery and the Horse Show

Special Openings, Both Wholesale and Retail, Held During the Month.

Special openings have been held in Toronto during the month of April, for the showing of millinery suitable for wearing at the Toronto Horse Show, and a good deal of business has passed because of this event.

It is not just the horse industry and allied trades that benefit, nor yet just the dry goods, millinery, and dress-making trades in Toronto that are gainers; the whole of the trade throughout the Dominion is interested in this show. Society attends in its best and bravest, not a few specially imported Paris and New York gowns being worn, and millinery commands as much, or more, general attention than the winners of the blue ribbons.

It is the fashion end—the opportunity to see just the styles that appeal to the Canadian woman who has the leisure and the money to make a study of what she wears—that is of such value to the outside dry goods merchant. It is here that he has a chance to study in advance those styles that will presently be passed on from Toronto to the rest of the Dominion; for, as he well knows, any style that develops strongly there is soon taken up by the smaller centres. This is the class of knowledge that the up-to-date merchant is always after, as it forms an invaluable guide to future buying.

Up to a recent date there was some uncertainty as to whether or not Toronto would be able to hold a show this year, as the armouries were no longer available. Fortunately this difficulty has been overcome and the show has been held in the St. Lawrence Arena, part of the remodelled St. Lawrence Market.

THE PLEATING AND MFG. CO., LIMITED.

An Ontario charter has been granted the Pleating and Manufacturing Company, Limited, Toronto, with a capital of $40,000, divided in $10 shares. The incorporators were: John J. Eaton, manufacturer; May L. Eaton, married woman; Fred. H. Hurlburt, lumber merchant; William H. Miller, accountant, and Revena Kelly, book-keeper, all of Toronto. The object of the company is "to manufacture, sell and deal in all goods made on pleating and other machines used in the manufacture of all kinds of dry goods."

STRIKE IN HAMBURG.

Merchants who have experienced difficulty in securing prompt deliveries of Spring hosiery and gloves coming from the Chemnitz market are probably not aware that one of the difficulties importers had to deal with was a serious strike in Hamburg. This important shipping centre for Chemnitz goods was recently tied up owing to all dock laborers going out on strike. Goods were held up, and in many cases were shipped around by way of Bremen. However, this took time and caused considerable delay. The strike in Hamburg is now settled.

HOSIERY AND UNDERWEAR.

Tan hosiery will be in demand as soon as the warm weather sets in. This is due to the fact that tan shoes are to be worn extensively. Other leading colors are greys and navy blues.

There is a decided feeling for athletic underwear—sleeveless shirts and knee-length drawers. They are cool, and comfortable in every way.

Deliveries of all classes of knitted goods are poor, but, in view of the market and manufacturing conditions this is to be expected.

WRAPPERETTE LINES FOR FALL

TEXTILE
DOMINION
CO·LTD

¶ You will find the Fall lines of Canadian Wrapperettes exhibit the highest example of perfection in weave, dye and finish.

¶ The variety of designs is endless, and individual patterns are not excelled by the finest imported goods.

¶ There has been a decided bettering of quality in many lines, and a distinct advance in color harmony.

Your jobber is now showing the range.

Place Your Order Now

STAPLES AND RAW MATERIALS

The Cotton Market—Whites and Greys Scarce—Jobs Out of the Market.

A backward Spring in many sections of Canada has tended to relieve the true situation in desirable Spring cottons. Retailers with incomplete stocks did not feel the full force of the scarcity of goods, as trade has not opened actively at retail. However, as the season progresses they realize that almost every desirable line of cotton is hard to procure. They feel the situation in two main ways. Jobbers deliver Spring orders incomplete, and manufacturers are held back many times in making prompt deliveries as they cannot secure the requisite cottons from the mills. Almost every garment and clothing manufacturer is finding difficulty in this direction.

Canadian mills are extremely busy, and have turned their attention to Fall lines. They have no jobs to speak of to offer wholesalers. The English market is still behind with orders, notwithstanding the enormous increase in the number of mills and spindles. China is becoming a large consumer of cottons and England finds a ready market in this direction.

At the present time jobbers state that whites and greys are very scarce and are the hardest materials on the market to procure. Some of the houses are absolutely without a case of grey goods, and very few white materials are shown. A wholesale staple goods buyer, in conversation with a Review representative, stated that in his wide experience of over twenty-five years in this business, he never has seen the staple market in such a condition. Both domestic and foreign mills are experiencing a very large demand for these goods. Sheetings, pillow cottons, denims, tickings, cottonades and flannelette blankets are very scarce, and are also largely in demand. In view of the prevailing conditions, merchants should anticipate their requirements and order early and liberally. The retailer who places on time may expect deliveries and do the business. The merchant who puts off his placing till too late is sure to be disappointed in the end, and will not receive goods on time. Buy early as no relief is in sight.

Fall orders for staples have been well placed by the wholesalers up to the present writing. Sample lines are about complete.

There have been several advances in price, and some lines have been withdrawn entirely, as manufacturers are stocked with orders and cannot take care of any new business before November. In the wholesale district the general opinion is that prices will go higher on whites and greys for next season.

The present condition of the print trade is very favorable. Several of the wholesale houses have been able to secure sufficient quantities to carry them through any shortage which may crop up. Ranges seen in the different houses show up well and cover a large variety of colorings, widths and weights. Some manufacturers were unable to secure sufficient quantities of raw cotton to carry on their business. They had to shut down mills, for a week at a time, at various periods. This was done so as to allow shippers of raw cotton time to forward shipments of any quantity sufficient to keep the mills in operation. Still another thing that has handicapped the Canadian mills is the uncertainty of deliveries. This is, no doubt, due to the crippled railroad facilities, which caused a certain amount of congestion on the different materials, also keeping large stocks of merchandise tied up on various side lines. Canadian mills were behind in their deliveries, but just now they are coming through fairly well. Information received is to the effect that mills expect to have all orders complete, or nearly so, this month. If this proves true it will place the print trade in a much better condition than it has been for months. It is also claimed by jobbers that goods turned out by Canadian mills this year are all that can be expected ; the designs are original and the finish has even been improved on. The cloth is now up to the highest weave, and results are sure to be larger sales in the future. Demands run on staple and general lines. Some jobbers state that prices have not altered to any great extent as far as they are concerned.

The month of May will, no doubt, see a great many customers in the wholesale districts. They may pick up a bargain here and there which will complete their stocks.

The Lining Trade.

In spite of the considerable advances experienced this season in the lining trade, jobbers state that merchants are booking well on sateens and other linings. Owing to deliveries having been very bad last season, they have anticipated their requirements and placed orders early. The continued rise in prices, also the scarcity of goods and the especially high prices of Egyptian cotton, have had something to do with the early ordering. Schreinered and mercerized cloths are selling well and the better qualities are meeting with steady sales.

The Fall Outlook.

The outlook for Fall, in a good many of the lower lines of flannelettes, is not very bright. Indications point to the fact that this line will be extremely scarce. One large cotton mill has withdrawn its entire line. Merchants have been so anxious to book for Fall, and orders are coming in so rapidly, that mills are asking October and November deliveries to the jobbers.

Prices for Fall have advanced from 5 per cent. to 7½ pet cent., and on this account retailers will have to pay a slight advance over the Spring prices. Most jobbers have anticipated their wants and bought freely.

Good values are shown in saxonies, and striped flannelettes are showing a decided improvement. Jobs have been an unheard of thing for some months now, owing to the scarcity of materials and the large demand for goods.

Buyers for wholesale concerns are looking forward to the same shortage in wrapperettes that has been experienced with flannelettes. Prices for these goods for the Fall trade are higher than this Spring.

Taking into consideration the advanced prices, the sale of these goods has been very satisfactory. The Canadian wrapperettes are keeping up with the times and are in first-class shape, as far as materials and designs are concerned.

IF you could give your customers a better quality of cotton for the same money they pay for ordinary kinds—

IF you could give them a larger choice of newer weaves and fresher patterns—

IF you could be first to show them every new thing in cotton—

DON'T you think your entire business would benefit by this increased activity in your cotton department ?

These are exactly the business-building opportunities offered you in

KINGCOT

YOU can prove this to your own satisfaction by seeing samples of these Kingcot lines:

Ginghams
Dress Goods
Apron Ginghams
Saxonys
Flannelettes
Domets, Awnings

Shirtings
Oxfords
Denims
Galateas
Tickings
Cottonades

The travellers of any good house can show them to you.

For the People Behind the Counter

Interesting Information and Advice Addressed to Salespeople — The English Apprenticeship System.

Not so long ago it was impossible to secure a position in the dry goods trade in England without first producing an indenture showing that a full apprenticeship term had been served. In some districts this condition is still rigidly maintained. One of these indentures, or "sheepskins," was shown The Review by an Englishman who is engaged in business in Toronto. A copy of it is herewith given, and should make interesting reading for every young man in the Canadian trade :—

"This indenture witnesseth that —— —— doth put himself apprectice to —— ——, drapers, ——, to learn the art and with them after the manner of an apprentice to serve from the —— day of ——, unto the full end and term of three years from thence next following to be fully complete and ended, during which term the said apprentice his masters faithfully shall serve, their secrets keep, their lawful commands everywhere gladly do. He shall do no damage to his said masters, nor see to be done of others, but to his power shall tell or forthwith give warning to his said masters of the same. He shall not waste the goods of his said masters, nor lend them unlawfully to any. He shall not contract matrimony within the said term, nor play at cards or dice tables, or any other unlawful games, whereby his said masters may have any loss with their own goods or others, during the said term, without license of his said masters ; shall not haunt taverns or playhouses nor absent himself from his said master's service day or night unlawfully, but in all things as a faithful apprentice he shall behave himself toward his said masters and all theirs during the said term.

"And for the true performance of all and every of the said covenants and agreements either of the said parties bindeth himself unto the other by these presents, in witness whereof the parties above named to these indentures interchangeably have put their hands and seals, the fourth day of March, 1882, and in the forty-fifth year of the reign of our sovereign lady, by the grace of God of the United Kingdom of Great Britain and Ireland, Queen, defender of the faith, and in the year of our Lord one thousand eight hundred and eighty-two.

"And the said —— —— shall instruct their said apprentice in the art of the drapery trade, which they useth; by the best means that they can shall teach and instruct or cause to be taught and instructed, finding unto the said apprentice sufficient meat, drink, lodging and all other necessaries during the said term."

What remuneration did this apprentice receive for his three years' service ? None whatever. On the contrary, his father paid the firm with whom he served $75 for instructing him. Every indenture provided for some premium, the amount of which varied in different cases.

Never attempt to instruct a customer. Suggest, or politely question the desirability of this or that.

A FEW WORDS FROM THE BOSS.

Have you ever realized, my friends behind the counter, how important is the place you fill in the trading community ? Upon you rests much more responsibility than is dreamt of by the rank and file. You can make or mar the business you are engaged in, and we, your employers, are at your mercy. This is no figure of speech.

I have been prompted to have a talk with you about business methods by an incident I witnessed the other day. A lady came hesitatingly into one of our leading establishments and stopped short when she saw that the millinery department was nearly empty, and that eight pairs of eyes were critically fixed upon her. She was a shy lady, so she retreated, but spent $50 in cash in a rival establishment. Now, a cat may look at a king, and a salesperson need not be servile to even the wealthiest patron of the firm, but eight young persons had no call to hustle a shy lady out of the department with their eyes. A little knowledge of human nature would have resulted in hard cash to the tune of $50, but no one came forward tactfully to receive the shy customer, and nobody thought it necessary to seem to be busily engaged in looking elsewhere than straight at a sensitive face.

It's the little things that count in business, and they are all comprised in the little word tact. If you are a woman don't bother about relating to the next friend behind the counter the good time you had last night while you are handing change to the customer, and never think it too much trouble to leave a good impression upon the woman you have served. Make her feel that you are a part of the great machine of business, and that it is a pleasure to do business. Concentrate your mind upon what you have to do to-day, and reserve frivolous conversation till the shutters are up.

If you are a man deal as pleasantly with men as you would with women ; study their tastes, peculiarities, and desires. And both of you study human nature, and study the boss most of all. His interests should be yours, otherwise you are taking money under false pretences, for he hires you to supplement his own efforts. Be sure that your promotion will be quick if you give loyal service, and always aim at the top of the tree.

I know a man who less than thirty years ago was a clerk in a small country store. He now employs five hundred hands. He was simply tactful and industrious.

He never bothered about "good times" when business was doing, and no customer ever left him without feeling that he practised the art of pleasing. His reputation is the same now as it was when he was an assistant.

Now, don't think that you should do good work for nothing. Never be afraid to demand more money if you are really worth more. If you cannot get justice in one place there are a thousand doors open for the salesperson who can pull in business. We cannot do without you, and you cannot do without us. Let us pull together for the good of the house.

POINTS FOR THE SALESLADY.

Remember that all the time spent in the store belongs to your employer.

That courtesy behind the counter wins even the most captious customer.

That gossip about young men, or with them, is unbusiness-like, and, under the circumstances, rude.

Do not thrust a package at a customer as you would a pistol in the face of a highwayman.

Never throw down goods with an air that seems to say, you do not care whether your customer buys or not. And do not talk to another clerk behind the counter while you are selling.

Remember that the purchaser often sees more in the seller than she thinks, and refined young women have made valuable friends for life by their courtesy to a customer.

Dress modestly and avoid cheap jewelry. Strive to be prompt and polite ; have a well-modulated voice, and pay strict attention to business while on duty. In fact, strive to be a model saleswoman, and it will not be long before you are recognized as such by your customers as well as by your employer.

Remember always, that you are superior to your circumstances only when you make yourself so. The most selfish and exacting of employers is always ready to recognize the merits of an efficient clerk.

Our London Letter

The latest advance foreshadowed is that in pins. The makers of these small but necessary articles, are finding themselves compelled to ask a higher price. This, they claim, is due to the persistent advances that has taken place in raw materials. The kind of copper used, has, in a very short period, advanced about 50 per cent. Pins have already gone up 30 per cent., and a newly revised price list, showing a further rise, is expected in the near future.

There was a record attendance at the March series of fur sales. American buyers were more numerous than ever, and there was a large contingent from the continent. Fashionable furs fully maintained their values, and in the case of specially wanted kinds advances were made. Prices are now fixed for the year, and there is no indication of any sagging tendency. The demand was good, competition was keen, and the whole of the stock of furs offered was readily absorbed.

Bradford.

There was some anticipation that when the large Australasian output was really in sight there might be some easing off in the values of raw wool, especially when the stringent conditions of the money market were considered. The tremendous demand is over-riding these conditions, and the tendency is still upward, as it is quite evident that, notwithstanding the large amount of colonial wool which has already arrived, the trade in Bradford and in all other woolen centres, is still wanting wool. Combers are working at high pressure to supply the immediate requirements of the spinners, and the spinners in turn are finding it difficult to keep up with deliveries for home and foreign customers. Therefore, there are no stocks of any description accumulating.

In the fabric end of the business, the chief complaints heard refer to tardy deliveries. Orders are in plenty, due in a measure, to the fact that buyers who were unwilling to pay the advances have been keeping their orders down to the narrowest possible margin. Now, when they see that further advances are inevitable, they are coming into the market, only to find that the supply of Bradford fabrics is not nearly equal to the demand.

There is some unrest, too, in the operative class, and operative wool combers are asking an increase in wages. Some of the leading firms have already decided to grant the men's demands.

Nottingham.

The influence of good times is making big changes in the town and district, for extensions, alterations and removals are the order of the day. These are not wholly confined to the lace makers, but the hosiery and the making-up trades are also affected. The lace trade is extending to the neighboring towns and villages, and Ilkeston, Long Eaton, Sawley, and Sardiacre are developing into busy industrial centres. A large factory has been erected at Draycott, near Derby, for the accommodation of 200 lace machines, and is held to mark the beginning of an epoch of development in this quiet little village.

Here, too, there is unrest in labor circles, and some classes of lace operatives are "asking for more." With the exception of one or two factories that make goods not in demand, the tide is still running high, and full work in every department is the rule. Good repeats are coming from the States, and in spite of the big increase of 50 per cent. in the past twelve months, there seems at the present to be a practically unlimited demand. The goods asked for are nets of all kinds, in cotton and silk, fine narrow vals., torchons, clunys, maltese, etc. Tulles are in very brisk demand, and all-overs of various styles are selling. Cable, mosquito and point d'esprit nets are in good demand.

Manchester.

The fact that cotton spinners are doing quite well at present is evinced by the result of the late stock-taking operations in the Lancashire mills. In one instance the profit was as high as 75 per cent. per annum, and in another 60 per cent. Taking the balance sheets of about twenty mills, the average gain on the share capital works out at something like 35 per cent. per annum.

Users of yarn are not purchasing in advance of their needs, but where sales are made the spinners have obtained a wide margin of profit. Values are keeping up to a very high level, when the resistance of the users is considered. There is no weakness in the fabric end, and no manufacturers are seeking business, but those manufacturers who have to buy their yarn are heavily handicapped, when compared with those who both spin and weave.

E. S. Carr, general store, Jacksonville ; succeeded by Nelson Turney.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

Some New Sleeve Models Described and Illustrated—Features of the General Mode.

At this date the styles for the coming season are definitely fixed, and there is little chance of any radical change being accepted later on. Modifications, of course, there always will be, but the smart set, which in this case means the "demi-mondaines," have cast their vote





and the crowd may be safely trusted to follow blindly in their lead. One of the most interesting features of the moment is the change in sleeves—a change dear to the heart of the dressmaker, as it will be impossible to arrange or adapt an old model, therefore, a new one becomes a necessity. The sleeve, or upper part of it, is a continuation of the bodice, the arm-hole seam being entirely suppressed. Already a drooping shoulder line is effected by means of epaulettes and "volants," as will be seen in the accompanying sketches, which represent, very fairly, the styles now in vogue. Bodices are almost all draped ;



either the drapery forms the bodice itself, with a lace front or empiecement, or it is carried over the shoulders into the waist belt, descending onto the arms and giving the sloping effect. The loose folds and pleats also tend to make the bust look wider. The bretelle movement, which carries out the same idea as the drapery, seems greatly in favor. These are not the narrow braces of last Summer, but are both wide and long, cut "en biais" to fall in folds over the shoulders, crossed back and front, and tapering to a point, are taken into the waist belt ; or again, they are sometimes cut in steps, forming epaulettes over the shoulders, the cloth being cut "en biais" to avoid a skimpy appearance; sometimes instead of being crossed at the back and front they are held in place by means of straps and tabs with a smart effect. This idea is generally carried out in the same material as the skirt is made of (a plain tissue giving much the best effect) and worn over a lace or lingerie corsage. A few dressmakers are trying to bring back long sleeves, but so far the Parisiennes will have nothing

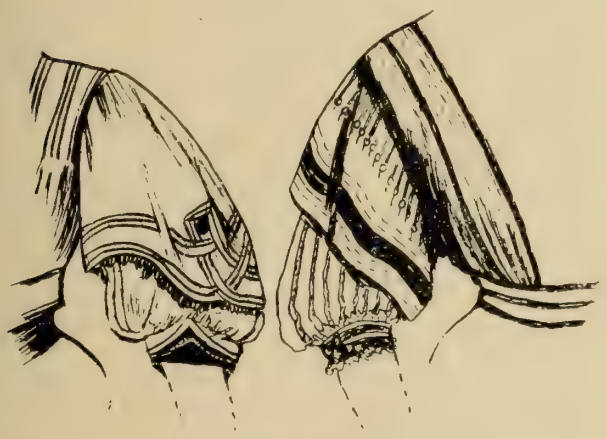


to do with them, except, of course, the sleeves of classic tailor gowns and morning waists, which do not vary to any great extent. At the same time advocates of the long sleeve—and they are not a few—have faith in their power to establish it before the Fall.

There is every indication of a quick change of design in dress materials. Striped woolens and cottons, organdies, muslins and silk mixtures are, at the moment of writing, the "haute mode" and will run for some time longer, but floral or dimity designs are surely coming. The stripe, whether made up on parallel lines or otherwise, is too conspicuous and shows the date too much for it to remain "chic" for very long, and it is, therefore, doomed to fall speedily into the vulgar. Morning gowns in voile or woolen materials, the skirt striped and pleated (very usually a dark grey stripe or a paler grey ground) with bodice or jacket of a plain cloth the same shade as the ground work of the skirt, are being

extensively worn and recall a bygone mode. To make the two garments harmonize, the skirt is trimmed with bands or tabs of the plain material, or with whatever trimming is employed on the jacket. Grey of all shades, black and white, grey and white, as well as a dull blue and white, are the leading tints for these morning costumes, but for other purposes fresh, bright colors are being extensively used. A soft spinach green, Parma violet, mauve rose, all the scale of beiges and browns, and a light thin red called "rouge homard," are receiving some attention.

With the short bolero and directoire gowns the high waist at the back is still "de rigeur." This style permits of a graceful draping of the skirt, which, in a soft material, has a most happy effect. Tussor is being much employed for afternoon and visiting gowns. For evening gowns modulations of the Empire style are still very much favored. It is astonishing that this mode, which was adopted under protest, should have secured such a firm footing in public favor. In evening wraps fewer silks are seen this season; they seem to have been replaced by faced cloth trimmed extensively with lace and velvet. A good model in "pervenche" blue cloth recalls the old-fashioned rotonde cape, but in this case the sides are fitted to the waist under a square opening which serves as armhole. The back and front fall in voluminous, loose folds. Round the collar, and reaching to the hem, as well as round the sleeve opening, is a wide band of narrow black velvet interlaced with gold, and piped with



blue taffetas. An edging is formed of black and white mousseline ruching.

It would seem that the latest millinery models, such as were seen at the recent Concours Hippique, have been created absolutely in the interests of the hairdresser, for it would be absolutely impossible to wear the large mushroom hats, which are placed on the top of an enormous chignon with bouffant front and sides, so that the face is in no way shaded by the hat, without having recourse to padding or numerous false tresses and curls. The same remark applies to the miniscule sailor with sloping brim. However, as it is the modification of these extreme styles which is accepted, there is still hope for the great majority of women who cannot afford to keep a "coiffeur" on the premises. The cache peign is much less voluminous, hats being no longer tilted forward, but, on the contrary, many of the models have an inclination to a backward slope. A good model is a large cloche form in dull green straw, encircled, with the exception of the right side, by a wreath of enormous marguerites and leaves in various shades of pale yellow, and deep-colored centres, uniting the wreath is a large bow of green liberty ribbon, the same shade as the straw. A Louis XVI. in white "paille d'Italie" has a high crown and lying onto the brim is a loose drapery of shot pink and cream silk, which gives the base of the crown a very wide effect. At the left side is a bunch of three very large pink and cream roses, full blown, with their leaves, the top rose reaching higher than the crown. A smart model is a small "chapeau-toque," that is, a medium crown with very narrow, sloping brim. This is carried out in a mixture of blue and brown glace straw. Bands of ribbon are carried from under the brim in front to the right side of the top of the crown, where they form a bow. A large bunch of yellow marshmallow flowers cov-



ers the back of the hat, falling almost to the nape of the neck, and from under the flowers fall blue ribbon streamers. Another model is a white leghorn with the brim sharply bent up at each side. This is ornamented with a large bunch of pink roses and lilac, and white lilac placed at the front of the crown, sprays of which reach over the left brim. From behind this an enormous white feather curls over the back, falling to the shoulder. Quite a new style is a round sailor with medium brim, curled upwards all round, carried out in very fine grey



straw. Around the crown is a wreath of pink roses, evenly arranged and framed in their leaves, also evenly arranged and pointing upwards and down as the case may be—that is to say, those above the roses point up and those below point down. At the back is a bow of graduated lengths of deep grey velvet ribbon, four inches wide, the longest loops reaching to the nape of the neck. For a dress hat ostrich feathers in all shades are much employed, arranged "en panache" and almost covering the hat, but marabout and fancy plumes are also much employed and used in conjunction with flowers and ribbon.

A Unique Nine-Cent Sale

Every Fourth Article of Same Price as Three Preceding Purchases Sold for Nine Cents—Moved Higher-Priced Merchandise.

A unique sales-plan which was productive of excellent results was used by the E. A. Knowlton Co., of Rochester, Minn., about a year ago, says the Chicago Reporter. The sale was put into operation soon after the holidays and proved to be one of the most effective ways ever tried of moving the class of merchandise that the store desired to close out at that particular season of the year.

The plan of the sale was to sell every fourth purchase of the same price as three preceding purchases for nine cents. For this reason the sale was advertised as a "Nine-cent Sale." The plan, as announced in the advertisements, was as follows :

Conditions of Sale.

We propose to sell you every fourth article or yard of the same price for 9 cents, no matter what the price may be—$1 or $50. One transaction must complete the purchase ; or, in other words, the sale must all be made at one time in order that you may get the fourth article or yard for 9 cents, although you may repeat the four purchases as many times as you wish.

Further on in the announcement it was stated :

A merchant wishes to have the least possible amount of Winter goods on hand at the time of a Spring opening. It will be some time before any warmth will be felt. We take the following new method of reducing our stock to the lowest possible point. Don't forget that we offer you our new white goods, embroideries, laces and muslins on the 9-cent proposition during this sale.

Explained by Ad. Man.

Mr. George B. Knowlton, in charge of the advertising of the Knowlton store, explained the plan more in detail to a Reporter representative. He said : "The fundamental proposition of the sale is to give practically a 25 per cent. reduction on goods bought during the sale. This is at once apparent when you consider that every fourth article is sold for 9 cents.

"Of course, this would not be true if only cheap goods were bought, and the sale is not calculated to move any goods costing less than 9 cents, for there would be nothing gained by purchasing merchandise of this low price. The sale was designed to move the higher-priced goods, and it accomplished its purpose even better than we anticipated. The stocks principally affected by this plan were the ready-to-wear, the dress goods, silks, furs, house-furnishings, and articles which run into money.

The conditions of the sale were few and simple, and were easily understood by the trade after we had explained the plan in our advertisements. Every fourth article, which correspond in price with the three first purchases, was sold for 9 cents. The transaction had to be completed at one time. A woman could not buy two articles to-day, one to-morrow and the fourth the next day. She might visit the store and look at the goods, and make up her mind, but the four articles had to be bought at one time.

Sought Higher-Priced Goods.

"A person would naturally think that the higher the price of the article secured for 9 cents, the greater the bargain. This was just what we wanted the trade to believe. Regular prices were maintained, so that we could afford to close out the merchandise carried over from the Fall season for a 25 per cent. reduction. All the goods in the store were included in the offer, with the single exception of articles in the basement below 25 cents in price. The basement goods, from one to twenty-five cents, were sold at the regular prices, save a few specials, which were put on sale at the time to attract the trade to the department.

"In the ready-to-wear section we allowed any three purchases to be averaged, and any article at the average price of the three was sold for 9 cents. For instance, if a woman bought a $5 hat, a $3 petticoat and a $4 skirt, the average price of the purchases was $4, and she was allowed to buy any $4 article in the department for 9 cents. But if the woman wished to choose as the fourth article an item that cost $4.25, we added the difference to the 9 cents and sold it to her for 34 cents. Wherever the fourth article was more than the average price, this principle was adopted.

"The plan appealed to the women of the city as a very fair one, and the result was that the women advertised the sale among themselves, and each day the crowd at the store grew larger.

Stimulated Sales of Dress Goods.

"In buying dress goods, the fourth, eighth and twelfth yards were sold for 9 cents. This offer had the effect of hurrying up the women of the town who were thinking of buying any kind of dress material, either for Winter or Summer wear.

"A part of the sale was the clubbing offer, and this was the means of attracting considerable trade. We announced that the women would be allowed to bring in their neighbors and combine their purchases, the fourth article going for 9 cents.

"The advantage of our nine-cent sale was that it drew trade to all departments and opened all lines and all prices of merchandise to the bargain hunters. A great many sales are limited in the price of articles they move. For instance, a 29-, a 39-, or a 49-cent sale moves only the merchandise that is somewhere near these figures. Our nine-cent sale moved the higher-priced goods, and was a complete success in every way. Other merchants who heard of it wrote for the details, and have informed us that they adopted the same plan with very satisfactory results."

THE DOMINION GARMENT CO., LIMITED.

An Ontario charter has been granted the Dominion Garment Company, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were: Alban C. Bedford-Jones, barrister-at-law; Fitzgerald D. Byers and Frederick H. Lytle, students-at-law, and Mary E. Dickey and Grace M. Layden, spinsters, all of Toronto. The object of the company is "to buy, sell, deal in and manufacture men's, women's and children's garments, clothing and wearing apparel of every description; and to purchase, sell and deal in woolens, tailors' trimmings and tailors' supplies of every description, and all classes of goods used in manufacturing men's, women's and children's garments, and for that purpose to take over and carry on the business now being conducted at Guelph under the style of The Dominion Garment Company."

Just a word with you !

If you want the very latest and best in blankets —if you want a profit maker —if you want a leader for a sale—just write for a sample of our

"WOOL SAXONY"

It measures full 64 x 76, is silk bound and each pair is put up in a paper bag, and taking it all round it is the best blanket at the price we have ever seen.

You can retail it for $3.00 and make a big profit.

We have taken the mill's entire output.

The W. R. Brock Company, Limited

Toronto, Montreal, Calgary

COLOSSUS
SHIRTS and OVERALLS

95% of the Retailers in Business to-day are Aiming at Practically the Same Thing.

They're trying to build their business on a strong, lasting basis, and to keep the growth steady and perpetual. Now, there is only one way to do this, that is to stock Goods that will make Quality the selling Argument. This plan means satisfaction to the customers, and in the word "Satisfaction" is found the keynote of the rise and growth of every business that is worthy of the name.

Colossus Shirts and Overalls were put on this "Quality Plan" from the very start, and as a result the increase in sales has been phenomenal. Colossus garments, as the name implies, are large and strong, but the features which sell them---- the Materials, the Workmanship and the Finish---are high-class to a degree. Ask your Wholesaler---- he handles them and he knows.

COLOSSUS
SHIRTS and OVERALLS



Men's Furnisher and Clothier

Shirts and Collars

Hard to Get Delivery On Shirts—The Attached Cuffs Selling Well—A Good Display Idea.

The wholesale and retail trades are experiencing great difficulty in getting delivery on shirts. The factories have been working as hard as it is possible for them to work, but still they cannot nearly meet the demand. Many retailers who were late in ordering found themselves in the rather unpleasant predicament of being short of stock when the season opened. They refused to believe that conditions were quite so bad as painted, but their skepticism meant the loss of quite a little good trade. Nearly everywhere they go travelers are called upon to make excuses for the non-delivery of orders placed some time ago. When the Fall season starts it is likely that very few merchants will neglect to cover their requirements early.

One firm which is struggling hard to fill its orders, asked some of their hands to work on a Saturday afternoon recently. None refused to do so, but on Monday morning a number failed to show up; they were sure of getting just as lucrative employment elsewhere, and did not hesitate to make a change, feeling, no doubt, that they were being treated unfairly. Of course they were paid for the extra time, but even that, combined with the fact that they must have known something about the condition of deliveries, did not satisfy them. This indicates the condition of the labor market just now.

A Toronto store utilized a good idea for the display of shirts. A window was devoted entirely to blues in a medium shade. They were very neatly arranged, and each one had a collar and cravat attached, all the various styles in both being shown. In the latter it was, of course, necessary that care should be exercised to show only colors that blended well with blue. This window drew a great deal of attention and must have attracted sales in very substantial volume.

* * *

Retailers have been buying heavily on shirts with cuffs attached, and this coming season should indicate pretty well whether or not this style of garment is to "catch on" good and hard. There are points which may be advanced both for and against it. The great objection is that for business wear the cuffs soil very quickly, and often, inside of half a day, qualify for the laundry bag. That would not be so terribly bad if it were not that they will stand very few trips to the laundry without becoming shabby. What are we to do, then? Must a new shirt be purchased? If this were necessary we would feel perfectly safe in prophesying a short life for attached cuffs. However, some manufacturers have endeavored to overcome one objection by making what is called a French cuff. The sleeve just above is starched and when folded back, and the cuff buttoned over, the latter is well away from the hand and protected by the coat sleeve. Concerns across the line have been sending out an extra pair of cuffs to be sewn on after the original pair becomes unfit for use. For Summer wear the cuffs are quite narrow.

* * *

We have spoken before now of the advisability of pushing better lines, and we wish to enphasize this point again. There is little money now in selling cheap shirts, and less satisfaction to your customers who wear them. You can dispose of better goods if you wish. Just try it.

* * *

How to obviate the bulging of the dress shirt has been a problem not easy of solution. The body of a new shirt patented by the Interstate Shirt and Collar Co., is sewed not to the edge of the bosom, but about two inches from the edge on the inside. Thus the suspenders in front run between the body and the bosom, and the lower part of the bosom projects slightly over the top of the trousers, being hid by the waistcoat. The front readily follows the movements of the wearer, whether in stooping or turning posture. Men of generous build do not, so much as others, notice the effect of the impression of the suspenders upon the bosom of their dress shirt, but this is a common and serious fault.

Ready-to-Wear

The Best Lines Must Be Insisted Upon if the Department is to Grow Materially.

In ready-to-wear clothing for Fall a narrower shoulder than heretofore will be used, and we feel that the change will be welcomed both in under and overcoats. The custom tailors have used it altogether this Spring, putting in just enough padding to round off the shoulder nicely.

Manufacturers are improving their output all round, and every retailer should insist upon getting the best procurable, such goods as he will not be ashamed to show to any of his customers. The day is coming when ready-to-wear business will reach somewhat the same proportions that it has in the States, and now is the time to lay the foundation upon which to build up a reputation that will place you in a position to attract your share of trade. Unless you strive to make steady progress along this line you will lose materially through your neglect.

The decision of some manufacturers to accept no more special orders is a good one. They will never attain the growth which they desire unless ready-to-wear business expands to many times what it now is, and they would be foolish to foster any condition which tends to discourage this expansion.

In last issue we dealt pretty fully with the suitings that have been purchased for Fall.

Origin of Men's Fashions

This Article Endeavors to Trace the History of a Change in Fashion, and to Fix the Responsibility for It.

Men's Wear :—This Winter when "fashion" decreed that the well-dressed masculine community should adopt a more closely defined waist line, and add an extra inch or two to the lounge jacket, the fact was accepted by every tailor possessed of a clientele which attached importance to such matters. Few, probably, of the many who noted and provided for the change went sufficiently into the question to inquire, "Why, and who influenced the change ?" The point has been debated among tailors and among cutters, whose duty it is to obey the unseen authority, times out of number, and always without conclusive result. At the moment, when there exists, as we believe, a keen desire among a considerable portion of the trade to bring about, by one means or another, more frequent changes in the characteristics of masculine attire, and to infuse fresh interest into the subject of men's clothes, the question assumes a new importance. If any influence is to be brought to bear in the direction indicated, it is evident that the source of fashion's inspiration must first be traced, so that the activity expended by those interested may not be misdirected.

An Inconclusive View.

Said a recognized sartorial authority, asked for an opinion on the point : "The question has been discussed by trade societies for the last 20 years, and the identity of those responsible for the suggestions which establish the fashion remains a mystery to-day. There is probably no person, or group of persons, who can claim to have originated on a large scale. Most men's fashions are of gradual growth, and, in fact, have been evolutionary in character."

The answer is typical of the many opinions which those most closely in touch with the exclusive West-End trade expressed. But the inconclusive nature of such a reply is at once apparent, and, upon a little reflection, it is impossible to accept it as a final word on the subject. From season to season changes do occur ; they are followed by the trade, and adopted by the well-dressed section of the public. They must come from somewhere—and must be traceable to a definite source.

A Comparison and a Contrast.

We may regard for a moment the subject of feminine fashions. It is not difficult to trace their origin. In Paris and in Vienna there are skilful designers and artists of great distinction in their work, who each season produce a model, or perhaps two, in the particular branch of dress with which their fame is identified. Such a model is acquired by a house with more direct commercial connections, is reproduced, finds favor among the experts, and, finally, with or without modification, takes its place among the fashions of the moment. From the "creation" of the court dressmaker to the extended popularity of the suburbs it progresses, finally to be extinguished as the downward movement continues, and a fresh inspiration takes its place.

The field of men's attire would appear to afford no parallel to this process ; the first-class tailoring house has no recognized court of appeal on questions of fashion ; the masculine mode has not been placed on an exclusively commercial plane. This much it requires little investigation to make perfectly clear.

Does the Masculine "Fashion Leader" Really Originate?

There exists a marked tendency among tailors to assume that the regulation of the fashion is more largely due to the influence of the customer on the tailor than of the tailor upon the customer. The city takes its cue from the west-end, the west-end sets the example, and the west-end wearer—the man of refined taste, whose independence entitles him to the distinction of a leader of the mode—governs the tailor who gives expression to his ideas. This would constitute the argument logically elaborated. But is it so ?

There is good reason to doubt it. In the first place, it is open to question whether there exists a class of "well-dressed" men sufficiently independent of convention and with adequate fixity of interest in questions of dress, to lead in the complete sense which the acceptation of such a condition of things would pre-suppose. They could not do so without expert assistance, and it is only reasonable to assume that such qualified supervision must soon establish itself as the principal factor.

There are many who deny that it is the man of really high social status who influences the fashion. The aristocracy—both the older and younger sections thereof—are stated to be, as a class, extremely conservative in their attitude towards dress, and move but little from one year to another. They buy good stuff, and often, but will tolerate no experiment. Rather is it the smart military man, and the sporting individual, who is the willing exponent of ideas (which may be his own or another's), and leaves his mark often upon the styles which find more general acceptation in the west-end, and which are handed down to the wider circle of city and provincial wearers. Among them new ideas receive consideration, and the sartorial artist enjoys an enlarged scope.

Where do they go for their clothes ? Not to Poole's or the half-a-dozen famous firms so long and honorably associated with the tailoring craft. These each have their own characteristics, in themselves practically unalterable. Any cutter with a wide west-end experience could name the origin of any garment made under the auspices of the great group. They reflect the conservative instincts of their patrons, and prosper. They are, therefore, enabled to exercise an independence which enables them to preclude experiment from their domain.

In the neighborhood of Conduit street there are, of course, many essentially "military" tailors. These, no doubt, have their share of smart customers of the kind which has been mentioned. But, apart from these, dotted about in thoroughfares such as Grafton street and Brook street are many tailors whose shops would scarcely be suspected as being connected with tailoring, and which give the impression of small offices of a semi private nature. Their clients are young officers in the Guards, wealthy sportsmen, and similar men of considerable position, and with a certain liking for conspicuity. Here, it may be taken for granted, many important sartorial plots are hatched, and it is the tailor, and not the customer, who plays the leading part.

Tailors' Suggestions and Their Influence.

Assume that jackets have been worn loose-fitting and comparatively short. The tailor may suggest that a little change may be advisable, slight in itself, but calcul-



This Trade Mark Settles all Underwear Uncertainties

WHEN you display before a possible customer an assortment of underwear these doubts immediately rise in his mind :—

Will it fit me? Will it wear well? Will it come out of the wash tub unshrunk?

All these doubts vanish if you can show the purchaser that your goods bear the trade mark of

Pen-Angle

Warranted Unshrinkable

Underwear

That is the result of Pen-Angle advertising backed by Pen-Angle quality, and the Pen-Angle guarantee.

Pen-Angle underwear is guaranteed to you, so you can guarantee it to your customers. It is made so well that it lives up to all the good things that you or we can say of it.

Don't you think it would be wise for you to sell such a line?

Penmans Limited
of Paris in Canada

ed to create an impression of some significance. In another instance, the tailor experimenting under similar conditions advises a change in the collar. Both suggestions are realized ; there may be half-a-dozen others like them. One or more of the suggestions may appeal to observers, who will mention to their tailors that such a detail is desirable in their own clothes. A "fashion" has been started, which may or may not have an extensive ultimate vogue. In the city the feature will be accenuated, and often painfully exaggerated. Then is the extreme attained, and every man is conscious of the mode thus interpreted to him.

This would seem to be about as close as it is possible to get in tracing the course of a fashion to its source. On the whole, it would seem to fit the facts as they are—which is a good deal more than can be said for the evolutionary theory.

Another point of practical interest suggests itself. If such changes as occur are due to the example of a somewhat venturesome section of well-dressed men, why is it that the alterations are not more radical and frequent in character ? The answer may be that the conservatism of those to whom the suggestions first make appeal acts as a restraining influence, and that any example which is calculated to secure an extensive following must, in these circumstances, be of a distinctly moderate nature.

Wash Neckwear

This Will Be a Big Season for it—Small, Neat Designs Are the Leaders.

Wash neckwear will soon occupy a prominent place in the retail stores. Last year pure white was the leader, sometimes with a self-pattern, but this season the great majority of lines have a colored pattern. This must certainly be small and neat, to preserve the cool appearance which is the great feature which these goods have to recommend them. Only a small percentage of the neckwear offered as wash goods can really be laundered.. Two inches is now the popular width, and it will be worn mainly with the stand-up fold collar, slightly below medium height. A Toronto store showed some very pretty greys, pinks, blues, etc., with very open plain check a few days ago.

Bows are selling very well, and manufacturers are finding a ready demand for those in the new shape which are sold made up. Of course most retailers outside the large centres have to carry a certain amount of stock in this line, and they surely will not make the mistake of trying to sell any to customers who make any pretence at being smart dressers.

Coin spots, white on dark blue ground and blue on white ground, etc., strike our fancy, and we believe they should be good sellers. Another new line that we would pick as likely to meet with very decided favor is a dark ground with light hair-line check about an inch to an inch and a half in width.

As we predicted in last issue, the attempt to push browns has not succeeded. This color should be allowed to rest for a while longer. The public will come round to it again in proper time, but not until the immense run which they made on the color becomes a little less fresh in their memories.

One firm is showing white coin spots on washing foulards on light and dark plum, light grey, dark cardinal, Alice blue, self and stone grounds, with handkerchiefs to match. Another novelty is a bordered wash cravat in six shades, each with white border. This would have an attractive appearance when worn without a waistcoat. Shepherd's plaids are being put out strong, but we are not sure that they will meet with a very enthusiastic reception. Stocks for outing wear are also seen.

In neckwear to retail at fifty cents values are very noticeably reduced, and we would urge retailers to push the lines at seventy-five cents and a dollar whenever possible. Numbers of stores have done this with good result.

The Hat Trade

The Stiff Hat is the Leader—Straws Will be in Short Supply.

The vogue of the stiff hat is acknowledged. One does not need to be an observer to be aware that in all the larger towns the proportion of stiff hats worn to-day would be fully ten out of every twelve. This is the hat that the retailer will make his money on. Each year brings forward some new type, which has a certain prominence or following, and the year 1907 is no exception to the rule. Where any large number of young men congregate one will notice the predominence of a flat-set brim, full crown with side eyelets and deep band. Outside of this the hats of the day present an appearance of well-judged proportion, due to the close attention given to the selection of styles by the buyer for the wholesale trade. They, naturally, in turn, have their ideas taken up and offered for sale by the retailer. One cannot but admit that soft hats have been somewhat slow, but as the season advances they will be taken up more freely, especially in the neglige or outing styles. The straw sailor will still remain the leading style for Summer wear. It is made of the usual split Milan, and other suitable braids, with very little change in styles. Manufacturers state that panamas have met with marked favor, and that all soft straw hats have been bought freely for the wrm weather rush soon to come. By the way, a certain fashion note for men in a very prominent publication mentioned that grey derbies would be the correct thing for the present season. How would you like to stock a dozen or two?

Colored bands on straw hats are gradually growing in favor, but the staple black always saves a lot of argument when it comes to the selling of the article over the counter.

American factories are crowded to the doors with orders, and if a real warm wave strikes the country the average retailer will find it a very difficult matter to get deliveries of any goods, the buying of which he may have put off until the opening of the season. The most prominent feature in connection with the hat trade for the present year is the delay in shipments reaching the retailers. This delay is partly due to the serious blockades on our railroads during the past Winter. While the wholesaler comes in for the goodly portion of the blame, retailers should be charitable enough to let him down a little, knowing he (the wholesaler) must have his own troubles getting deliveries from the factories.

The price of hats is steadily increasing, as the materials for the formation of the hat have all advanced, as have wages also. This will affect retailers to the extent that they will have to raise prices to cover themselves. In view of these conditions merchants should anticipate their requirements and order liberally and early so as to receive deliveries early and also secure the best prices. On hats which sell at fixed prices it is noticeable that quality has had to be cut down somewhat.

WREYFORD & CO. Romain Building, TORONTO

WHOLESALE MEN'S FURNISHERS

UNDERWEAR SPECIALISTS

Ranges for Fall are ready, and our travellers will wait on you in May.

We are Sole Agents for following English Manufacturers:

YOUNG & ROCHESTER'S

Knitted and Tattersal Vests

DRESSING GOWNS AND SMOKING JACKETS

Good ranges of **Fine English Flannel and Oxford Shirts, New Collars.**

Cellular "Aertex" Underwear

ALL WEIGHTS NOW IN STOCK

The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

Tress & Co., London, Eng.

Manufacturers of select shapes in

HATS and CAPS (Silk and Felt)

Latest West-End and City shapes. Specialties in CAPS.

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery,
Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

A. L. Thomas, Clove Manufacturer

WORCESTER, ENGLAND

Let us quote you on Cape Gloves for Fall—good $10.50 line stocked in Toronto.

Oxford Homespuns

and

Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA Limited

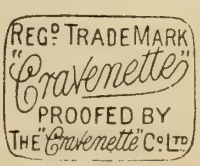
Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, P. Q.

BUYERS OF RAINPROOFS

should ask for those proofed by

The 'Cravenette' Co., Ltd.

The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.



Facsimile of Stamp.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

DUSTPROOF as well as SHOWERPROOF.

The "Cravenette" Co., Ltd., - Bradford

Proofers to the trade.

GARBIRNETT

The Great English Cloth for

Waterproof Coats
Motoring
Riding Breeches

A cloth for all whose occupations are outdoors in rain or shine.

Guaranteed Absolutely Waterproof by the "JENNWELL" Process. Made in All Shades.

Sole Makers:

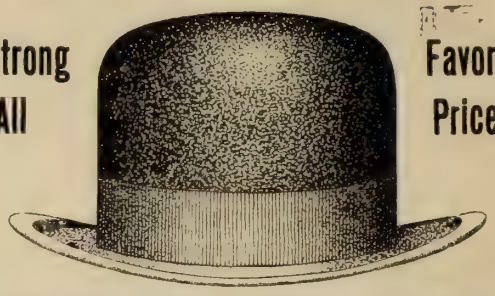
G. Garnett & Sons, Limited
Apperley Bridge,
Near Bradford, - England

Samples and quotations furnished to all jobbers and manufacturers on application to the undersigned.

GEO. S. PLOW & CO., - 232 McGill St., MONTREAL
A. ALEXANDER & CO., - 77 York St., TORONTO

PROFITABLE HATS

A Strong All Favorite Prices



OUR OWN MANUFACTURE. SAMPLES UPON REQUEST.

Our salesmen are now showing in every part of Canada a full range of hats and caps for immediate and Fall delivery. If you write for an appointment you will see why a good share of the Hat trade is coming our way.

Any style of hats made to order.

Ladies' and Men's Fur samples now on the road.

A. E. CLEMENT

8 Lemoine St. Montreal

"J" Brand
Collars, Cuffs and Shirts
Add to Your Reputation

¶ The quality is beyond dispute.

¶ The style is up to the minute.

Our new catalog, the most complete of its kind ever issued in Canada, shows you the range, and gives valuable information about the Austrian goods of proven merit.

WRITE NOW FOR A COPY.

We help you sell the goods.

The Canadian Underwear Co.
505 St. Paul St., Montreal

When writing to advertisers kindly mention having seen their advertisement in this paper.

$ WITHIN REACH $

Our Overalls and Working Shirts bring you Dollars in Profit.

Quality is the watchword and prices are "lower than most."

If our salesmen missed you, a postal will bring you samples.

THE ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.



ONE PAIR SELLS ANOTHER

Give your trade the best Suspenders.

Samples upon request.



Globe Suspender Co., - - Rock Island, P.Q.

J. ALPHONSE OUIMET
3 Notre Dame Street East
MONTREAL

L. O. PAQUETTE
70 Church Street
QUEBEC

Mainly About Ourselves

The Moore Carpet Co., Sherbrooke, Que.: "We find The Dry Goods Review to be one of the papers from which we do get results. We frequently get inquiries from firms who refer to seeing our advertisement in your paper, which is the best proof that your publication reaches the people we are trying to interest in our goods.

"Your carpet section is intelligently handled and up-to-date in every particular, and shows a careful study of the market from month to month; in fact, we find The Dry Goods Review interesting fron cover to cover."

* * *

McKay Bros., Owen Sound: "The Dry Goods Review is an excellent journal."

* * *

A copy of The Review for October, 1891, sent in to us by J. M. Steel, of Clarksburg, Ont., serves to impress upon us the very material progress that we have made in the last sixteen years.

The Trade in London, Ont.

London, Ont., May 1.—The remarks in last month's issue regarding three great evils with which the trade has to contend—the cancelling of orders, returning of goods and dishonoring of drafts—have struck a responsive chord among the wholesalers of London. Evidently the order cancellers are the only class of people known to commercial life who regard a contract deliberately entered into as being binding on the other fellow. Unfortunately, the practice is not confined to a few isolated cases; it is widespread, and the sooner it is put a stop to the better it will be for the victims. When an order is placed it should be regarded as a contract, the conditions of which both buyer and seller should loyally observe, and the failure of either party to do so should stamp him as a man of, to put it mildly, questionable business principles. Have any of these offenders ever stopped to consider the loss and inconvenience this practice causes? The loss of the traveler's time, while serious in itself, is but one of the lightest items in the total bill of loss this practice entails. The cancellation of orders leaves the seller with a quantity of surplus stock to dispose of as best he can, probably after the season for the goods is over, and frequently at a loss that becomes a serious factor in computing the results of the season's operations. The man who in placing his orders lacks the knowledge and experience necessary to forecast the requirements of his own business should have the common honesty to bear the consequence of his ignorance and incapacity, and should not meanly try to pardon the funds necessary to his business education from the pockets of those from whom he makes his purchases. Of course, circumstances arise, such as inability to pay by reason of business complications or misfortune, when a request to cancel an order can hardly be avoided, but when the only reason that can be urged is a miscalculation as to the requirements of business, such a course becomes a positive offence against common commercial principles.

The agitation among wholesalers last Fall to effect an agreement regarding discounts and dating, though it failed to go through, owing to a couple of western dealers holding off, has had the effect of bringing about an improvement in these respects, there being noticeable a marked tendency in the direction of uniformity.

Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. Exclusive Patterns.
Measurement Blanks, Samples with full particulars upon request.

The Smith & McKeown Shirt Mfg. Co.
LIMITED
16 COTE ST. - MONTREAL

MITCHELL'S
Self-Testing Safety Code

A NEW and Scientific System for the Transmission of Messages by Telegraph or Cable, so arranged that one word may convey several meanings, such as Article, Quality, Price, Quantity, Terms, etc.
By other codes three and four words are required to express what this system will convey in one word, thus costing three and four times as much as the same message if sent by this system.

EXAMPLE

ZYGUMTABUK WABXYTCOGY MITKEKULTY RUPADCEVAR LOFRABFACK:

INTERPRETATION

Kid Gloves ship, as per your sample number 15-52a, 12 dozen 6¼, 18 dozen 6½, 24 dozen 7¼, assort 15 per cent. Blue, 20 per cent. Black, 25 per cent. Tans, balance assort latest colors. Samples wanted quickly, forward by express.

Try This With Your Code. Full Description Mailed on Request

The MITCHELL SELF-TESTING SAFETY CODE CO.
8 Colborne St., Toronto, Canada.

THE HOUSE FOR SNAPS

Hosiery :—
Ladies' and Men's in Cotton, Cashmere, Lisle and Silk—Plain, Ribbed, Embroidered and Lace Worked.

Handkerchiefs :
Ladies' and Men's in Cotton, Lawn, Linen, Silk and Lace, with Hemstitch, Fancy Embroidery, Initials, Emblems and **Fancy Printed Designs FROM JAPAN.**

Collars :—
Ladies' Fancy Collars in Lace and Silk.

Shawls :—
In Wool and Silk, all shades.

Tidies, Bureau and Table Covers, also Portieres :
In Silk, Tapestry and Plush.

Underwear :
Skirts in Silk, Moirette and Moirette Silk, Lawn, Alpaca and Sateen.
Vests, Etc., in Cotton, Lawn, Wool, Lace and Silk. Kimonas, Morning Wrappers, Night Sets, Etc.

Toilet Novelties :—
Latest from New York:—Parisian Novelty Co's Goods, Fancy Back Combs with Novel Settings and Engravings.

L. HIRSHSON & CO.
JOBBERS
Phone Main 2715. MONTREAL

Persons addressing advertisers will kindly mention this paper.

Housefurnishings and Decorations

Carpets

Retail Trade Brisk — Recent Advances of Ten Per Cent. —Preparations for Fall.

With retailers stocks of rugs and piece goods are all in, and the various fixtures are thronged and decorated with the latest novelties ordered for the Spring and Summer trade. As far as immediate business is concerned at retail, carpets are in splendid request, and merchants state that in many cases sales have more than doubled over April of the previous year, Trade opened up about the middle of March, and up to the present time everything is running smoothly and sales are all that can be expected. Brussels and axminsters, as previously mentioned in The Review, still continue to hold first place in the three-quarter widths. There has been quite a demand for yard-wide stair carpets lately. They are largely used in corridors or on stained or polished floors. A much better feeling is experienced for wool carpets, both in piece goods and squares. In these goods some very pretty small effects are shown in pinks and blues. They are used largely for bedrooms. Double tapestry carpets are quite a feature in this season's showing, and sales continue active. One reason for their popularity is the width, which is 1¼ yards, and saves many seams and sewing. This is quite a consideration to housekeepers. Among the colors predominating are greens, light chintz effects and soft tones and shades. There is a general tendency towards bronze-green, more especially in the cheaper grade goods.

Prices are still soaring, and every indication points to the fact that they are going higher as the season progresses. There has been another advance of from five per cent. to ten per cent. recently in both domestic and foreign goods, and the end is not yet. Manufacturers of English tapestry carpets have advanced their goods 2½ cents per yard, making the advance on lower grades of tapestry over fifty per cent. higher than last year.

Both manufacturers and jobbers state that business has been very good throughout the last month, with repeat orders coming in fairly well. Hemps and tapestries are to the fore in the cheaper class goods, as well as the Brussels, Axminsters and Wiltons in the better grade goods. Deliveries, with one or two exceptions, have been fair.

Domestic mills for Fall report good sales in both three-quarter piece goods and rugs, in Brussels and Wiltons. Canadian travelers are on the road carrying all the latest designs and novelties, and are looking forward to a record business. The unwearied English carpet travelers are again on the wing, and notices are being daily received by merchants on this side of their approaching arrival. Travelers for the different jobbing houses have been on the road for some time now, and at the present time are busy on their sorting trips. They are also showing special lines for Fall. Deliveries from the manufacturers are expected to be all in about the end of June. In view of the recent advance of ten per cent. on both domestic and imported goods, merchants should anticipate their requirements and order liberally and as early as possible, as no relief from the present high rates is in sight. Further advances may be looked for, as raw materials are steadily advancing, wages are increasing, and the prosperous condition of the country means increased call for all grades of carpets.

Oilcloths and Linoleums

These Lines are Active—Recent Advances Will Affect Retail Trade.

Merchants were quite startled recently by the increase in the price of domestic and foreign oilcloths and linoleums. This has affected the whole manufacture, with the exception of inlaids. Not only have prices soared, but the tariff on these goods has advanced five per cent., which will make a noticeable increase for the coming season. Although this advance in price has been long expected, it came as a surprise, and there is no doubt but that it found quite a few merchants unprepared.

Among large retailers there seems to be a falling off in the better quality four-yard-wide goods. Inlaid linoleums are mostly used. Oilcloths and linoleums are slowly coming into prominence for bedrooms on account of their sanitary qualities, and floral patterns are being generally selected. Hardwood effects are largely used as borders for rugs. They are very effective, and easily cleaned, people finding them better than wool filling. Cork carpets, both plain and printed, are selling well, but natural cork continues to hold first place. There are also a lot of nice oilcloth squares shown by merchants this season.

Among the jobbers inlaids are selling well. They state that the recent advances on all oilcloths and linoleums will certainly affect the retail trade. They have advanced prices to cover the increased duty. They also claim that British manufacturers are so busy in many cases they have been unable to execute orders promptly, and on this account they (the jobbers) have many orders on hand undelivered. The domestic source of supply is very busy, and repeats are expected this month. Their advance in prices is on a much lower scale than that on foreign goods.

Geo. H. Hees, Son & Co.

LIMITED

Toronto,
52 Bay Street

Montreal,
20 St. Helen Street

N.B. Keep handy our new Catalogues and Color Books



Our new Office and Warehouse, 52 Bay Street, Toronto

Mail Orders Receive Prompt Attention

MANUFACTURERS OF

Window Shades
Curtain Poles
Lace Curtains
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers
Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.

RUGS ACTIVE.

The sale of rugs is still on the increase. They can be lifted, cleaned and relaid with very little trouble. Those meeting with the public favor just now are seamless art squares. A large variety of tapestry rugs are also selling well. These are very attractive in appearance and are not costly. A tapestry rug 3x1, or in other words, 12.0 x 9.0, is the best selling size, and can be bought at retail anywhere from $8.50 to $15. There is also a large assortment of two-toned effects to be had in Brussels squares. The borders on a rug are always woven to the square and this saves mitres and cross seams. The trade for jute rugs and carpets has been very small so far, mainly owing to the increases in price this rug has experienced during the last year. Moravian rugs are being well looked after and are gradually coming into prominence. They are very sightly in appearance and the designs, in most cases, are copies of celebrated Persian and Turkish carpets. They are shown in sizes from a small door mat to the square in the larger sizes. They are also to be had in hall runners in sizes 9.0 x 3.0, 10.6 x 3.0, and 12.0 x 3.0. Orientals and antique Persian rugs are still in high favor and the trade is well satisfied with these goods.



A Novel Panel Treatment, Artistic, Effective and Inexpensive. Filler of Grasscloth No. 1,711. Panel blocked out with a suitable divider. The scenery border No. 2,793 lends an artistic feature, and is one of the best scenery borders shown for 1907. Manufactured by Stauntons Limited.

ORIENTAL STRAW MATTING.

Straw mattings, in the markets of China and Japan, have been very scarce and hard to get this season. As a consequence, prices are away up, being actually fifty per cent. higher than they were last year. Some very pretty effects are shown in checks and carpet designs. Stencilled mattings are also very scarce. The retail prices for straw mattings this season run from 15c. to 60c. per yard, and last year the same quality goods were retailed from 10c. to 10c. per yard. As a result, sales are not expected to equal those of last year.

REPEAL OF THE QUEBEC TAX.

The Quebec Legislature, at its recent session, took a very sensible action in repealing the tax on commercial travelers doing business in that province as the representatives of outside concerns. We have already announced the repeal of a similar tax in British Columbia. We are glad to see both of them go; they were hindrances to trade, and had no reasonable excuse for existence in the first place. In Quebec, even the fact that a yearly revenue of $18,000 is lost should cause no regret.

Wall Paper

This is between seasons in wall paper manufacturing circles; and spring goods are now—or should be if retail dealers are energetic—going like "one o'clock," so to speak. Designers, about this time af the year, are scratching heads and biting finger nails in thinking out something novel for the fall trade.

Our domestic manufacturers seem to be pretty well up to the mark in devising new ideas, or are particularly persistent in rooting out new ideas from foreign points. The natural result of this domestic energy is as choice a line of goods as any reasonable public could wish for.

It will at once be seen by the discerning retailer that this matter of choice of design is of the utmost importance to his business. Nowadays people are not satisfied with any old thing for their wall decorations. The general commercial prosperity of the country is reflected in this desire for the unique and the artistic in wall decorations. There are, of course, many people whose tastes have not yet been elevated beyond the cheap and commonplace in wall paper. Herein lies a profitable duty for every retailer to perform. Strive to educate the poor in taste—not force them—up to an appreciation of the really artistic in wall decorations. While doing this work of education, by elevating the public taste, it is gratifying to know that it is a profitable undertaking if properly carried out.

In advertising wall paper of the better grades, more stress should be laid on the quality of the goods than on

the price. People of taste are undoubtedly attracted by refinement in advertising. It often happens that the substitution of one word for another completely alters the tone of the advertisement, while not in the least detracting from its meaning. In advertising wall paper, therefore, the words "wall decorations" instead of "wall paper" give a higher tone to the advertisement. "Decorations" is, as a matter of fact, the proper word to describe the higher grades of wall paper. So much artistic ingenuity is exercised in modern wall paper production, that many grades can easily vie with the frescoes which decorated the walls of ancient palaces. Wall paper possesses the distinct advantage also, that it is cheaper than fresco painting, and can be changed at any time. It will be well to bear these facts in mind when writing copy for your newspaper space. Lay particular stress upon the quality and exclusiveness of the stock you carry, and reach out after the people who are looking for wall decorations, rather than something to cover the walls.

Jas. Napier has succeeded J. E. Binns, as manager of the Imperial Carpet Co., Toronto, the latter accepting a position with W. & J. Sloane, New York.

Quickly Made Sales,
Pleased Customers,
Satisfying Profits,

are the daily experience of the dealers who handle

Stauntons'

Wall Papers

Is this also your experience?

If not, you can improve the conditions by determining now to buy

THE "STAUNTON" LINE

for next season, and so ensure all round satisfaction.

BORDERS AT SAME PRICE AS MATCH HANGINGS.

Keep in touch with us for BURLAPS (Dyed—Plain—Oil Coated). SANITAS.

Special Decorations for Churches and Lodge Rooms.

STAUNTONS
Limited
Makers of Superior Wall Papers
Toronto



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited
74 King Street West, - - - TORONTO

The Moore Carpet Company

LIMITED

SHERBROOKE, QUE.

Manufacturers of High-Grade Carpets and Rugs

Royal Wiltons,
Kashmir Wiltons,
Burmah Wiltons,
Sirdar Wilton Rugs,
Magog Brussels Rugs,
Windsor Brussels,
Balmoral Brussels,
Magog Brussels,
Togo Washable,
Cotton Bath Rugs,

SPECIAL ANNOUNCEMENT.

Owing to the large demand for High-Grade ***Wilton Rugs*** in ***Carpet Sizes,*** we have brought out a large range of Oriental designs in a heavy three-shoot Wilton fabric, which we are prepared to show the trade immediately.

The designs are largely close reproductions of original Oriental carpets, and are woven with a deep luxurious pile of the best materials. They will be made in all the regular sizes and sold at a popular price, and we invite the courtesy of an inspection of this line before placing your orders on rugs.

All of our regular lines of Carpets and Rugs have been greatly strengthened and improved for the Fall season, and we are showing many new and original effects both in coloring and design.

Mills and Main Office, Sherbrooke, Que.
Toronto Office, 43 Scott St.
Winnipeg Office, 23 Hammond Block.
St. John, N.B., 53½ Dock Street.

The Moore Carpet Company

LIMITED

SHERBROOKE, QUE.

Tapestry Carpets

There is no more popular carpet on the market to-day than ***Tapestry.***

We make this one of our strong lines, and carry, in our four qualities of

King, Harvard, Ellesmere and Dominion,

Exclusive Patterns and Colors — that will hold their own alongside of either ***Brussels*** or ***Velvets.***

We carry 5-8 Borders to match all patterns in our ***"Dominion"*** quality, so that the trade can have ***Squares*** made where necessary in any size.

These are all represented in our ***"Cut Order Department."***

Write for Prices and Samples

THE IMPERIAL CARPET CO.

60 Front Street West **LIMITED**

TORONTO

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers.

or its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent.

SYDNEY MOSS,

Nordheimer Bldgs., 8 Colborne St., TORONTO

YOU CAN SELL WINDOW SHADES

There's too much money in Window Shades, Curtain Poles, Trimmings, Etc., for you to overlook the line.

There's plenty of trade all around you, just waiting for you to cultivate.

But cultivate with care; build with the right kind of goods.

Peerless Hand-made Cloth, Regal Shades, Dominion Shades, are our brands of proven merit.

How about this department?

We'll start it for you, and do it in such a way you'll get the business.

If you are interested, drop us a line for the most complete catalogue in the trade, or let us send a man to put our entire line and plans before you.

Special Order Department

This department is thoroughly organized to fill customers' wants on very short notice. Orders for shades of special size or color will be promptly taken care of. Make use of this department.

Daly & Morin, - Montreal

F. G. SOPER, Agent for Ontario

THE

DOMINION OIL CLOTH COMPANY

Limited - Montreal

MANUFACTURERS OF

Linoleum
Floor Oil Cloth
Table Oil Cloth
Enamelled Oil Cloth
Carriage Oil Cloth
Shelf Oil Cloth
Cotton and Duck Back Stair
Oil Cloth
Canvas and Painted Back Stair
Oil Cloth
Decorative Burlaps

Our Goods are handled by all the leading Wholesale Dry Goods Trade in the country

BUSINESS NOTES

ONTARIO.

J. R. Yost, general store, Milverton ; sold out.

Louis Allore, general store, Stoco ; loss by fire.

Assaly & Co., general store, Iroquois ; burnt out.

C. W. Vollick, general store, Muncey ; selling out.

Low & Burnside, general store, Iroquois ; burnt out.

R. A. W. Wilson, general store, Newtonbrook ; burnt out.

W. R. Richardson, clothing, etc., St. Thomas ; sold out.

Jas. B. Guilds, general store, Guilds ; sold to W. H. Nevill.

W. C. Shaw, general store, Gesto ; sold to Fred Mitchell.

The Monarch Knitting Co., Ltd., Dunnville ; obtained charter.

Noble Dean, general store, Renfrew ; style now Noble, Dean & Son.

George Edmunds, general store, Fingal ; sold to Scott & Auckland.

D. McLeod, general store, Hammond ; succeeded by W. J. Butler.

Dominion Garment Co., manufacturers, Guelph ; sold to F. Anderson.

M. J. Shields & Sons, general store, Phelpston ; sold to L. Shanahan.

Carswell Bros., general store, Elora ; advertising business for sale.

Buck & Buck, and P. M. Howard, general stores, Hastings ; burnt out.

J. A. Perry, hats and furs, Toronto ; succeeded by Perry & Bourdon.

George K. Field, general store, Queenston, succeeded by F. & W. Sheppard.

Francis F. Dempster, hats and furs, Brantford ; Duncan Dempster, deceased.

London Hat & Cap Co., manufacturers, London ; burnt out, fully insured.

Alice Bardwell, Chamandy Bros., W. E. Evans, Albert George & Bros., and Mrs. Malleen, general stores, of Latchford ; loss by fire.

QUEBEC.

Silas Harris, general store, Rupere ; deceased.

Karam Bros., dry goods, Hull ; removing to Cobalt

John Morrow, general store, Warden ; sold to W. F. Shores.

Owens & Sons, general store, Stonefield ; T. Owens, deceased.

M. Gross & Co., furs, Montreal ; Mrs. M. Gross registered.

Chas. H. Leger, general store, Como ; offering business for sale.

Luneau & Charbonneau, general store, St. Paul De Chester ; deceased.

D. Cazelais & Co., dry goods, Montreal ; Eva Desjardins registered.

M. Lawrence & Co., general store, St. Faustin ; Joseph Lawrence registered.

A. Roy & Co., general store, La Tuque ; Pierre C. Neault and A. Roy registered.

Lewis & Hauver, general store, Clarenceville ; dissolved ; W. E. Lewis, registered.

Lacasse & Faucher, general store, Lourdes ; dissolved, business continued by Faucher.

Rowe & Burton, general store, Waterville ; Frank H. Rowe and Fred A. Burton registered.

Hamilton Bros. Shoe & Rubber Co., jobbers, Montreal ; James H. Hamilton registered.

Brown & Ashcroft, manufacturers shirts, Montreal ; dissolved, James Ashcroft registered.

Caron & Bernier, general store, Cap St. Ignace ; dissolved, business continued by Caron.

J. G. Paquin & Co., general store, St. Gabriel de Stratford ; Elmere Gauthier, registered.

THE WEST.

Hunt & Co., general stare, Brandon ; loss by fire.

Coote & Kaiser, general store, Napinka ; dissolving.

J. F. Barker & Co., general store, Daysland ; burnt out.

Geo. Ross, general store, Griffin ; sold out to O. G. Tedford.

A. W. Adams, general store, Lang ; sold to N. K. Devlin.

Bereuson & Cohen, dry goods, Calgary ; moved to Didsbury.

W. D. Annable, general store, Claresholm ; giving up business.

Brumpton & Gaetz, general store, Red Deer ; dissolved.

Erskine, Shorook & Co., general store, Hardisty ; dissolved.

W. H. Smillie, dry goods, Red Deer ; succeeded by J. E. Hall.

M. J. Taylor, dry goods, Calgary ; retiring from business.

C. E. Gutteridge, general store, Deloraine ; retiring from business.

W. McDonald, men's furnishings, Brandon ; sold to Andrews & Co.

Thomas Stait, general store, Yorkton ; succeeded by G. L. Thomas.

Robert Banford, general store, Edmonton ; succeeded by Dyer & Arthur.

J. H. Fawcett, general store, Cypress River ; advertising business for sale

Grand View Mercantile Co., general store ; Grand View ; sold to G. H. Irvin.

J. E. Sullivan, general store, Herbert ; succeeded by Sullivan, Donnolly Bros., Ltd.

Harris Mfg. Co., manufacturers of overalls, Winnipeg ; moving to Ingersoll, Ont.

R. H. Williams & Sons, the Glasgow House, Regina, held their formal Spring Opening on the evening of April 10. An orchestra was in attendance and tea was served in a palm room fitted up for the occasion. The store was bright with new goods and tasteful decorations. The color scheme in the latter was pink and blue.

BRITISH COLUMBIA.

J. E. Phillips, clothing, etc., New Westminster ; deceased.

G. W. Robinson, dry goods, Victoria ; retiring from business.

David Arnott, general store, Slocan ; succeeded by McVicar & Pinchbeck.

G. B. Armstrong, general store, Lower Nicola ; advertising moving to Merritt, B. C.

ITEMS FROM ALL CANADA.

ONTARIO.

The Avon Hosiery Co., Stratford, will add another storey to their factory.

Duncan Dempster, for many years a hat and fur retailer at Brantford, is dead.

Andrew Reid, traveler in Eastern Ontario, for J. C. Green & Co., wholesale milliners, died at his home in Toronto.

The store room of Lugsdin & Lugsdin, Yonge St., Toronto, was entered by burglars and $1,000 worth of furs stolen.

R. E. Walker & Co., dry goods, Spadina Ave., Toronto, contemplating enlarging their premises to twice their present size.

J. Stead, formerly with J. A. Duggan, and latterly with A. Macdonald, Stratford, has opened a dry goods store at Goderich.

The D. McCall Co., Toronto, have taken out a permit for a $70,000 five-storey warehouse at the corner of York and Wellington Sts.

A. G. Frances has severed his connection with A. Screaton & Co., London, to accept a position with Dundas, Flavelle & Co., Lindsay.

N. A. Hewer, of the staff of T. W. Gray, Woodstock, has purchased the dry goods business formerly conducted by John McIntyre at Tillsonburg.

The Colonial Whitewear Co. is to be established at Guelph. A newspaper report says that the company hope within a year to employ a hundred hands.

A new building on Talbot St., London, to be occupied by the Robinson Corset Company, was formally opened by prayer and reading of a passage of scripture.

A piece of land 300x345 feet, fronting on King St. and Dufferin and Mowat Avenues, will be sold by the city of Toronto to the Toronto Carpet Co. for $31,000. The company is planning large extensions to its plant. A new department, for the spinning of worsted yarn, will be installed.

The ratepayers of Guelph are to vote on a by-law providing for a loan of $15,000 to the J. G. Grosch Felt Shoe Co., Milverton, who wish to remove to that city. The present plant, valued at $10,000, will be used, and a staff of between seventy-five and one hundred hands will be employed.

QUEBEC.

William Brock, Port Perry, Ont., general dry goods, was in Montreal recently.

S. Silver, of B. Silver & Co., Montreal, is in Ontario in the interests of his firm.

E. H. Talman, Merrickville, general store, was in Montreal recently on a sorting trip.

B. Silver, of B. Silver & Co., Montreal, is traveling in the Northwest taking orders for Fall.

W. R. Brock, of The W. R. Brock Co., Toronto, was in Montreal week of April 8 on business.

Geo. L. Cains, of Greenshields Limited, Montreal, spent a few days at Atlantic City last month.

Mr. Bremner, with The Hudgson, Sumner Co., Montreal, is in Europe on a Fall buying trip.

H. Johnson, of Hiram Johnson, Montreal, is traveling out west for a few weeks buying raw furs.

S. T. Greenleese, of S. T. Greenleese & Sons, Montreal, is now in the Northwest taking orders for Fall.

Allan S. Bain, wholesale dry goods, Montreal, has now settled down in his new quarters, 61 St. Sulpice St.

C. J. Redmond, of the Redmond Co., Montreal, is in European markets. He will not return before August.

K. Harriman, of the Japan Trading Co., Montreal, is traveling through Ontario in the interests of his firm.

Mr. Drolet, of Drolet & Lassonde, wholesale dry goods merchants, Three Rivers, was in Montreal for a few days.

Mr. Hassert, of J. Bourdeau & Son., Montreal, spent a few days last month in New York and St. Louis buying furs.

W. D. Stewart, of Sinclair & Stewart, Summerside, P.E.I., general dry goods, was in Montreal on a buying trip.

James Sealy, of Kentville, N.S., general dry goods, was in Montreal the early part of April picking up novelties.

J. C. O'Brien, of J. C. O'Brien & Co., Antigonish, N.S., general dry goods, was in Montreal recently making extensive purchases

J. F. Hughes, traveler for the China and Japan Silk Co., Montreal, is on his western trip with full lines of the firm's goods.

James Monypenny, of Monypenny, Bros. & Co., Montreal, left for European markets early in April on a Fall buying trip.

J. G. Paquet, Montreal, with the Toronto Carpet Manufacturing Co., was in Toronto for a few weeks in the interests of the firm.

J. L. Gittleson, R. E. Hart, S. Lagowitz and E. S. Wadsworth, travelers for Sam Wener & Co., Montreal, are on their routes.

N. Prevost, waist manufacturer, Montreal, has removed from the old location in Notre Dame St., to larger premises at 209 McGill St.

The Quebec Commercial Travelers' Association held their annual banquet at Quebec City. There were upwards of one hundred present.

T. H. Livingstone, of the Livingstone Manufacturing Co., Montreal, is now on his trip out west, with a full line of up-to-date samples for Fall.

W. A. Rogers, ribbon, notion and fancy goods buyer, of the W. H. Scroggie Co., Limited, Montreal, has just returned from a buying trip to New York.

The British Canadian Fur Co., Montreal, have dissolved partnership. Max Goldberg will continue under the same style and will retain the old staff.

F. B. Drouin, of the Waldron, Drouin Co., Montreal, sails for Europe on the 14th inst. He will visit all the continental markets in the interests of the firm.

A. H. Patterson, Canadian manager Dr. Jaeger Sanitary Woollen Co., Montreal, sailed for London, Eng., on April 19 on his annual visit to the head office.

Max Goldberg, of The British Canadian Fur Co., Montreal, has just returned from an extended trip in Europe, where he has visited all the Russian and German markets.

W. H. Barry & Co., 234 McGill St., Montreal, are moving the first of this month into larger premises adjoining their old quarters. The new location, at the corner of St. James and McGill St., the basement of the

Kleinert's


FEATHERWEIGHT

DRESS SHIELDS

7

POPULAR SHAPES


OLYMPIA


ONANDOFF

Every Pair Guaranteed


La Mode

Every Pair Guaranteed


HIGH POINT


CRESCENT

They can be washed, ironed and sterilized.

Sold by all the Leading Jobbers.

I. B. KLEINERT RUBBER COMPANY

No. 1 Mincing Street, - TORONTO


FULL DRESS

Imperial Bank Building, is very prominent. The "Ribbon house of Canada" found it necessary to have these larger facilities owing to their increase in business.

Swift, Copland & Co., Montreal, are now located at 478 St. Paul St. The building is a substantial six-storey structure which well meets their requirements. The firm had intended moving to St James St., but at the last moment their present location became available and they gladly seized the opportunity. This building is but a short block from the old premises gutted by fire some time ago.

THE WEST.

Lord's, general store, Red Deer ; succeeded by T. A. Gaetz.

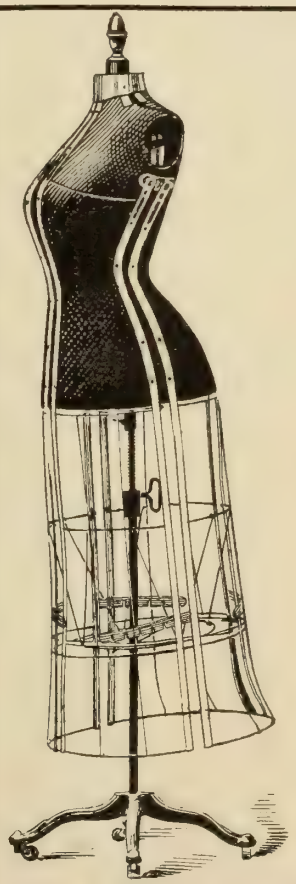
F. W. Seaton's department store at Macoun, Sask., was totally destroyed by fire on April 23.

A contract has been signed for the erection of a $40,000 department store at Prince Albert. The building will be owned by Rev. Wm. Moore, and it has already been leased to Hamlin Bros., of Winnipeg.

IN THE SAME BOAT.

The shortage of various lines of goods in the United States has become so acute that American manufacturers have appealed to Canada for help, only to find the Canadian trade laboring under the same conditions that they themselves have to face. The following from the New York Commercial in regard to cotton goods might be made applicable to other fabrics as well, and it serves to further emphasize what we have tried to impress upon our readers :—

"Many retail buyers have questioned the statements made this season by jobbers and selling agents regarding



Make Your

FIXTURES

SELL GOODS

YOU WILL NEED **NEW**

MANTLE RACKS

MILLINERY STANDS

and

WAX FIGURES

to display your

SPRING and SUMMER NOVELTIES

Our **FORMS** are of **LATEST SHAPES** and **MOST ARTISTIC**

British and French Plate MIRRORS (all sizes)

SILENT SALESMEN, Showcases and everything for the Effective Display of Goods.

Sole Selling Agents for the celebrated **Hall Borchert Adjustable Forms.** Full line carried in stock.

CLATWORTHY & SON

30-40 West Adelaide, TORONTO, ONT.

the shortage of staple cotton goods, and the fact that it is impossible to make the deliveries called for. That these statements have not been exaggerated—in fact, have been under, rather than overdrawn—is shown by the position in which one of the largest American concerns now finds itself. This concern, which does an enormous business, has been unable to obtain, since the year opened, sufficient supplies of cambrics and other cotton goods with which to turn out the orders now on its books, in spite of the fact that orders for goods were placed unusually early. Failing to obtain supplies from American manufacturers, jobbers or selling agents, an effort was made to obtain supplies of cotton goods from Canada, but without success."

We here give extracts from the letters of the largest firms in Canada in this regard: "We are sorry to say that we are unable to supply you with any of the goods mentioned, for they are just as scarce here as in your country." * * * "Your letter received, and in reply beg to state that we have no muslins or cambrics to offer." * * * "Your letter to hand asking for two qualities of cambric, neither of which we are able to supply. In case any other goods will be of use, we enclose several samples, but do not anticipate that you will be able to pay duty on these prices. The samples sent are offered subject to the goods being unsold should you order." * * * "We regret we are not in a position to offer you muslins or cambrics." * * * "We do not know what the duty on bleached cotton goods into the United States is. We think, however, it is about forty or fifty per cent. We regret very much that we cannot send you samples. We are in the same condition as you. Canadian mills are very much behindhand in the delivery of these goods, and the goods we are getting in from England are also weeks behind time in delivery. It would, therefore, be useless for us to send you any samples, as we could not give you satisfactory delivery; in fact, cannot get enough to fill our own orders here." * * * "We are in exactly the same difficulty as yourselves regarding almost all counts of cotton goods."

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

The W. R. Brock Co., Montreal.

The W. R. Brock Co., Montreal, have just received a clearing lot of muslins from one of the manufacturers here, and are offering the goods at quite a reduction, over 25 per cent. in many instances. Special mention might be made of the E7 mercerized leno stripe, which, although retailed in the regular way at 20 cents, can be had at a figure which will enable the retailer to offer it at 15 cents. MB35, a satin check apron muslin, to retail at ten cents, is having a very good sale, and would fill the place of a leader at a bargain sale. In Swiss spot muslins, attention might be drawn to two lines, 6336, to retail at 15 cents, and 271, to sell at 11 cents. Both, we are sure, will prove very good sellers.

The range of dress goods for Fall of 1907 is now on the road and quite a number of new fabrics and designs are being offered for sale. The demand for plaid checks in both suitings and dress fabrics still continues very strong, and in this connection we might refer to JB34, clan tartan dress goods and the "Korbay" plaids, both of which lines have been ordered in large quantities. In the tweed suitings "Kurragh," "Kruso" and "Kracko" have met with a very good reception from all who have seen them and the Brock Co. may look for good business in all these lines. But while the checks, stripes and plaids will be asked for to a large extent, popular favor seems to be turning to the plainer materials and patterns, such as venetians, vicunas and broads and great care has apparently been taken in the selection of these goods. Prominent in the collection are AM33 vienna suiting, WM105 chiffon venetian and TH90 chiffon broads, three lines which have been ordered in large quantities by the various city merchants.

The range of Fall blousings, too, is A1, in every particular, many of the very popular lines of last season having been repeated.

Just a word about deliveries. While it was pretty hard to get goods for Spring, they anticipate a much greater difficulty in getting deliveries for Fall, and it will be practically impossible for the wholesalers to get on repeats with the manufacturers. While they have in many instances placed very large orders, it would be advisable for the retailer to place orders just as early as possible for all his requirements.

Debenhams (Canada) Limited, Montreal.

Their samples for the Fall season are now in the hands of their representatives. They will advise from their Montreal and Toronto branches of the exact date on which the collection will be submitted to you. Their buyers having made an exceptionally early visit to the market, with a view to obtaining an adequate representation of samples of Fall novelties in time for the Canadian trade, the range from all departments is by far the most complete they have yet been able to send out. The importance of placing orders early for the coming season cannot be exaggerated. There is every indication that prices will still further advance, and in certain sections there will probably be a shortage of goods. They have given their represtntatives full information on all points of special interest in connection with the samples, together with indications of the trend of fashion. Among their late trade literature is a handsome four-page booklet, handsomely gotten up and printed on very heavy stock. It is about 12x9 inches and has a white cover with black and white lettering. The back page of this very interesting booklet is occupied by an illustration of the trade mark of Atlantic Serge. A copy will be mailed by the firm on application.

Greenshields Limited, Montreal.

In face of strong markets in all dry goods lines, Greenshields Limited, Montreal, state that they are able to offer many desirable lines at attractive prices, and that they are well able to look after all wants of their customers this month.

In wash dress goods, whites are still claiming the premier position. The principal lines which are particularly good are Persian lawns, organdies, India linens, Victoria lawns, Swiss book and Swiss spot muslins. Costume drills and real Irish fancy linens are also to the fore. In reference to above costume drills and linens, they state that these lines are especially adapted for Summer suits, being made of a very strong mixture of cotton and linen textures. They will always press and keep shape to satisfaction. This firm have stocked largely on these goods and expect a big run on same. In colored dress muslins, large spots on white grounds, or vice versa, are selling well. There are also numerous smaller spots and designs to meet all tastes. Customers visiting the city during the month of May will find a large assortment and

variety to select from. They claim their stock is in a first-class condition, and are ready to meet all demands which may be made upon it. Letter orders are always executed faithfully, with care and precision, and are forwarded with the greatest expediency. A call in the month of May is sure to be of mutual advantage.

Good business is being done in the linen department. Although supplies of different lines held by some houses are short, Greenshields have a good stock on hand and are able to fill any orders received. They state that they have had information from a good source to the effect that spinners in Belfast are filled up with orders sufficient to keep them busy for twelve months ahead. As a consequence, goods are very scarce and the manufacturers are handicapped by this same reason, as they cannot get sufficient materials to fill orders received. This firm are showing leading lines in table damasks, table cloths, napkins and towelings, at old quotations just at the moment, but they expect to be compelled to advance all lines in a short while.

In the woollen department, ladies' mantle tweed cloths are moving very freely for Fall, in both light and dark colors. Beavers in various colorings, and especially in black, are also shown. They are also submitting a novelty in imitation broadtail and astrachan.

In department E stocks are well arranged and open orders receive prompt treatment. Popular Spring hosiery, including the lace ankle goods, is in good supply. A big range in cotton and lisle thread in plain effects is also to be had. Colors predominating are whites, pinks, sky blues, champagnes, and light greys, with black leading.

All lines of linings have advanced, and although goods are extremely scarce, they have their usual large assorted stock in the following lines: sateens, perclaines and taffeta linings. A number of these goods are of very special price, particularly in sateens. They pay particular attention to letter orders.

A record business is being done in the house furnishing department. Anything wanted for immediate delivery, carpets, squares, linoleums oilcloths, mattings, cretonne, art muslins, curtains, curtain nets. See their travelers' samples or write them direct. Their stock in these lines contains the latest designs. They have the goods right in stock.

The Canadian Underwear Co.

This firm, the Canadian distributors of "J" brand collars, cuffs and shirts, have issued a complete catalogue of these goods, which for usefulness and attractiveness is hard to equal. It contains 36 pages, and the careful compiling of the work reflects credit upon the enterprise of the firm. It is printed on very heavy stock in two colors. A full line is illustrated and prices are quoted in every instance. Some interesting half-tones of the factory and offices in Austria give some idea of the immense output of these goods. The reading matter is strong and pointed, the merits of the goods being brought out clearly. Some interesting business details and a dress chart are appended. The catalogue will be found of interest to every retailer and will de mailed on application to the Canadian Underwear Co., 505 St. Paul St., Montreal.

Delfosse and Co., Montreal.

A new drapery stand for the display of dress goods, silks and wash goods is illustrated. The stand is having a ready sale and is one of the best sellers of Delfosse & Co.'s lines. Their wax heads are proving the points of superiority claimed. A useful fixture catalogue can be had by



addressing this firm, No 5 Hermine St., Montreal.

Between-season Novelties in Waists.

It has only been in the high-priced waists designed specially for the exclusive trade, that hitherto merchants have been able to obtain a constant succession of novelties. Rhys D. Fairbairn & Co. are now out to show the same for the popular trade, and each month their travelers will have something new to show to the trade, even between seasons, in medium-priced waists.

As waist-making fits in admirably with the neckwear business, the same materials, etc., being used, and as the samples can easily be carried along with neckwear, this firm has the proper facilities for making this departure a success. To the up-to-date merchant who values the trade-pulling power of a constant succession of novelties, and who is endeavoring to increase the turn-over in this department, the line of blouses put on the market by Rhys D. Fairbairn & Co. should be specially interesting.

John Macdonald & Co.

John Macdonald & Co., Limited, have a fully assorted stock for the assorting season in men's underwear, half-hose, neckwear, suspenders, men's working and negligee shirts, overalls, umbrellas and haberdashery.

They are showing superior value and a beautiful assortment in black voile dress goods, Panama dress goods, in navy and in black, white lawns, India linens, nainsooks, vestlings and sheer muslins; a large range of styles and prices in val. laces, also in white lawn blouses and in ladies' ready-to-wear dress skirts and underskirts; ten jobs in dress goods and a big job in cotton hose.

John Macdonald & Co., Limited, state that their stock of woolens and tailors' trimmings, including ladies' tweed costume goods and mantlings is fully assorted.

By recent shipments they have completed their assortment of Crum's prints and colored dress muslins for the assorting trade. Their stock of towels, towelings and linen tablings is fairly well assorted. They inform us that their stock of carpets and house furnishings is fully assorted. This is the month of their semi-annual stock-taking, and so as to reduce their stock before stock-taking they are showing a quantity of tapestry, Brussels, Axminster and Wilton carpets very much below last season's prices; four lines in hemp stair carpets at job prices; several lines of seamless velvet squares greatly below regular prices, sizes 3x3½, 3x1, 3½x4; a line of 8-4 British linoleums at 7½c. per square yard, under the regular price; six lines 16-4 linoleums at popular prices. They report repeat shipments of all the best selling designs in tapestry and Brussels squares.

W. H. Barry & Co., Montreal.

Walter H. Barry & Co., one of Canada's up-to-date ribbon houses, have vacated their old premises, 234 McGill St., and have removed to larger quarters next door, corner of St. James and McGill Sts., Montreal. As they have foreseen the scarcity of ribbons, this firm anticipated requirements early, and have one of the best assorted ribbon stocks in the country. Although this is a very strong statement to make they are willing to back up their remarks. A visit to their new premises would be appreciated.

Greenshields, Western, Limited, Winnipeg.

Greenshields, Western, Limited, Winnipeg, emphasize the importance of early buying for Fall and Winter. They state that the factories will be unable to take care of repeat orders in many lines and that the retail trade will be well advised if they plan their orders early. Greenshields, Western, have a good stock of all staple lines at present, in spite of the unsatisfactory traffic conditions, and they are prepared to fill orders promptly.

They direct special attention to a bargain offering of 1,000 pieces of

Condensed Advertisements

AGENTS WANTED.

BUYER of Montreal dry goods store, residing in Paris, speaking French, English, German and Spanish, is open to represent a good Canadian firm. Apply Box P, DRY GOODS REVIEW, Montreal.

STRAW GOODS AND MILLINERY—London, England, house wishes to correspond with manufacturers' agents in Montreal, Toronto and Winnipeg, with a view to representation; women's and men's straw hats, flowers, feathers, shapes, etc., and fur goods; good inducements offered to the right men. Address Faire, care of DRY GOODS REVIEW, 88 Fleet St., London, Eng.

SITUATIONS WANTED.

TO HATTERS, wholesale or retail — Young man with 12 years' London experience wishes for suitable position; could sail immediately, if position warranted. Apply A. Lute, 36 Theberton St., Islington, London W., England. [5]

FOR RENT.

STORE to rent—Plate front, solid brick, 80 feet deep, two storeys and basement; situated in a good village of 1,200 people, good streets, electric lights, waterworks and first-class surroundings; good opening for general store with crockery and dressmaking; old business stand; good references. Apply Box 144, MacLean Publishing Co. [6]

AGENCIES WANTED.

POSITION as buyer or manager of an up-to-date go-a-head blouse and ready-to-wear department; wholesale or retail, where energy and ambitition count, by a young man of good experience and familar with the best buying market; can change now or later. Box A, Dry Goods Review, Montreal.

WANTED for Toronto, Manufacturers' agent would represent agencies through Montreal agent on half commission, wholesale or manufacturing dry goods trade. Box C, Dry Goods Review, 10 Front St East, Toronto.

ESTABLISHED manufacturers' agent with good connection through the wholesale and manufacturing dry goods trade is open for other lines in Toronto. Box D, Dry Goods Review, 10 Front St. East, Toronto.

FOR SALE.

FOR SALE—First-class millinery business, corner of College St. and Spadina Ave., Toronto; good lease; well established; possession July 1. Box B., Dry Goods Review, 10 Front St. East, Toronto.

FOR SALE — Best paying dry goods business in Algoma; stock $15,000.00; terms generous; price a snap. Apply box 903, Sault Ste. Marie, Ont.

SITUTAIONS VACANT.

WANTED—First-class dry goods man to take charge; to one with $1,500 to $2,000 to invest a special chance will be given. Apply Thompson Limited, Sault Ste. Marie, Ont.

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

Children's Hats and Bonnets, Working Shirts, Cashmere Hose
SPECIAL VALUES. DELIVERY AT ONCE.
GILMOUR, NEPHEW & CO.,
366 St. Paul Street, Montreal
TELEPHONE MAIN 2202.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. MCNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms
Steam Heated and Gas Lit
GEO. W WEBSTER, Prop., Swift Current, Sask.

COLLECTIONS, ETC.

THE MERCANTILE MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cottons, Dress Goods, Shoulder Pads, etc
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favora'le terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
IMPORTER of all kinds of Buttons, Laces, Neckwear, Belts, Dress Trimmings, e.c. Complete stock of Buttons and Tailors' Trimmings always on hand.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal
SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block and 422 A bdown Block, Winnipeg, Man., and at Brandon, Man.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal Chas. A. Duclos. Henry N. Chauvin.

WHEN WRITING ADVERTISERS
PLEASE MENTION
THE DRY GOODS REVIEW

dress gingham. This is a job line and they are offering it below mill prices.

In their men's furnishing department they have some new fancy lines of hosiery and shirts, etc., intended for the particular trade. They have many exclusive lines. Stock in all departments is complete and they invite enquiries.

Debenhams (Canada) Limited, Toronto.

There is an increased and increasing sale for linings, and Debenhams are specially noted for their big ranges, and for their exceptionally low prices. This is a feature that this Fall they would specially bring under your notice, as many of their well known lines were bought before the great advance in cotton goods. Black electro satin is a big seller, and this firm specially recommend ranges 9-80 and AE as being the best, and would also draw your notice to the range of stripes and checks in black electros. They are showing ceemsylk in black only. This cloth has a waterproof finish and is slightly heavier than the ordinary electro. Taffetine is a popular cloth at a popular price, and the qualities this firm is showing even with the slight advances they are asking, are especially cheap, as the advance is nothing in proportion to the rise in the market. Taffetine I is exceptionally cheap, but will hardly run the season out at its present figure, and is shown in a magnificent range of shades. Samples of moire skirtings are not yet to hand as manufacturers are not ready to show. The difficulty in obtaining grey in all cotton goods is a serious factor in the market to-day, and so long as this condition continues prices will be well maintained; in fact, Debenhams look for still further advances.

Clothing Cabinets and Show Cases.

The Grand Rapids Show Case Co., Grand Rapids, Mich., have opened a new office in New York City and are showing there a line of their latest styles in show cases. The representative in charge id G. L. Weldon. We are in receipt of catalogue D., issued by this firm, in which are illustrated splendid sectional clothing cabinets, and a variety of dry goods show cases.

The W. R. Brock Co., Toronto.

The W. R. Brock Co. report that their travelers are now out with a full range of dress goods for Fall, and they strongly advise all their friends to make no delay in placing their orders, as deliveries are going to be the most difficult in the history of the trade. It is only the man who places early orders who can be sure of getting the goods this Fall. This firm have every confidence in the range they are now showing, as their buyers have made a most careful selection from the Fall fabrics shown by the leading manufacturers and finishers of the world. Plain cloths will be a strong feature, and this company are showing a most comprehensive range of venetians, sedans, chiffon box cloths, wool satins, poplins, etc. Other leaders are dark over-checks and stripes in tweed effects, and in bright-finished cloths. There is every evidence also that clan tartans will again be in high favor. Bright-finished serges and cheviots in blues and black give indications of coming strongly to the front. Special attention is drawn to diadematis, a particularly fine make of Henrietta serge, guaranteed all pure wool, and free from gum and filling. Experience has taught this firm that this is the most satisfactory cloth a lady can wear.

When examining Brock's sample line the trade is advised to see their special Kruso and Radio tweeds in the popular dark colors and stripes. Another favorite is the Shepherdess in large black and white checks, with colored over-line. Blouse materials will be in good demand in printed flannels, embroidered flannels, embroidered albatross, and in printed delaines. In the last mentioned, coin spits and polka dots are the correct thing. They would call attention to the new black materials made by the same firm that manufacture their popular Hucar cord-de-soie, chamois cloth, and all wool mayos in a range of qualities, to retail from 75 cents to $1.50.

The W. R. Brock Co. could call the attention of all buyers of ready-to-wear goods to the fact that they now have their new skirt factory in good working shape. Their representatives have a full range of these goods for present and Fall and as the class of goods is a decided departure from the goods they have been carrying in the past, a few remarks about them would not be out of place. In the first place, down to the cheapest skirt, all goods manufactured must be perfect to the smallest detail. The best of findings are used; the mohair bands are of the finest quality; the thread also, and even the hooks and eyes. All the hems are hemmed, none being faced, and although this takes more cloth and requires careful, experienced help, it makes the garment more sightly and easier to shorten or lengthen, if needs be. All these goods are examined and measured three times in the course of manufacture, and the value of this will be seen in the fact that although over 7,000 skirts have been sent out since the beginning of this season, so far not one has been returned on account of any defect in the making or fit. But, over and above all this, the point they are especially proud of is the fit of their garments, and they claim "Her Ladyship" skirts are the best made and the best fitting garments on the Canadian market. With their system each operation in the course of making checks the measurement and it is next to impossible for a skirt to come out wrong. No ready-to-wear skirts will fit every woman, but "Her Ladyship" skirts will fit more women than any other brand of skirt on the market. These goods are not made to sell at a certain price, but they are cut and made perfectly and then a legitimate profit is added and the result is an article on which the merchant can make a good profit and feel when he sells it, it is sold and will be kept and will give his customer the greatest measure of satisfaction.

The W. R. Brock Co.'s men's furnishing department has just passed into stock several shipments of men's Summer neckwear. These include all the novelties in men's washing silks in light designs in both derby and teck shapes. They are showing a very attractive range of men's Summer vests in white and fancy, to sell at popular prices. All sizes in German and French balbriggan underwear to retail at 50c. are now in stock; also two lines of natural wool underwear to retail at 75c. and $1, which are special values. Some novelties in men's neglige shirts have just been received, also two clearing lines of manufacturers' overmakes to retail at 50c. and 75c., which are regular 75c. and $1 values. Notwithstanding the recent heavy advances made by the manufacturers, they are still offering white shirts at old prices. They have three lines to retail at 50c., 75c., and $1, which are exceptionally good value. All styles of "Success" collars are carried in stock. This is the best line in the trade to retail at 2 for 25c.

The W. R. Brock Co. report the following scarce goods in stock for May trade: Long kid gloves in glace or undressed; tan hose in cashmere or cotton; Persian lawns, India linens, Swiss and cambric embroideries; all-overs; matched sets and selected novelties; all the latest creations of the St. Gall manufacturers. See their special carton lots referred to in last issue. The lace section has just passed into stock a shipment of fine valenciennes sets and other lace novelties. Pearl button cabinets are shown in a large variety of makes and styles. If you want the best value in plain or ribbed cashmere hose see what Brock's hosiery department is showing. Their contracts were placed before the recent advances in cashmere goods and you get the benefit of their advantages. White spot muslins are shown in all prices. A special line of spots is offered, to retail at 12½c. and 15c., also "Bestvalue" white victoria lawn. See Brock's rainproof coats, mantles and umbrellas for the wet weather. Their handkerchief department has captured and cleared out for spot cash, 4,000 dozen ladies' and men's hemstitched linen handkerchiefs. The value of this lot is the value of the year 1904, and all linen experts know how many advances have taken place since, and what goods are worth to-day. These are the snap of the hour, and can be retailed with big profit at from 10c. to 25c each. A novelty in Brock's smallware department is a line of hosiery and vest dryers. These can also be used for showing hosiery and underwear to advantage. The price is very low. Send for sample lot, assorted sizes and kinds.

CONTENTS

	PAGE
A	
Art of Display	29
B	
Business Management	37
Business Notes	109
Behind the Counter	88
D	
Dress Goods	57
Dress Accessories	63
E	
Editorial	74
F	
Furs	39
Fancy Goods and Notions	77
G	
Good Advertising	24
H	
House Furnishings	102
Hints To Buyers	112
I	
Items From All Canada	110
K	
Knitted Goods	43
L	
London Letter	89
M	
Men and Methods	19
Millinery	82
Men's Furnisher	95
N	
New York Letter	80
P	
Paris Fashions	90
R	
Ready-To-Wear	69
S	
Show Card Writing	35
Staples and Raw Materials	86

INDEX TO ADVERTISERS.

	PAGE
A	
Accountants' Directory	114
Alexandor, A. J.	38
American Silk Waist Co	68
Australasian Draper	10
B	
Baldwin, J & J., & Partners	14
Barry, W. H., & Co	67
Bartlett, Wm., & Son	36
Bell Telephone Co	10
Boyd, Brumell Co., Ltd	76
Bradford Dyers' Ass'n	13
British-America Assurance Co	10
British American Dyeing Co	32
Brock, W. R., Co	17, 18, 56, 93
Brock & Paterson	114
Brophy Cains, Limited	23
Burnet & Temple	76
Business Systems Ltd.	32
Busy Man's Magazine	10
C	
Canada Haircloth Co	114
Canada Paper Co	11
Canadian Underwear Co	100
Cartwright & Warners	42
China & Japan Silk Co	73
Chipman Hamilton Knitting Co	55
Clatworthy & Son	111
Clement, A. E.	100
Confederation Life Association	11
Cosbie, R. H	27, 79
"Cravenette" Co	99
D	
Daly & Morin	107
Debenhams (Canada) Limited	15, 84
Defiance Button Machine Co	11
Deltosse & Co	36
Dominion Hammock Co	12
Dominion Linen Mills	14
Dominion Oilcloth Co	108
Dominion Textile Co	85
Dominion Wadding Co	15
E	
Eagle Knitting Co	51, 52
Ellis Mfg. Co	46
Empire Mfg. Co	73
F	
Fairbairn, Rhys D	66
Flaws, R., & Son	114
G	
Garland, John M., Son & Co	5
Garnett, Joshua F., & Son	100
Gemmell, C. G.	72
Gilmour, Nephew & Co	114
Globe Suspender Co	100
Grand Rapid Show Case Co	33
Greenshields Western Ltd	6, 7, 8 and inside back cover
Greenshields Limited	1, 2
H	
Harris & Co	55
Harris & Sheldon	34
Haworth, Richard, & Sons	12
Hees, Geo. H., Son & Co	103
Hermsdorf Louis	49
Hewson Woolen Mills	59
Hilker A. M	36
Hirshson, L., & Co	101
Horrockses, Crewsdon & Co	4
Hotel Directory	114
I	
Imperial Carpet Co	106
Irving Umbrella Co	inside front cover
Ishikawa, K., & Co	14
J	
Jaeger, Dr., Co	54
Jay Finish Underwear	47
K	
King, John, & Son	106
Kingcot	87
Kirscherg, A., & Co	41
Kleinert, I. B., Rubber Co	111
Knox, John, Co	27
L	
Ladies' Wear Ltd	62
Lamson Consolidated Store Service Co	32
Laurentian Whitewear Co	73
Law, Russell & Co	16
Legal Directory	114
Lennard, S., & Sons	42
Liddell, William, & Co	79
London Printing & Lithographing Co	36
Luxfer Prism Co	33
M	
Macdonald, John & Co	outside back cover
McCall, D., Co	83
McDowell, A. H., & Co	114
McRae & Walker	12
Merchants Mercantile Co	114
Metropolitan Bank	10
Mitchell Self Testing Safety Code Co	101
Minhkin, I. & Co	72
Montreal Cotton Co	59
Moore Carpet Co	106
Moulton & Co	114
N	
National Rubber Co	68
Nazareth Waist Co	53
Newey Bros. Ltd	67
Nicklin, J., & Co	12
O	
"Old Bleach" Linen Co	27
Oxford Knitting Co	42
Oxford Mfg. Co	99
P	
Palmenberg's Sons, J. R	32
Paquet, J. Arthur	38
Parisian Corset Co	72
Parker, R., & Co	inside front cover
Peerless Underwear Co	48
Penman Mfg. Co	97
Perrin Freres & Cie	65
Pewny's Kid Gloves	15
Phillips & Wrinch, Ltd	3
Plantagenet Frillings	9
R	
Revillon Bros	78
Richardson A. S.	28
Ripley, Edward, & Son	61
Rock Island Overall Co	100
Russell, A. N., & Son Co	28
S	
Sale, Julian, Leather Goods Co	79
Simpson, J., Sons	50
Smith, J. Sprou'e	114
Smith, McKeown & Co	101
Standard Cloak & Skirt Mfg. Co	72
Standard Shirt Co	94
Stanfields Limited	49
Stauntons Limited	103
Storey, W. H., & Son	67
Swift, Copland & Co	41
T	
Toronto Brass Mfg. Co	28
Toronto Feather & Down Co	105
Turnbull, C., Co., of Galt	42
V	
Victor Mfg. Co	63
Vyse Sons & Co., Ltd	83
W	
Wallace, Blake & Shouldice	14
Walsh, E. H	55
Walsh, W. E.	114
Watson Mfg. Co	54
Weir Wardrobe Co	34
Western Assurance Co	10
Weyerstall, Alfred	114
Wilkins, Robert C	inside front cover
Williams, Walter, & Co	49
Wolsey Underwear Co	49
Wreyford & Co	99

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Print Department

Our stock of Prints is very complete; we have just received some big shipments and we expect some more in shortly.

Although we have already sold this season nearly double the quantity of our B.B.B. Print sold in any previous year we are still in a position to fill all orders complete.

This print is one of our standard qualities and it is controlled by us for Canada.

Write for Samples

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

TO THE TRADE **MAY, 1907**

Two Essentials to Success

One is to have the goods that are in demand and the other is to have customers demanding them.

Both are very much in evidence in our warehouses at present.

Our insight into the requirements of the Canadian Trade and our foresight into the state of the Foreign Markets places our stock of

Carpets, House Furnishings,
Men's Furnishings, Haberdashery,
Silks, Dress Goods, Hosiery, Gloves,
Ready-to-Wear Goods, Linens,
Staples, Woollens and Tailors' Trimmings

superior in value and salableness, and the large assortment we are showing makes buying for your assorting trade easy.

All orders have our careful and prompt attention. Rush Orders----either through the mails, over the telephone or by telegraph----have extra special attention.

This is the month we prepare for our semi-annual stock-taking (May 31st.) There are always some clearing lines at this season. Call and see us when you are in the city.

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO., LIMITED

Wellington and Front Sts. E.
TORONTO

SPECIAL FEATURE

STORE FIXTURES

THE DRY GOODS REVIEW AND MEN'S FURNISHER

June

1907



TH YEAR

NUMBER

Office of Publication
10 Front St. E., Toronto

PRICE 25 CENTS

THE MACLEAN PUBLISHING CO. LIMITED
MONTREAL, TORONTO, WINNIPEG.

30 Years and More Experience Fits Us To Do Good Work.

The Largest and Most Modern Plant in Canada is Another Reason.

It's the money saved on stock that would otherwise be sacrificed that rounds up the profits of a season or contrawise builds up a loss.

DRY GOODS MERCHANTS

need not carry uncertain stocks if they send such here to be redyed in a fashionable or good staple color. Our work can be depended upon.

Leading Dry Goods Merchants and Milliners all over Canada are our customers.

R. PARKER & CO., Dyers and Finishers to the Trade.

TORONTO, CANADA

White Parasols

A complete line of these scarce goods in stock at

$9.00, $11.50, $15.00, $16.50, $18.00, $20.00, $24.00 and up to $60.00 per doz. for immediate shipment.

THE

Irving Umbrella Company

LIMITED

79-83 Wellington St. W., - Toronto

"ROOSTER BRAND"

Best 

Made

Travellers now out for Fall.

Heavy Working Pants
Heavy Working Shirts
Heavy Winter Smox
Overalls and Jackets
White Coats and Sleeve Vests
Boys' Knickers

ROBT. C. WILKINS

MONTREAL.

N.B.—All lines of Summer goods for assorting.

Greenshield's Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads. on pages 6, 7 and 8 and inside back cover.

Your Fall Trade

Our travellers are now showing samples for Fall trade, with Leaders in the following departments:

Cottons, Flannelettes,
Muslins, Wash Goods,
Carpets, Housefurnishings,
Smallwares, Notions,
Men's Furnishings,
Woollens,
Ready-to-wear Goods.

New Summer Goods are now arriving, and we have many lines to improve your Summer Trade.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN, LIMITED,
WINNIPEG

GREENSHIELDS & CO., LIMITED,
VANCOUVER, B.C.

PRIESTLEYS' HUGUENOT CLOTH

Their Latest Creation



Priestleys' All-Wool "Huguenot" cloth is a combination of beauty, suppleness and durability, which will add to the reputation of these celebrated makers.

"Huguenot" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a French Cashmere.

YOU NEED IT. YOUR CUSTOMERS WANT IT.

Samples and particulars upon request from the Sole Agents for Canada.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
WINNIPEG

GREENSHIELDS & CO. LIMITED
VANCOUVER



BDA

Those nobby coat and skirt suits that lead the Summer fashions are at their best in BRADFORD DYED MOHAIRS. Here is a good example in brown shadow stripe Mohair.

Fabric quality counts much in such simple suits as this. That's why B.D.A. Mohairs are seen so often. They have chic, smartness, durability. At the Dress Goods Counter and in the Suit Department they earn you good profits every day in the season.

BDA

BRADFORD DYERS' ASS'N

BRADFORD

ENGLAND

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Shirtings,

Ready-made Shirts

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

DEBENHAM & COMPANY

PARIS **LONDON** NEW YORK

HIGH CLASS NOVELTIES IN

SILKS RIBBONS VELVETS
VELVETEENS DRESS GOODS
LACES VEILINGS COTTONS

DEBENHAMS (Canada) LIMITED

TORONTO

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



THREE SELLING QUALITIES IN

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides every pair is guaranteed.

Fall Samples Ready for Inspection

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

FALL TRADE, 1907

Our complete samples for Fall and Winter are now in the hands of our travellers.

In all departments we are showing excellent values ; an inspection will convince you that this is so when you consider the recent heavy increases in the textile and other markets of the world.

Our placing orders were heavy, and consequently we are in a better position than ever before for making prompt shipments to our customers.

We carry many exclusive lines, such as

"Priestley's" Dress Goods, "Pewney's" Gloves, "Western Brand" Underwear, and "Shield Brand" Overalls

Your patronage is solicited.

Our travellers will shortly have the pleasure of calling upon you, and if you have not already placed your Fall order with us, please give them a hearing.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

LADIES' FURNISHINGS

We have a complete range of ladies' and childs' vests and drawers, black equestrienne tights, combinations, childs' sleepers, etc., for Fall trade at the best values to be obtained. Also a full line of children's and ladies' wool, cashmere and worsted hose ; excellent values at popular prices. We have an extensive collection of bootees, infantees, mitts, toques, knitted wool hoods and jackets at prices to suit all customers.

We also have a large stock of handkerchiefs, hosiery, laces, ribbons and summer underwear for sorting trade.

NOTIONS AND SMALLWARES

We have a very complete stock in this department including the very latest designs in silk, elastic, velvet and white wash belts ; and a large range of tooth, nail, hair and clothes brushes at lowest prices in the west.

We have also a select stock of dress gimps and trimmings, buttons, etc., and a good collection of hair combs in hair, back and side styles at exceedingly reasonable prices.

We also carry papeterie in fancy boxes at from 10c. to 35c. per box which we can recommend at being good value.

Our stock of wheeling yarns, fingering, saxony yarn and shetland floss is also complete.

Give us a trial before placing orders elsewhere and we will guarantee to give you every satisfaction as to value and deliveries.

54, 56, 58, 60 **Arthur Street** | **Winnipeg** | 53, 55, 57, 59 **King Street**

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Linoleums

Our stock of linoleums is the most complete we have ever had, and we are prepared to execute rush orders in any quantity. Our range of patterns is unexcelled.

Printed linoleums, inlaid linoleums, floor oilcloths and cork carpets—we have them in all the best English, Scotch and Canadian makes. **Our prices are right.**

Art Squares

We have a splendid range of Wilton and Axminster Art Squares, bought before the advances. Good patterns and colorings.

Write for samples for special orders.

We have also a good variety of Velvet Tapestry and Brussels Art Squares.

Our prices in Art Squares are rock bottom.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

June Time Sortings

Hot Weather Goods

Now Ready From the Various Departments

Ladies' Sheer Cotton
Knit Vests
Ladies' Lace Hosiery
Ladies' Sheer Lawn
Blouses
Fine Cambric Night Robes, Swiss Lawn Corset Covers, Chemise, etc.

Nic Nacs

Fancy Blouse Pins, Belt Novelties, Fancy Lace Stock Collars, Dainty Lace Handkerchiefs, Belt Buckles, Fancy Combs, Hair Pin Novelties, Fancy Hand Bags.

Men's Balbriggan Underwear, Cool Regatta Shirts, Wash Ties, Fancy Embroidered Hose, Straw Hats, Fancy Wash Vests, Boys' Sweaters, Men's Sweaters, Men's Leather Belts.

House Furnishings

Mosquito Nettings, Sash Netts, Lawn Cushion Covers, Hammock Cushions, Hammocks, **full assortment** all good **values.**

Wash Goods

Clearing lots of spot and printed Muslins, India Lawns, Persian Lawns English and Canadian Cottons, Long Cloths, India Mulls, Nainsooks, etc.

FOR PHONE ORDERS USE THE FOLLOWING NUMBERS

Woollens and Tailors' Trimmings, White and Colored Cottons, Wrapperettes and Flannelettes } **1206a**

Dress Goods, Linings, Smallwares and Notions, Men's Furnishings, House Furnishing. } **1290**



John M. Garland, Son & Co.
OTTAWA

Wholesale Dry Goods, Carpets and Woollens.

Mr. Busy Man

You may not have much time for reading but it is essential that you read

The BUSY MAN'S MAGAZINE

It will acquaint you with what the successful business men have accomplished. It will keep you in touch with existing conditions in other countries as well as your own. Every article will suggest ideas, which, combined with your own, cannot fail to bring you success.

This many-in-one magazine will interest you deeply, as it embodies the best features of the world's publications. The cream of hundreds. Have your subscription commence with this issue.

THE BUSY MAN'S MAGAZINE

Toronto, Canada

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29.833,820.96

THE METROPOLITAN BANK

Capital Paid Up,	*$1,000,000*
Reserve Fund,	*$1,000,000*
Undivided Profits,	*$ 133,133*

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc,	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**112 Wood St.**
New York,	**1 Broadway**

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over	$3,570,000
Income for 1906, over	3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

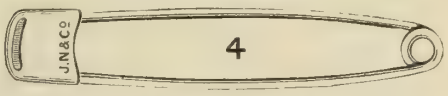
Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



NICKELED STEEL DUPLEX in 5 Sizes.

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S. A.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address:

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

Fibre Papers of Quality are

"Scotch Fibre" and "Invictus Fibre"

"Made in Canada" from specially selected pulp. Let us send you samples.

CANADA PAPER CO. Limited

TRADE MARK

Toronto
Montreal
Windsor Mills, Que.

"Old Bleach"

LINENS

are the Sweet, **Old-Fashioned Linens** of our Grandmother's Day. They are made of **Pure Flax Yarns** and are **Bleached on the Grass** by the Sun without the use of Chemicals and so retain the **Full Strength** of the **Fibre** and its **Natural Lustre.**



Bleach Green (100 acres), Randalstown.

TOWELS, TOWELINGS, DIAPERS.
PILLOW OR EMBROIDERY LINENS.
ART LINENS IN FANCY WEAVES.
DRESS AND SHIRT WAIST LINENS.

"*Old Bleach*" on every article and every yard of goods

All First-class Dealers Keep Them.

Before buying your Linens, be sure and see "OLD BLEACH."

Ask your traveller for them. Booklet sent on request.

R. H. COSBIE

IRISH LINEN AGENCY

TORONTO

The Dominion Linen Mfg. Co., Limited

BRACEBRIDGE, - ONTARIO

MANUFACTURERS

Cream and Bleached Damask Tablings, Bleached Damask Cloths, Napkins, Towels and Towellings, Dress Linens, Dowlas, Tea Cloths

The best value in the trade.
Write us for samples.

COMPLETE STOCK CARRIED IN TORONTO

Sole Selling Agents for the Dominion

Wallace, Blake, Shouldice

Limited

79 Wellington St., W. - TORONTO, ONT.

Dominion Hammock Manufacturing Co.

There's something about our Hammocks which hold the reputation for Quality their excellence gained as soon as marketed.

You'll have the Hammock the people insist on having---if you place our name on your order list NOW.

WRITE FOR OUR CATALOGUE

Feature Tapestry Curtains

if you want more business.

Ignore your curtain department and you woo commercial disaster.

We don't pretend to manufacture all good curtains---but we do manufacture the best. Write NOW.

Dominion Hammock Manufacturing Company :: :: Dunnville, Ont.

THE NAME OF

KIRK

STAMPED ON AN ITALIAN CLOTH MEANS THAT IT HAS THE BEST POSSIBLE DYE AND FINISH AND THAT THE FINISH IS PERMANENT.

"MEN'S WEAR" says :—

" Tailors and Outfitters all over the Kingdom are greatly indebted to
" Messrs. Samuel Kirk and Sons, Ltd., for the perfection to which
" they have brought their permanent finishes for linings (Italians,
" Mohairs, &c.)"

Patterns of Kirk's Permanent Finishes can be had on application to

BDA (Copyright)

The Bradford Dyers' Association, Ltd.

Advertising Offices :

100c, Queen Victoria Street, London, E.C.

"Spero"

Accept no substitute for

"SPERO" Bleached Calicoes

Every yard made of highest grade cotton—every yard unrivalled in wear.

"SPERO" Make is stamped on the selvedge

Be on the safe side !

"SPERO" Flannelette

is not only of excellent quality and durability, but almost fire-proof.

"SPERO" Make is stamped on the selvedge

SPERO MAKE Regd

For Ladies' Overalls and Children's Dresses, get

"SPERO" Apron Cloths

Real Indigo dyed ; printed in newest designs ; the last word in utility.

"SPERO" Make is stamped on the selvedge

For Skirt Linings, buy 44-inch

"SPERO" Cambric Linenette

Light in texture, Bright in finish, will not drag.

"SPERO" Make is stamped on the selvedge

Manchester

Established 1832

Cable Address:
"LAW," Bradford

FALL 1907

"Lawrus" Fabrics.

(Registered)

These goods are rolled on Special boards and stamped "Lawrus" every five yards.

SUITINGS

in all the latest weaves including our new range of

PANAMAS and VICUNAS

The Royal Squadron Serge

The Dreadnaught Serge

Unspottable Finish.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Mr. Haley will be at the Windsor Hotel, Montreal, April and May.

Law, Russell & Co.

LIMITED

Converters of Bradford Goods

BRADFORD AND LONDON

Kleinert's


FEATHERWEIGHT

DRESS SHIELDS

7

POPULAR STYLES


OLYMPIA


ONANDOFF

Every Pair Guaranteed


La Mode

Every Pair Guaranteed


HIGH POINT


CRESCENT

They can be washed, ironed and sterilized.

Sold by all the Leading Jobbers.

I. B. KLEINERT RUBBER COMPANY

No. 1 Mincing Street, - TORONTO


FULL DRESS



LATEST SPECIALTIES:

BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Gol Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.

HALIFAX, ENGLAND

Established 1785 **WHOLESALE ONLY**

AGENT:

DUNCAN BELL

MONTREAL & TORONTO

Please Send for Samples.

The W. R. Brock Company. (Limited)

FALL DRESS GOODS

ALL WOOL PLAIN CLOTHS

Victorian Venetians, Cniffon Venetians, Box Cloths, Sedan Cloths, Broadcloths, Amazons, Cheviots, Satin Cloths, Poplins, Panamas, Coating Serges, Henriettas, Albatross, Voiles.

NEW TWEEDS

An immense range of medium and dark colorings. Small Block Checks, Overchecks, Plaid effects, Heavy and Fine Stripes. Amongst these are two specials, "Kruso" and "Radio," 38-in. all wool, to retail at 50 cents.

A splendid collection of new Blouse materials. Printed Flannels, Embroidered Flannels, Delaines, Albatross Veilings, in spots, stripes and figures, all to retail at 50 cents.

Clan Tartans in all the popular Clans, to retail from 50c. to $1.25.

NEW BLACK DRESS MATERIALS

All Wool Chamois, All Wool Mayo, Silk and Wool Reps are three new weaves of Black materials made by the manufacturers of our celebrated Hucar Cord de Soie, guaranteed the best dyes.

A large range of Black Voiles, Etamines and Twine Cloths.

BC15---24-in. Chiffon Twill Back Velveteen, Worrall's fast dye, guaranteed not to rub off, the right make for dresses, can be retailed at $1.00.

Samples of all of the above now in the hands of our travellers. See them before placing orders.

MEN AND METHODS

A Home-Made Fixture for Displaying Rugs — Keeps Eaton's Catalogue Handy for Purpose of Comparison of Prices — Smith's Falls and Gananoque Stores.

GETTING AWAY FROM CREDITS.

Williams & Vanluven, Smith's Falls, carry a general stock and do a good trade among the railway employes. Their store is located about half a mile from the business section of the town, and near the station and roundhouse. Boots and shoes are a good line with this firm. "We are rather old-fashioned," said Mr. Williams to The Review, "and follow the practice of handling everything that the prople want." We hardly agree with the term "old-fashioned," for the store is neat and well equipped, and the firm sent out, some time ago, the following circular, which, in itself, shows an appreciation of modern methods :—

"To Our Patrons :—We feel it but just to our patrons and ourselves to issue this reminder, and draw attention to the past and present of business relations.

"On opening business in Smith's Falls over thirteen years ago, our aim was to stand honestly between our customers and the wholesaler or producer, considering customers' interests with our own. This we have continued to do.

"Many have appreciated our efforts to do the right, and given us their continued support, for which we are grateful. On the pther hand, the failure of some to meet honorable obligations has been, to say the least, disappointing and discouraging.

"To obviate and lessen, if possible, this serious drawback, we first adopted the thirty-days payment in full as cash ; and, secondly, out five per cent. off for spot cash, or if account paid in full in thirty days, or every pay-day.

"These efforts had some good effect, but failed in some cases to cure the habit of allowing the monthly account exceed the seeming ability to pay.

"Inasmuch as the five per cent. off means less profit to us, and a material gain to every customer meeting the conditions, we have decided to draw the line, viz., payment in full every pay-day, with a firmer hand. This is only just to ourselves and our customers who comply with the conditions. Kindly, therefore, from this ——— observe these conditions without fail, and do not be offended if we firmly hold to the rule. This is intended to stir those who have failed to observe the rule.

"We need this system strictly observed to save our business from peril and ourselves from endless worry.

"We are still with you and our aim is the same—to do justly and honorably. We ask everyone to help us carry out these principles."

A GOOD SMITH'S FALLS STORE.

The A. B. Scott Co., Smith's Falls, has been established only four years, but in that short time it has attained a prominent place in the dry goods trade of the town. Groceries are carried, but in an exclusive store.

Millinery business is good. Usually two openings are held in the Spring, one in May, to introduce Summer goods. However, trade is not held off until the formal openings ; the firm advertises that its milliners will be ready to fill special orders just as soon as they are back from the city. This is found to be a splendid idea.

A home-made fixture is used for the display of rugs, and it is well worthy of description. In the first place, a barn-door track was put up. Then the rugs were attached to twelve-foot wooden strips by screw hooks. Each of these strips was equipped with a barn-door pulley, from which the bottom had been cut off, and which was attached to the strip by a pivot. The pulleys run on the track in a way that is familiar to everyone, and the pivot arrangement makes it possible to carry a good many rugs in a very small space, and run them out for display with the use of only a short length of track.

Lace curtains also are displayed on a fixture, and Mr. Scott tells us that since putting it in they seldom miss a sale.

Carpets are carried on rolls placed in a heavy wooden fixture along one side of the department.

The firm does very little credit business. What there is is chiefly confined to the grocery department, but accounts seldom run longer than fifteen to thirty days.

A lot of attention is given to the trimming of the windows. Displays are changed at least twice a week. No advertisement is ever repeated, for, as Mr. Scott says, "If the public will not read news twice, they may reasonably be expected to treat stale advertising matter in the same way."

The firm hears little of mail order prices, but is ready to meet them at any time..

We asked Mr. Scott if Smith's Falls had a Merchants' Association. He replied that one existed, of which he is an officer, but he has not been able to get together a sufficiently large meeting at which to resign his office. The last time a meeting was called four members turned out.

This store does some mail order business of its own. In the clothing department boys' lines, but no men's, are carried.

HANDLES BANKRUPT STOCKS.

J. R. Curry, Smith's Falls, deals principally with bankrupt stocks, and sells on a strictly cash basis. One year he brought six or seven stocks into the town, but they have been scarcer lately.

BEAT EATON FIFTEEN CENTS.

The Wright Co., Gananoque, was formerly Robinson & Wright. They have an excellent store and are constantly planning improvements in it. The second floor is particularly well lighted by prisms, back and front. Here the house furnishing and ready-to-wear departments are located.

For the purpose of comparison, when mail order prices are mentioned by customers, as Eaton catalogue is always kept in the store. Often it has been brought forward with splendid effect. In one instance recently, where a sample of dress goods bought from Eaton's, was presented to see if it could be duplicated, the Wright Co.'s regular price per yard was fifteen cents below that of the mail order house.

Business is mainly cash. For years the firm has

given five per cent. off for spot payments, and it pays them to do so.

Ready-to-wear garments were only put in last Fall, but they have moved satisfactorily.

Hosiery is carried in stock boxes, of tin, with wooden ends. Just how convenient these are has been most apparent at Christmas time. One Christmas eve all hands in the store started at eleven o'clock to wrap up hosiery lying on the counter. They worked hard till one-thirty, and Mr. Wright spent two hours more finishing up the next morning. The following year the stock boxes were in use and one girl cleared up everything in half an hour.

Down the centre of the ground floor is a row of shelving, which is found very handy.

LITTLE DEMAND FOR CHEAP LINES.

A Geenhill & Co., Smith's Falls, find business increasing rapidly on all ready-to-wear lines. The most striking feature of their waist trade is the steady sale of better goods than ever before. For this season a lot of the 50-cent line was ordered, but up to the time we visited this store, had not been delivered. "Other years," said Mr. Greenhill, "we would have been in an awful stew about this, but really, we haven't felt the need of these cheap goods ; there has practically been no call whatever for them. Now, you see those two girls who just went out. They are employed in one of the hotels and command excellent wages, which they spend liberally ; in fact, they buy stuff that is above the price which wives of comparatively well-to-do citizens are willing to pay."

Goods are well displayed in this store. Belts, neckwear, ribbons, notions, etc., are located near the entrance, where they are sure to attract the greatest amount of attention.

Mr. Greenhill received his dry goods training at Murray's, Toronto.

NEED MORE SPACE.

Shepherd & Cullen, Smith's Falls, have a nice, bright, well-equipped store, which they would find more suitable to their trade if it were twice as large. They started in business in the Spring of 1906, but both had a good connection in the town, for they had been employed in another store there for about twenty-two years. They handle general dry goods, house furnishings and men's furnishings. Hosiery is kept in stock boxes, and neckwear, ribbons, etc., are shown in an up-to-date case near the entrance. This firm shows a decidedly progressive spirit.

IN BUSINESS FORTY-SEVEN YEARS.

Mr. McGillivray, Smith's Falls, has been in business there since 1860, and is probably the oldest merchant in the town. He carries general dry goods, house furnishings, some ready-to-wear garments, mainly skirts and jackets, and groceries. Business is getting round more and more toward the cash basis. All accounts are rendered monthly at least, and some every two weeks.

"I have been paying cash for my goods for thirty years," said Mr. McGillivray, "and I tell you the discounts amount to something."

COMPARE PRICES WITH EATON'S.

Mackay & Co., Smith's Falls, keep an Eaton catalouge handy and do not miss an opportunity to show how favorably their prices compare with those quoted by the catalogue houses. They say a great many people from the town and vicinity have a mania for buying through mail orders. They are well supplied with catalogues and other literature calculated to keep alive that tendency. Mackay & Co. know that they and all local merchants sell numbers of lines cheaper than Eaton's, and are determined to impress that fact on just as many people as possible.

This firm sells very little on credit. The town supports several manufactories, which pay their employes every two weeks, a circumstance which assists all merchants to get very close to the cash system.

The lines carried are general dry goods, ready-to-wear garments, house furnishings and men's furnishings.

LOOSE-LEAF ACCOUNTS IN COURT.

John A. Green, secretary of the National Association of Retail Grocers of the United States, says that on account of the many devices being placed on the market for keeping a record of credit between the retailer and consumer, many letters have reached his office regarding the validity of a loose-leaf system before the courts.

The following result of a thorough examination by the authorities of this question was made public in the Banking Law Journal for July, 1905, and which we reproduce herewith, confident that it will be interesting and useful to readers of The Review. The report was as follows:

"A correspondent writes asking 'As to the admissibility in evidence of loose-leaf books' and for citation of any decisions which have been rendered by the courts on this point. We find no decisions of any of the higher courts bearing upon the admissibility of loose-leaf books as a distinctive form, but believe they are admissible as evidence to the same extent and for the same purpose as bound books of accounts, while having certain decided advantages in respect of convenience.

"A notched stick, pieces of board sawed out of a corn crib, and boards upon which the measurements of lumber were kept, all have been held good books of original entry, and receivable as evidence.

"The manner of keeping the accounts, and their purpose, is the important consideration, rather than the form of the books themselves."

Mr. Green continues by stating that where accounts offered in evidence as books of original entry had been started in a small pass book and continued on sheets of paper attached together, and were objected to on the ground that the entries made upon the sheets were not made at the time of their respective dates, the dates not being in chronological order, and the ink having the appearance of being fresh, indicating that the entries were made simultaneously, it was held the account was admissible for whatever it was worth, going to the jury subject to criticism and cross-examination.

Where account books have become shopworn, the outside covers and some inside pages lost, the threads binding the leaves in some cases loosened, and leaves fastened together with a pin, held admissible, their condition being a matter going to their weight and credibility with the jury.

Corrigan & Co., Gananoque, have operated on the cash system for eighteen years and would not think of departing from it. They carry general dry goods lines, but no millinery.

Robt. Taylor, Gananoque, does a cash and credit business. He finds the demand among his customers running very decidedly on the better class of goods. Only a small stock of ready-to-wear garments is carried. Fancy goods and notions are located right at the entrance.



FALL 1907



It goes without saying that our preparations for the Fall trade were made long ago, made satisfactorily as well as extensively, and therefore made in the best interests both of ourselves and of our customers.

The sample lines of goods for the season referred to are now in the hands of our travellers, and speak for themselves as regards range of variety, quality, style and price.

Owing to enlarged premises and increased staff, our equipment in the matter of shipping facilities leaves nothing to be desired, and this fact places the question of "quick delivery" on a perfectly assured basis.

We beg to emphasize the following lines for the inspection of the trade as exemplifying all the truest essentials of strong "business-bringers" for Fall:

Staples, Domestic and Foreign
Household Linens at old prices.

Dress Goods, all staple lines
at former prices.

Complete range of Silks,
Velvets and Velveteens.

We would also direct attention to our full showing of Muslins and Wash Goods for present trade requirements.

Laces, Embroideries, Smallwares,
Hosiery, Gloves, Underwear,
Fancy Woollens.

BROPHY-CAINS, LIMITED

MONTREAL

WHOLESALE DRY GOODS. QUICK SHIPPERS

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

"Some fellers can't tell a truth with a straight face any more than an advertiser can always sell below cost." —*Rusty Mike's Diary*

Blessed art thou, Rusty Mike! Once more you have provided the text for our advertising talk. You may be the rustiest-looking proposition on the Pacific slope; but your quaint philosophy is always pleasing and sometimes profound. Keep on living and ousting Solomon from the hearts of the populace as king of the proverb business. And if I may not attend your marriage, may I be permitted—in the fulness of time—to write your epitaph. Both are sorrowful jobs for men who have peered into human nature, as we have done; but I never go back on a pal. Let's dismiss 'em and all other phases of life which our all-important subject—Advertising—does not embrace. But when we ponder o'er our subject for a moment we discover that there is nothing which we can dismiss. History is the fulfilment of advertising, and without advertising there would be no history at all. Nor will there ever be. Joseph was the first genius to jump into the business. So shrewdly did he advertise his own excessive goodness that, even while quite young, his father presented him with a "claw-hammer coat of many colors." Thereafter, Joseph strutted about in the sun like a peacock and bossed the old man's business. But the other boys didn't like the eccentricities of this genius one bit. They objected to the inception of the feudal system. Jacob backed up Joseph, and they decided to sell the autocrat of young Israel. They sold him for three dollars and a quarter, but that young man was the essence of history. He couldn't be hushed up. And he wasn't three weeks in the land of the Pharaohs until he was major domo of a government official's household. Good fortune seems to have befuddled this daring dreamer. He tells the story himself as picturesquely as Ananias could have done. The governor's wife, so Joseph said, made goo-goo eyes at him and the Egyptian betrayed his approval of the young Jew's revelation by clapping him in the calaboost—that's the Hewbrew word for Sing-Sing. Joseph had advertised the situation very injudiciously. He should have asked the lady to meet him in the summer house in the S.E. corner of the garden at the rise of the waning moon. There was no necessity for his highly improbable yarn until he was perfectly certain of the lady's good intentions. Joseph profited by his mistake. He caused a rumor to be circulated that he was pretty near the whole push as far as mind-reading and dream-interpreting were concerned. He worded his advertisement in this case with consummate art. The rumor of Joseph's remarkable ability finally reached the ear of Pharaoh as verified truth. And the most benevolent of all barbaric kings called Joseph before him and related two night-mares he had had. Joseph sized up the situation. He quizzed Pharaoh. And he interpreted the king's dreams just the way the king wanted them interpreted. Consequently, Joseph was raised to the peerage and made governor of all Egypt. I'm going to dismiss Joseph, although I'd like to dwell on his characteristics as an advertising man. I never did accept the theory of his goodness. The over-lord of Egypt might have taken a few weeks' vacation for the purpose of running up into Judea to see his father and explain a few things to the founder of Israel. He didn't do that. And even his remarkable advertising ability cannot save him from the condemnation of this court.

* * *

Let us return to Rusty Mike's statement. Are you one of the drygoodsmen who sell—not infrequently—below cost? There's a big percentage of retailers doing that very thing in this Canada of ours, according to their own public announcements. Miracles don't happen in business, and, unfortunately, I belong to a considerable class, which one may discover in any community, which does not believe in impossibilities. Already this class is too considerable for you to ignore. And it is expanding. We believe in "Sweet reasonableness" in all things. Fifty per cent. of the merchants in Canada have been selling goods below cost for years. These generous gentlemen are not the sons of bankers. When many of them started business all they possessed was in their wives' names. And they go on selling goods below cost—just to oblige the public and demonstrate the art of living on nothing, minus less than cost. Gentlemen! that game is amusing; but we—the public—have little faith to place in the business rectitude of men who are nearly always selling below cost. Only the ignorant, poorly paid people of a community, the people who have little to spend, attach any significance to that brand of advertising. There are rare occasions when a merchant can advertise goods at less than cost. Shrewd merchants seldom do so and when they do they are quite frank in their reasons for holding such a sale. The only kind of advertising which pays for long is of a common-sense order. Untruthful advertising will not do. Exaggerated statements are worse than printed fables. Because, if the merchant cannot make good his customers grow dissatisfied. Absolute distrust is of slow growth. But false or exaggerated notes about advertising is bound to bring it forth.

* * *

We have pleasure in reproducing another of Thomas Symington's ads. because of its "unmatchableness." Of course, we have reduced it somewhat. Mr. Symington is certainly a unique advertiser. I have traveled all over the Empire and the United States, and I can safely affirm "that, as an advertising man, our friend from Sarnia

stands in a class by himself." If I didn't know that Mr. Symington was actually doing a good business, in spite of his advertising, I would arrive at the conclusion that he was desperately afraid of competition. There really is no "scramble among the drygoodsmen of Sarnia for 'some' position in the trade," although one might infer as much from Mr. Symington's ad. It must be trying for an honest merchant, like our friend, to live right in the centre of so much "rotten commercial putrefaction," and the people of Sarnia undoubtedly appreciate Mr. Symington's stern and prolonged fight for upright business methods. Of course, any retailer on earth can advertise as he pleases. There is no reason—no compelling reason why he should accept our advertising philosophy, and, after all, his methods may be really more effective than we deem. So may it be with Mr. Symington. His advertising may pay, and as that is the only excuse for advertising, our arguments are null and void. World wonders should be preserved. That's our only excuse for reprinting this ad. In all friendliness and good faith, I believe that kind of advertising is destructive. Should Mr. S. care to call the next time he is in Toronto, I will try to place before him solid reasons for my belief Moreover, although I cannot conceive of such a state of affairs, there may be good and sufficient reasons for Mr. Symington's queer brand of advertising, to call it by no other name.

"NOT ONE FALSE NOTE NOT ONE."

Sarnia, April 15th, 1907.

Case of 12½c. Dress Ginghams for 7c. Come.

There isn't a false note in the whole aggregation. The splendid "chorus," "charm," "style," "beauty" and "exclusiveness" which "characterizes," "encompasses" and "controls" our "silk and dress department" is a revelation to "dress goods" buyers of every circumstance. You've never once been disappointed here, never will be. The panorama is ever changing. You can't come "once" or "twice" and see all that's to be seen—daily visits are imperative. If you're to intelligently understand and appreciate all that this store is to you, visit our dress department, visit every department.

Whoever you are or wherever you go, the precise "carpet" you "admire" is here, from the "ordinary" to the most "luxurious" "mats," "rugs," "linoleums," "oilcloths" in "endless variety." Hundreds of pairs of different styles of "curtains" are here, and have that distinctive individuality about them that cannot be mistaken, and that are only obtainable in our carpet department. "It's yours to investigate," to participate."

Everyone looking our way. A tremendous scramble among anxious imitators for "some" position in the trade, and what can't be said verbally in "truth," is printed in——. It's unnecessary to remark the fact, you're all on to it. You know, everyone knows that only a store occupying a position financially and commercially can hope to live or compete with this store's —unmatchableness."

If you dote on "fakes," "coupons," "premiums," "side shows" and other "rotten commercial putrefactions" don't come here. You'll have no difficulty in being accommodated elsewhere. On the other hand, if, after intelligent comparison you find you can match our money's here for the asking. "We mean it." How do you like the suggestion? Come in the forenoons.

THOS. SYMINGTON & CO.,
Christina and Front Sts., Sarnia

* * *

Moore & McLeod's ad. is a winner all the way. The main difference between this ad. and ordinary advertising lies in its attractiveness. The ladies of Charlottetown will be unlike the ladies of any other place if they didn't notice this ad. just as soon as they turn over the pages of the Guardian. As a rule newspaper advertising is far from being as attractive as it might be. It is improving in this respect; but it is still much inferior in rivetting the attention of the reader when compared with the publicity pages of our best magazines.

Moore & McLeod believe firmly in introducing eye-catching ads. We have been watching their advertising for some time, and it is only fair to state that we are not producing the most attractive ad. we've seen over their name, because the one we use suits our purpose and space much better. The writer of that ad. did not consider it necessary to use any general introduction. He has a good "waist" story to tell and he proceeds to tell it very effectively. There are some descriptive items throughout the ad. which are worth considering. The price is displayed just enough to be pleasing. Some ad. men display price too much, i.e., they use too big figures. There is never any necessity for that. Price should be always plainly and uniformly displayed, but never too large. There is just a symptom of exaggeration in that wall paper item; but it is really so slight as to be scarcely noticeable. Altogether Moore & McLeod deserve credit for their brand of advertising, and undoubtedly they are getting it in a material way. The world's most successful merchants endorse that kind of publicity—because it pays and pays well.

* * *

"The Home Economist" is the name of a house organ of considerable merit "published now and then in the interest of better business and closer acquaintance. Subscription price—your attention. Payable by reading fifteen minutes. Single current copies for the asking." This, in many ways, unique little organ, is published by W. W. Mann & Co., Stittsville, Ont. My opinion of house organs is based entirely on conditions. As a general rule they represent so much wasted money, sometimes, like a few political organs we could mention, they have no fixed principles, and, on rare occasions, their existence is warranted by actual cash returns. "The Home Economist" strikes me as the production of a man who knows his business. It is more than a house organ, and in that fact lies its pulling powers. The organ contains items of local interest and some pretty good selected matter. "The Home Economist" does not look like a house organ. It is better arranged than some weeklies I've seen, while the advertising matter is surprisingly good. "The Economist" is worth the price.

* * *

Mr. Meredith! Your three ads. have been received and to say that they are better than most forwarded to this office for criticism is to say little. The arrangement calls for special notice. It is about perfect. Come again with bigger samples of your stuff and we'll tell you more about your advertising ability.

* * *

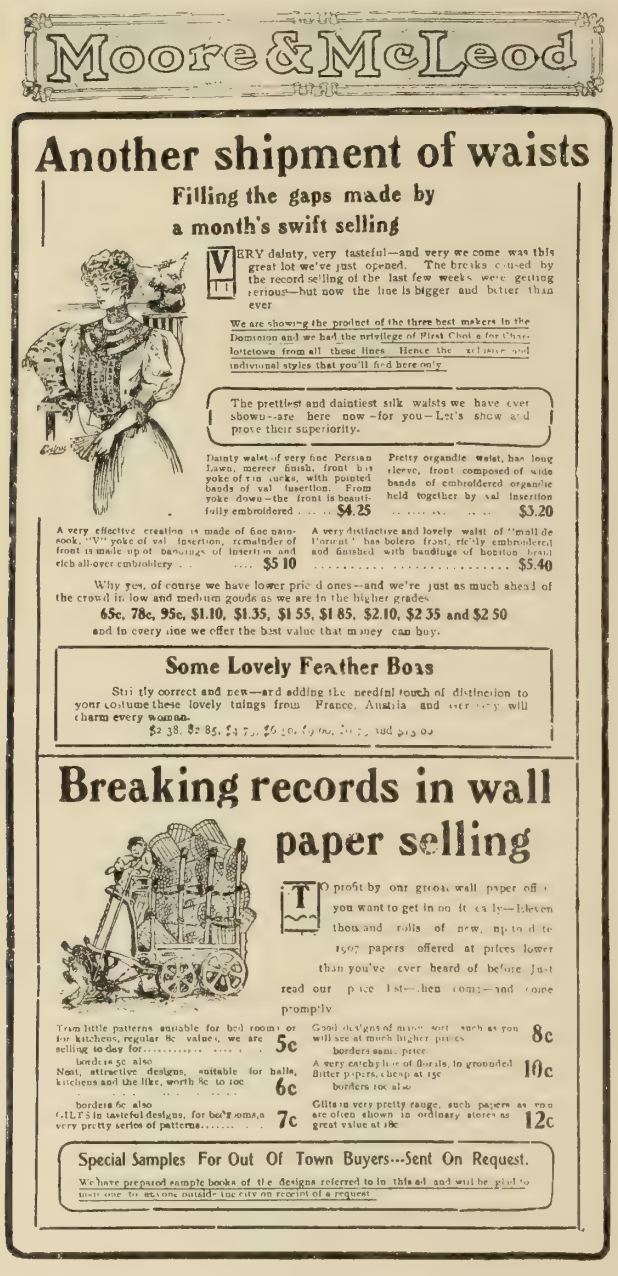
There are a number of ads. still lying on my desk which should be criticized, but space forbids and the editor is inflexible. However, we'll get even with him next issue, even if we have to monopolize ten pages of the special. Send along your ads. and trust in Providence. I'll attend to 'em.

Interesting Extracts and Ideas

"We intend that this business shall grow to large proportions, keeping pace with the increasing demand for carpets and furnishings of quality."—The Wolfe Carpet & Furnishing Co., Owen Sound.

"We have new delivery of dress goods every month. When you come here you will find the latest, newest and best."—H. C. Moore & Co., Owen Sound.

"In our newest materials we have not forgotten popular-priced goods. We know full well that many women



Moore & McLeod

Another shipment of waists

Filling the gaps made by a month's swift selling

VERY dainty, very tasteful—and very welcome was this great lot we've just opened. The breaks caused by the record selling of the last few weeks were getting serious—but now the line is bigger and better than ever

We are showing the product of the three best makers in the Dominion and we had the privilege of First Choice for Charlottetown from all these lines. Hence the exclusive and individual styles that you'll find here only

The prettiest and daintiest silk waists we have ever shown—are here now—for you—Let's show and prove their superiority.

Dainty waist of very fine Persian Lawn, mercer finish, front has yoke of rin tucks, with pointed bands of val insertion. From yoke down—the front is beautifully embroidered $4.25

Pretty organdie waist, has long sleeves, front composed of wide bands of embroidered organdie held together by val insertion $3.20

A very effective creation is made of fine nainsook, "V" yoke of val insertion, remainder of front is made up of bandings of insertion and rich all-over embroidery $5.10

A very distinctive and lovely waist of "mail-de l'orient" has bolero front, richly embroidered and finished with bandings of boston braid $5.40

Why yes, of course we have lower priced ones—and we're just as much ahead of the crowd in low and medium goods as we are in the higher grades

65c, 78c, 95c, $1.10, $1.35, $1.55, $1.85, $2.10, $2.35 and $2.50

and in every line we offer the best value that money can buy.

Some Lovely Feather Boas

Stylishly correct and new—and adding the needful touch of distinction to your costume these lovely things from France, Austria and elsewhere will charm every woman.

$2.38, $2.85, $3.75, $6.50, $7.50, $8.75 and $9.00

Breaking records in wall paper selling

TO profit by our great wall paper offer you want to get in on it early—Eleven thousand rolls of new, up-to-date 1907 papers offered at prices lower than you've ever heard of before. Just read our price list—then come—and come promptly

Tiny little patterns suitable for bed rooms or for kitchens, regular 8c values, we are selling to-day for 5c

borders 5c also

Good designs of many sort such as you will see at much higher prices 8c

borders same price

Neat, attractive designs, suitable for halls, kitchens and the like, worth 8c to 10c 6c

borders 5c also

A very catchy line of florals, in grounded flitter papers, cheap at 15c 10c

borders 10c also

GILTS in tasteful designs, for bed rooms, a very pretty series of patterns 7c

Gilts in very pretty range, such papers as you are often shown in ordinary stores as great value at 18c 12c

Special Samples For Out Of Town Buyers—Sent On Request.

We have prepared sample books of the designs referred to in this ad. and will be glad to mail one to anyone outside the city on receipt of a request.

who wear a dress but a short while are asking for popular-priced goods, and we are well prepared to meet all such requests. We politely and sincerely ask you to let us give you an insight into what we call a goodly assortment of stylish materials at popular prices."—Ryan Bros., Owen Sound.

"We are anxious to win the appreciation of every lady. * * * You cannot deny the fact that every man likes to appear well-dressed. A few men who have large incomes can go to the high-priced tailor and afford an expensive suit—but to the vast majority who cannot afford these luxuries we offer something just as good in '——— Clothes.' There is practically no difference in the appearance, clothes, linings and tailoring from the most expert tailor's suit, but there is a vast difference in the price—it is fully one-third to one-half less."—The Playfair, Preston Co., Midland.

"This illustration shows the very newest and nattiest style in double-breasted suits for Spring. It will look just as well on you as on this model, because we have every size and shape and can fit as few tailors can."—M. J. Carter, Lindsay.

"If you are thinking of furnishing a home we shall be pleased to give you quotations for all or a part of your wants. We have experienced men to give you any information and to make suggestions."—Dundas & Flavelle, Limited, Lindsay.

"Women's genuine French kid gloves. They fit like gloves should fit—easily and without a wrinkle. Colors black, white, tan, brown, mode, blue, green, pearl, cream, Every pair guaranteed. * * * Men's gloves, cut from an extra fine quality of kid skin. Very comfortable and easy-fitting. Have silk-sewn fingers and thumb. Every pair guaranteed."—Eaton's, Winnipeg.

"Smart styles in Spring coats. Add one of these attractive garments to your wardrobe to-day. Reason why? The very best of reasons: You need the garment for its comfort, its grace, and for the handsome appearance and finish it gives your street costume. We have practically every style that is shown—short coats, long coats, loose coats, close-fitting coats, and cheap coats. * * * A very pretty coat of light tweed has inverted box-pleats at base of back, and front, side seams, and a little touch of pretty braid adds character to this handsome garment."—Moore & McLeod, Charlottetorn, P.E.I.

"Few animals have such beautiful covering as the angora goat, which supplies the raw material from which mohair is made. Few fabrics have the lustre and the cleanly, dust-shedding quality of English mohair."—T. H. Smith, "The Cash Store," New Westminster, B.C.

"The dozen fine white lawn, mull and muslin shirt waists, a variety of dainty and popular styles, some trimmed with fine lace and insertion, others with dainty embroidered designs; stylish three-quarter sleeves and attached collars; fine tucks in front and back to yoke depth, giving the desired fullness."—Stanley, Mills & Co., Hamilton. This is a good, descriptive paragraph.

"Fancy worsted suitings, in novelty stripes, fancy checks, shadow effects, silk and wool mixtures; hair-line stripes and plaids, etc., in light pastel shadings, sombre checks."—Good descriptive paragraph from an ad. of McCurdy's, Sydney, C.B.

"Corset covers—a very complete range of pretty designs in fitted or full-front styles, made of fine lawns, cambric or nainsook, handsomely trimmed with fine French valenciennes laces and Swiss embroideries, and perfect-fitting."—E. J. Brooks & Son, Indian Head, Sask.

"Miles of new laces.—That is literally correct. There are many miles of these handsome new things, just in from France, Germany and England. There are dainty Valenciennes edges and insertions; there are elusible, durable torchons; there are Plauen laces in many patterns, there are handsome appliques. Then we have a noteable assortment of pretty things in all-over laces, of every grade of price, in some of the handsomest designs you ever saw. Pretty things in sequin all-overs, also, form an attractive trimming for black fabrics, and are well represented in this stock."

"In the matter of laces, good taste comes first."

Trade Discount Removal Sale

In order to reduce our stock before removing it to the NEW WAREHOUSE IN TORONTO, we will have a HUGE TRADE SALE. The Goods are being laid out in each department **marked with a special trade discount.**

TERMS: 1st. OCTOBER REGULAR

There has been a sharp advance in all TEXTILES. WOOL, LINEN and COTTON FABRICS are not only dearer but scarce in some lines, because of the labor market and the over-sold conditions of MANUFACTURERS.

This sale will afford an opportunity to MERCHANTS to sort up their stocks. Visit the market during this sale and select goods, which will promote your JULY and AUGUST SPECIAL SALES.

Sale will begin on Monday, June 10th and close Saturday, June 22nd

This business will be located in TORONTO in the NEW BRICK AND REINFORCED CONCRETE BUILDING at the corner of BAY and WELLINGTON STS. (THE OLD WYLD, DARLING CO. STAND.)

JOHN KNOX COMPANY, LIMITED

WHOLESALE DRY GOODS. - - HAMILTON, ONTARIO



DON'T
BUY
CALENDARS

until you have inspected our very large and complete range of samples. The line includes subjects reproduced by every known process of the printing and lithographing art. The selection of these designs is made with a view of meeting the advertising needs of every merchant.

Our prices will interest you.

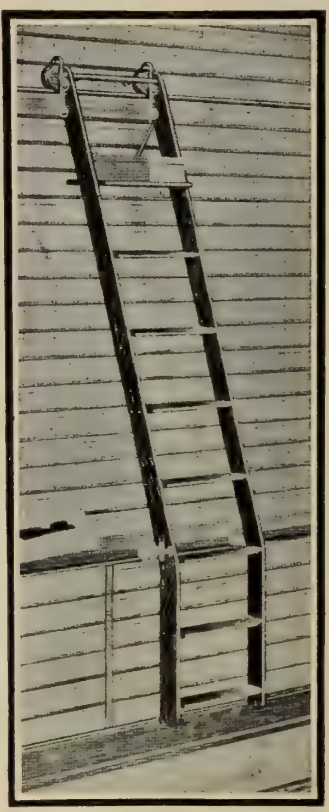
If You Cannot Wait

for our Representative to call on his regular trip, let us know. We will arrange for you to see the samples.

Give us a chance to demonstrate that we have the finest line on the market.

THE LONDON
Printing and Lithographing Company
Limited
London, Canada

"DO NOT MOVE"



If you need more room, simply build your shelving to ceiling, which you can conveniently utilize by installing a system of the

Milbradt

Rolling Step Ladders

They cost but little and enable you to utilize space now vacant.
Save your goods and fixtures.
Save time and clerk hire.
Add to the beauty of your store.
We make ladders to order and to fit any shelf arrangement. A fully illustrated catalogue will be sent on request.

Milbradt MFG. CO.
1450 N. 8th St.
St. Louis, Mo., U.S.A.

LUXFER PRISMS

Cut representing enlarged front with added Luxfer Prism Transom installed.



WHY?

and

Wherefore

The reason is—that Luxfex Prisms gave them a good even light all over the store. You may have the same.

Write for information

LUXFER PRISM Co., Limited, - 100 King Street West, TORONTO

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

Summer Trims

Sales Windows and Displays of Seasonable Lines — Mark Various Events by Special Trims.

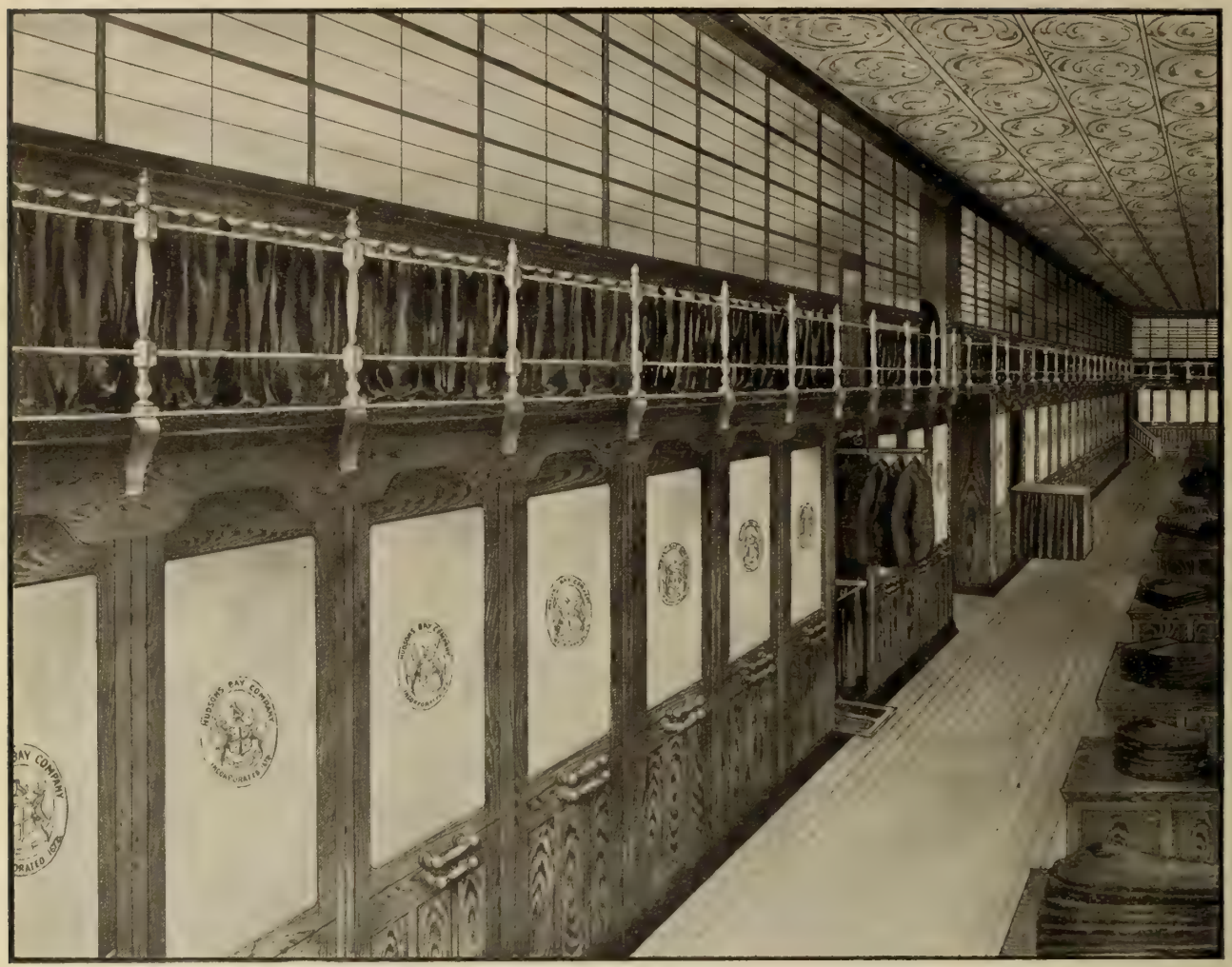
With June, again comes round the season of sales, and though it brings plenty of work for the window trimmer, on the whole that work is of an easier nature than when the season is at its height. Sales windows do not require handsome and elaborate backgrounds that call for so much planning, and for so much skill and care in execution. Nor are original drapes, and the careful arranging of beautiful new goods necessary. Though of course goods must be shown attractively, it is easily made, quickly arranged, stocky trims that are now wanted. Much of this work can be done by the trimmer's assistants, with a little help and supervision from the head trimmer himself, and he can get a little of that welcome and necessary relaxation that every man must have once in a while if he is to do his best work.

Quick work is desired now, when every buyer is either trying to reduce stock or has gotten hold of some attractively-priced snap that he wants to feature. Therefore easily arranged and familiar drapes should be used, as window space is much too valuable to be left dark for one instant longer than is absolutely necessary to change trims.

There are, however, certain lines of legitimate Summer goods that are not included in the sales category. These are outing goods, etc., goods that appeal to the tourist trade, and certain high novelties, that are too eagerly sought for to require to be sold at bargain prices. These must have a representation in the windows, and the fact that they are not included in the sales lines should be emphasized by the way they are placed upon display. Backgrounds should be used, and the win-



A Couple R. McKay & Co's Windows, Hamilton, Showing Prisms and Electric Sign.



Hudson Bay Co's Stores, Winnipeg, Showing Weir Wardrobes.

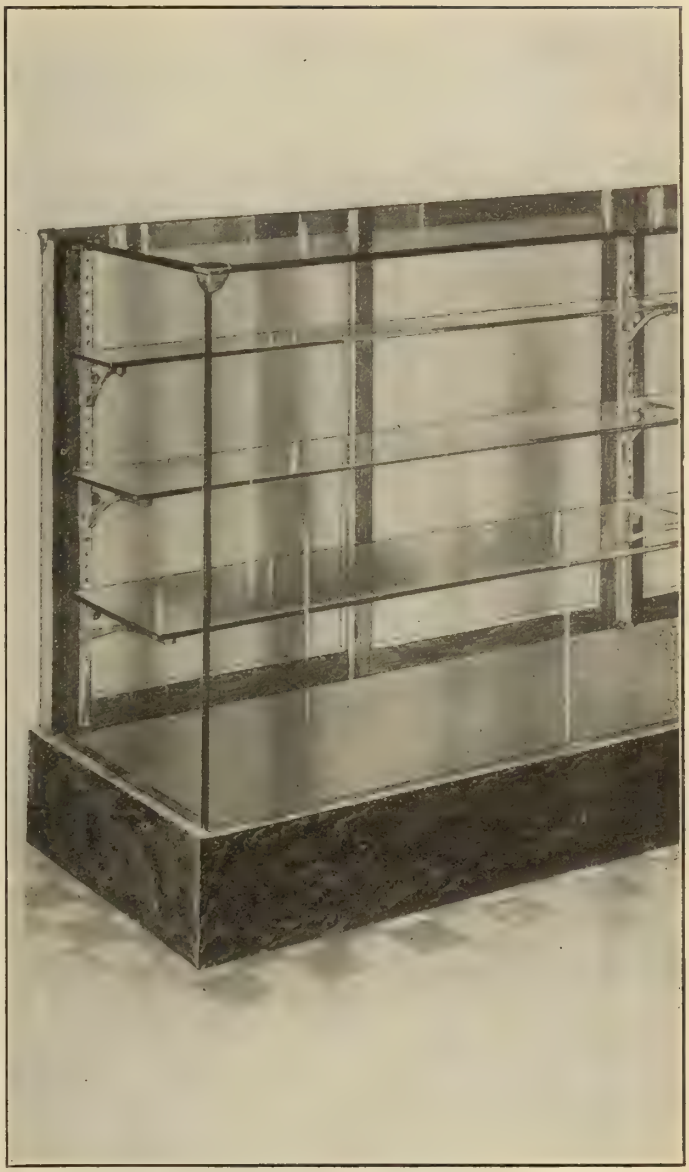


Section of an Exclusive Garment Store.

dows should be carefully trimmed, and up to the beginning-of-the-season style in every respect. This will not only attract extra attention to the goods you are showing, but, also, from contrast, to your sales windows. It will form a relief, as it were, to the monotony of these displays. Special events, that can be turned to advertising use, by calling out special decorative displays, serve the same purpose ; for a window, occasionally, that is out of the ordinary, particularly if it refers pointedly to some event that is an absorbing topic in your town, is always a drawing card.

This is just how the Horse Show came in in Toronto the beginning of last month. The cold weather had had a decidedly chilling influence on trade, and special sales were being resorted to to liven matters up, and the windows were largely of the sale type during the latter part of April. Coming after windows of this class, those dressed for the Horse Show were particularly attractive. Following their usual custom, W. A. Murray & Co. and the Robert Simpson Co. did not put in specially designed Horse Show windows, but contented themselves with carefully dressed displays showing high class merchandise. Wisely, the T. Eaton Co. took the opening given, and their decorator put in a really splendid window, save for one by no means unimportant item. This window was a great attraction and the sidwalk before it was crowded for all the four days of the show. The dark panelled oak background was enlivened with trophies of whips, etc., and large yellow asters, tied with bows and streamers of blue and yellow ribbon. Other trophies of whips, spurs, bits, bridles, etc., dotted the floor of the window, which was covered with a moss-green carpet. The central feature was a closed carriage and pair of horses. The carriage door was open, and a lady wearing a handsome lace robe and Paris hat was just preparing to alight. Wax figures wearing evening coats and handsome suits were grouped around. Two very effective and out-of-the-ordinary show cards were used. These were of large size, say 10x16 in., and were done in water colors. One showed a group of ladies and announced that only a small portion of the store's exclusive stock was shown in the window. An invitation to make a further inspection was given. The second showed a group of men, and called attention to the harness department.

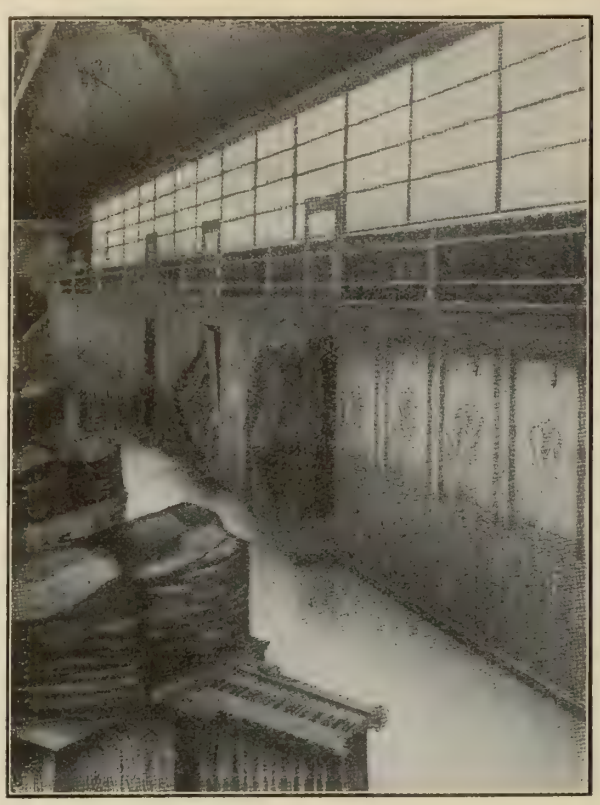
This window, save for one feature, reached a high plane of excellence, and that one feature was important. A display of this kind should be a fashion authority, but how could it be so regarded when the mounted figure wore a side-pleated walking skirt. Surely it was possible to obtain a yard or two of black cloth to drape in the form of a habit skirt. To say that this one slip weakened the display, and lowered its tone greatly, is putting it very mildly.



An Up-to-Date Show Case.



Splendid Ledge Trim by H. C. MacDonald for Richard Hall & Son, Peterboro.



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: **Mount Forest, Ont.**
U. S. Factory: **Mason City, Iowa**

THE LAW SAYS YOU MUST

Do you know that a man is obliged by law to keep a proper set of books?

The law says:

"Any man who fails and has not for five years before his failure kept proper books shall be liable to a fine of $800.00 and one year's imprisonment."

Since you must keep books of some sort, and as the law insists that you keep proper books, why not keep them properly?

It is just as easy to do a thing right as it is to do it wrong.

* * * * *

Business Systems mean absolute accuracy, and with less work than the old-style methods of bookkeeping.

Business Systems are not expensive to put in in the first place—the cost is in proportion to the size of the business, and they enable one clerk to do the work of two.

Business Systems allow your clerks to put their work before you in such shape that you can see at a glance how everything stands.

* * * * *

Drop us a one-cent post card asking for further particulars.

You don't have to buy unless we can suit you.

BUSINESS SYSTEMS LIMITED
83 SPADINA AVENUE
TORONTO - - - CANADA

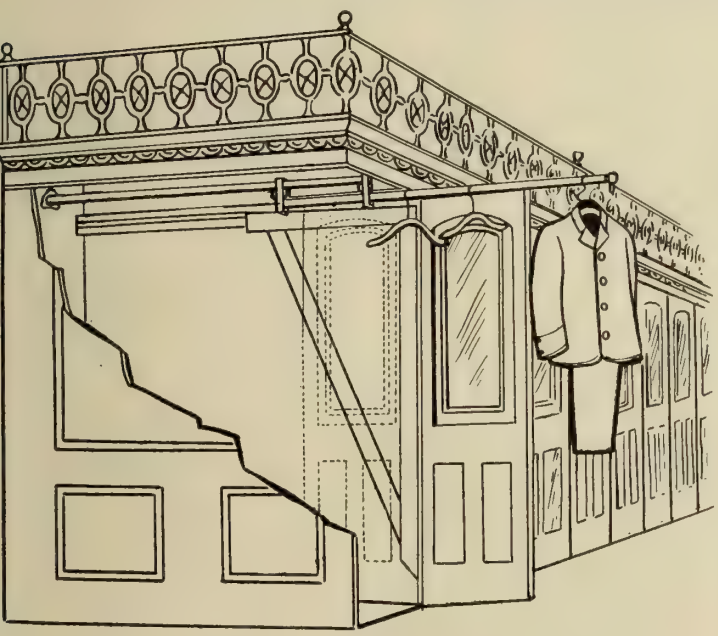
MONTREAL HORSE SHOW WINDOW.

Montreal's thirteenth annual horse show was held at the Arena from May 9th to 12th. A good deal of its success was due to the co-operation of leading Montreal retailers in the way of appropriate window displays.

As usual, prizes were donated for the most attractively dressed windows by the management of the horse show. As a consequence, keen competition was aroused among the various trimmers. The W. H. Scroggie Co. had the first prize window. It was trimmed by J. P. Doyon. Other prize-winning displays appeared in the stores of James A. Ogilvy & Sons, The Wright Floral Co., Henry Morgan & Co., Martel Stewart, H. Lamontague & Co., and G. A. Holland & Sons.

CO-OPERATIVE MAIL ORDER SOCIETY.

An Ontario charter has been granted the Co-operative Mail Order Society, Ltd., Toronto, with a capital of $500,000, divided in $5 shares. The incorporators were: Edwin Quigley and B. S. Quigley, brokers; Louis



Clothing Wardrobe—Delfosse & Co., Montreal.

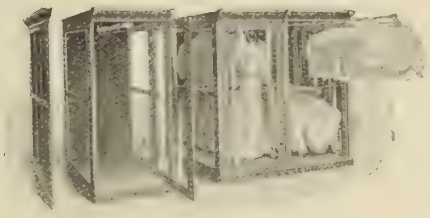
G. McKibbon, physician; Kate McLean, widow, and Harry H. Barry, publisher, all of Toronto. The object of the company is "to carry on all or any of the businesses of dry goods merchants, cloth manufacturers, furriers, haberdashers, hosiers, manufacturers, importers, wholesale and retail dealers of and in textile fabrics of all kinds, milliners, dressmakers, mantle makers, tailors, hatters, glovers, furnishers, outfitters, clothiers, lace manufacturers, feather dressers, boot and shoe makers, manufacturers and importers and wholesale and retail dealers of and in leather goods, household furniture, ironmongery, china and glassware, crockery and other goods, dealers in meats and provisions, drugs, chemicals and other articles and commodities of personal and household use and consumption, and generally of and in all manufactured goods, materials, provisions and produce, with incidental and subsidiary powers."

T. Percy put up a new corner store in Smith's Falls a little over a year ago. He handles dry goods and does a men's tailoring business as well.

Up-to-dateness in Fixtures

is more than ever a necessity. You cannot afford to retain your old style equipment.

50 CENTS A SUIT



Our Twentieth Century Cabinet No. 54

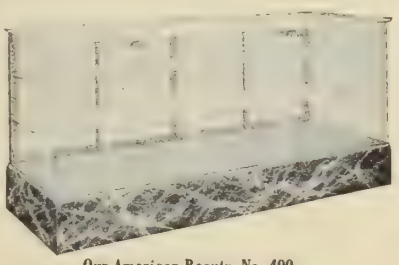
At an initial cost scarcely exceeding 50c. a suit we can change your present method of displaying garments from racks or tables to our "20th Century" Sectional Cabinets.

Write for catalogue "D" showing our "20th Century Sectional Cabinets.

Goods well displayed are half sold.

They attract buyers and double your sales.

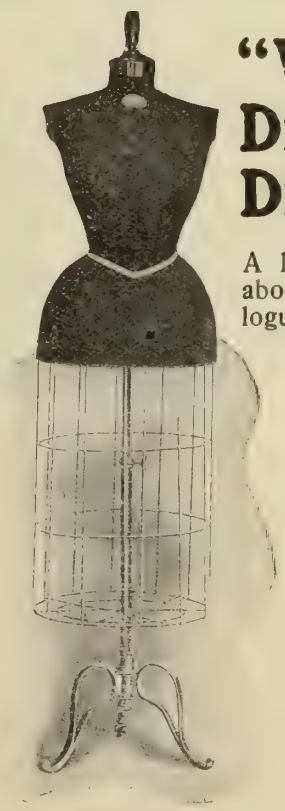
Write for our new 1907 Catalogue "A".



Our American Beauty, No. 400
The Fixture Climax of the Twentieth Century

As an inducement we will offer you special prices to offset duty.

GRAND RAPIDS SHOW CASE COMPANY,
GRAND RAPIDS, MICHIGAN.
New Office No. 714 Broadway, New York City.
(Under our own management.)
Same floors as McKenna Bros. Brass Company.
THE LARGEST SHOW CASE PLANT IN THE WORLD.



Suit Form 60 P.

"Window Dressing and Display"

A host of hints about the above in our latest catalogue.

560 pages and each one contains something written apparently for you alone.

Important changes in our stock numbers. Get posted.

Complimentary Copies for Canadians.

Mention Catalogue 15 L.

J. R. Palmenberg's Sons

FACTORY 89 and 91 W. Third St. 710 BROADWAY, **NEW YORK, U.S.A.** (ESTABLISHED 1852)

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

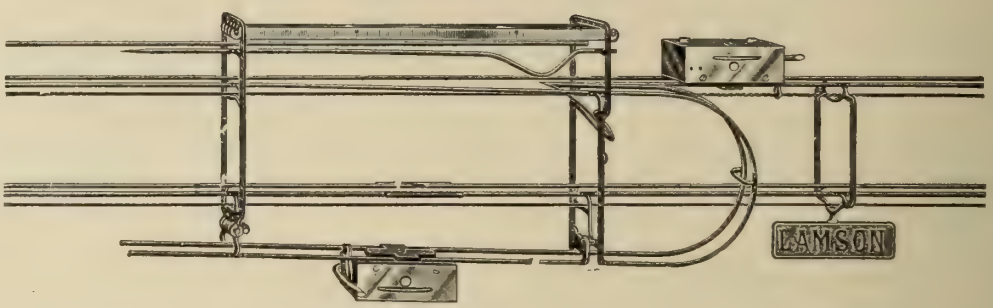
All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

Lamson Consolidated Store Service Co., 126 Wellington Street West, **Toronto, Ont.**

PROFITABLE DISPLAY FIXTURES

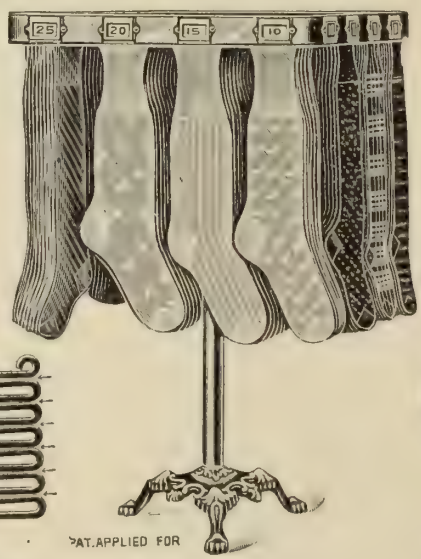
PRACTICAL HOSIERY RACKS

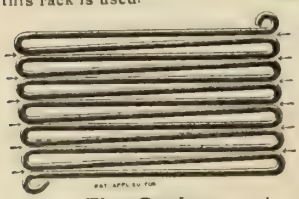
Made of steel, nickel-plated.

Slip the stocking in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast keeping their position and shape. There can be no disorder in the stock when this rack is used.





The Spring

PAT. APPLIED FOR

No. 2—Price, $6.75

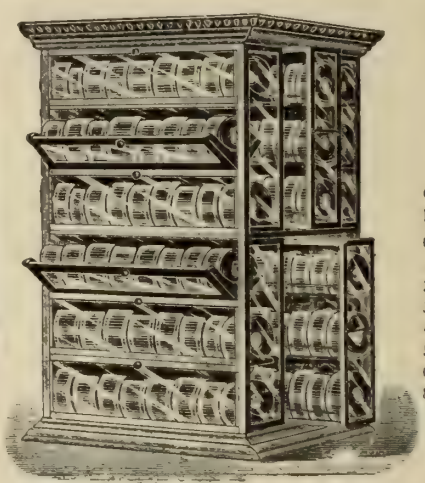
No. 1 34 ins. high, 16 ins. wide. Has 4 springs. Capacity 72 pairs hose **$5.75**

No. 2 34 ins. high, 17 ins. wide. Has 8 springs. Capacity 120 prs. hose **$6.75**

Sold by the Leading Jobbers of Dry Goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers.



No. 3 Ribbon Cabinet.

Practical Piece Goods Fixtures.

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50

Practical Floor Fixture, height 5 feet. Price $7.50

For full description of the practical Display Fixtures send for a Catalogue to the manufacturers.

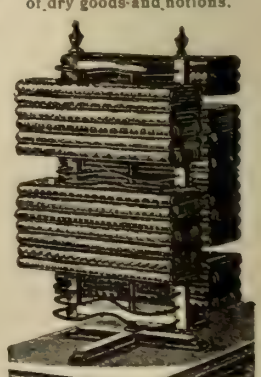
PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK

Sold by the leading jobbers of dry goods and notions.



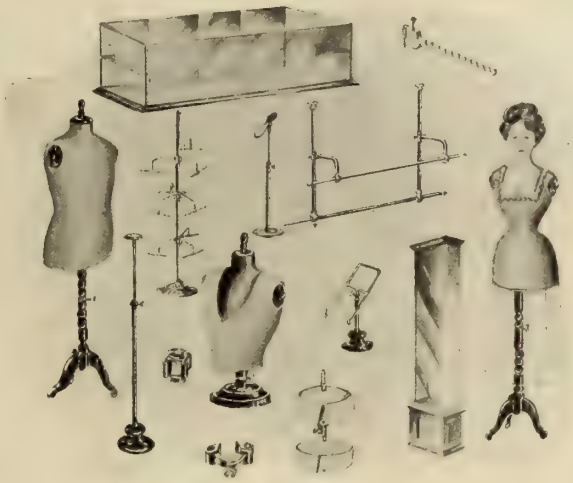
Counter Fixture.

A. N. RUSSELL & SONS CO., Ilion, N. Y., U. S. A.

HARRIS & SHELDON LTD

THE ACTUAL MAKERS OF STORE FITTINGS OF EVERY DESCRIPTION

ILLUSTRATED CATALOGUE MAILED FREE ON APPLICATION



ENGLISH BRANCHES

LONDON: 70 Wood St.
MANCHESTER: 38 Thomas St.
GLASGOW: 71 Queen St.
DUBLIN: 15 Wicklow St.

DEPOTS

CAPE TOWN: 94 Hout St.
JOHANNESBURG: 102 Fox St.
BERLIN: 40 Krausenstrasse

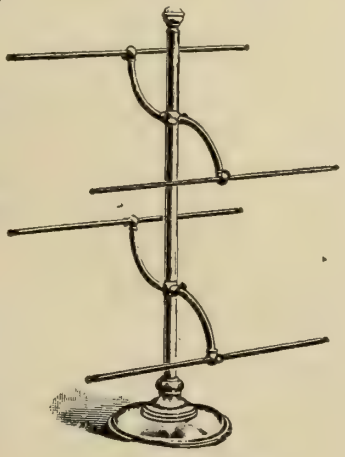
SHOPFITTERS, BIRMINGHAM, ENGLAN

ATTRACTIVE Yet Useless

That can be said of many store fixtures. It is right and proper to insist on artistic arrangement; but mere art should never over-ride utility.

The Glove Stand shown in the cut has a 6-inch-base, ⅝-inch standard, 2½ feet high, four ¼ x 24-inch rods set in sliding colors. Nickel plated. Price, $5.35.

When you place your orders with us you get **useful** as well as **artistic** fixtures, and **the designs are original.**



No. 168—Glove Stand

Have you our catalogue?

Toronto Brass Mfg. Co.

17-21 Temperance St., Toronto



Novelty Shirtwaist form with projecting shoulder

Order your blouse forms now for Summer Trade.

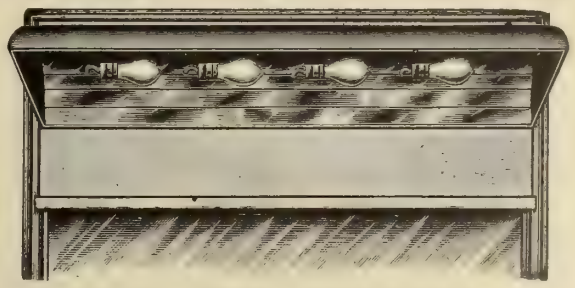
Ask for our supplementA Catalogue.

Delfosse & Co.

Canada's Greatest Fixture Factory

5 Hermine St., Montreal

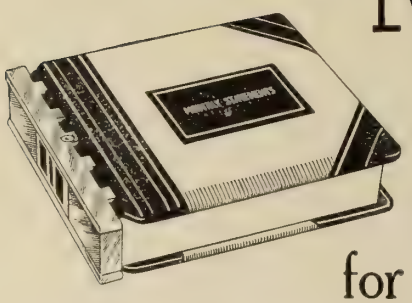
PERFECT WINDOW LIGHTING



This powerful reflector placed at top of the window doubles the capacity of each lamp and reflects an even light on the entire window. Made in lengths to fit any window and ready to put up. It will pay you to write for our illustrated catalogue.

AMERICAN REFLECTOR AND LIGHTING CO.,
199-201-203-205 Van Buren St., CHICAGO, ILL.

The Main Item



in our System for Retail Stores is that it saves eighty-five per cent. of the time usually spent in retail accounting. You can do ten hours work in six, and the fact that every account and record may be instantly located adds something more. You make out the monthly statement and charge up the goods with one writing. The statements are always ready for mailing the first day of each month. The whole work is systematized—the chances of errors getting into the work minimized. We guarantee our metal constructed binders to be the best made, possessing also exclusive features that cannot be copied.

The Copeland-Chatterson Co.
Toronto, Canada Limited

Business Management

By HOWARD R. WELLINGTON.

The Management of a Retail Store.

In introducing a subject of this nature a few general remarks might not be out of place as to the recognized value ol method and system in every business, not only as to the recording of transactions from a bookkeeper's point of view, but in every department of the business. The young man who lacks "order" will, nineteen times out of twenty, fail to succeed. The merchant should cultivate systematic habits in his own work. If it is known among his clerks and employes that the same hour each morning will find him in his store or office, this very fact will infuse punctuality throughout the house. The work should be systematically distributed among the clerks and each article of goods should have its special place, convenient of access and ready to handle. The clerks should be so thoroughly familiar with their stock that all reasonable questions can be answered promptly.

Buying.

The old maxim "Goods well bought are half sold" is truer to-day than ever before. Nearly every mercantile failure finds about half the stock so old and shopworn and dusty and dead as to be almost unsalable, even under the hammer. An elaborate system of stock records may be installed from which the merchant may know at any period just what stock he carries of each line of goods, but as a usual thing neither merchant nor clerk, especially in a small store where all the work is done by two or three, has time to post up the sales of goods. A practicable method would be to have an indexed book arranged alphabetically, in which might be entered the goods required from time to time to assort the stock depleted by sales. These goods may then be ordered by mail each week or through traveling salesmen, if they call regularly.

Of course in a large store it is advisable to keep a complete record of all goods bought and sold, also prices, both cost and selling, and this may be done by means of stock cards arranged alphabetically and ruled in some convenient way, such as the following :

VELVET — (BLACK SILK)

Date.	From Whom Purchased or Total Sales.	Bought.	Sold.	Balance.	Cost.	Selling.	Profit.
Mar. 25	J. S. & Co.	10 yds.	.....	.....	$1.00	$1.50	50
" 28	Sales	.....	5	5	.....	.....	.....

This card would be filed alphabetically, the purchases posted up from the purchase invoices and the sales from the sales files for the day, week or month, whichever is thought advisable.

The Character of Your Business.

Strive to maintain, as far as possible, a reputation for sterling values and moderate prices. The customer, who leaves your store feeling that he has secured an article which is good value, is the best asset a merchant has in building up a business. Nothing will create a better impression on the mind of a customer than attractive display of the stock, keeping to the front such articles as are likely to attract trade ; remanants and "dead stock" instead of being put out of reach on the top shelf are carefully sorted, specially marked down, and so displayed and advertised as to be easily worked off. Always bear in mind that "the first loss is the smallest loss" on goods which have been carried in stock too long.

The Location of Your Business.

In the retail trade the location is a very important matter. Trade centres around centres. People do not like to go out of their way to buy things. An inferior or small store in a good location is preferable in every case to a fine large store poorly located. Jut a little around the corner is not as good as on the corner. Two or three steps up is not as good as on a level with the sidewalk. A rent of $400 on the main street may appear high as compared with $40 a month three or four doors from the main street, but the rent is only ten times as great and there may be twenty-five shoppers on the main street for every one who passes up a side street. A Boston dealer made money enough in a little three-angled room scarcely big enough for three customers at once, but located on a famous corner, to build one of the largest and finest business blocks for which the city is noted.

Selling.

Endeavor to impress upon your salespeople the absolute necessity of cultivating a memory for faces and names. A customer who is addressed by name feels a certain personal interest in the store where purchases are made, and it goes a long way toward making a sale. It is not the quantity, but the quality of speech, which tells. The successful salesman knows how to talk, what to talk about, and, more especially, when to stop talking. To say the right thing at the right time is not nearly so difficult as to say nothing at the right time. The seller should only talk enough to keep the buyer talking. The faculty of holding trade, or of selling repeatedly to the same people, is the highest attribute in the qualifications of a successful salesman.

Understand thoroughly what you are trying to sell. Know your goods, believe in yourself, and you are sure to inspire confidence in the buyer. There is an old maxim :

"When you buy, keep one eye on the goods, the other on the seller ; when you sell, keep both eyes on the buyer."

"The Milk in the Cocoanut"

WE would like to show you the new Fur Samples, and let you make your selections from amongst the myriads of styles we manufacture right in our own factory.

When we say "manufacture" we mean it! We do not buy the furs ready dressed and dyed and make them up at an enormous expense, which the retailer must help to pay—if we did, we'd have nothing unusual to talk about. We buy the skins in the raw—dress them and dye them ourselves, and then make them up in our own workrooms—every process being carried on under the one roof.

PAQUET FURS

Remember, this is the largest Fur Factory in Canada, and one of the largest in the world. We employ only the most up-to-date processes of dyeing and every one of our vast army of workers is an expert in his line.

This is because Fur has been to their fathers and grandfathers what it is to them—a life study.

It stands to reason that, with all our advantages, we should be able to turn out the very best Furs on the Canadian market, doesn't it? And that we do is testified to by thousands of satisfied Fur Men from Halifax to Vancouver. These men know that it pays to handle "Furs that Stay Sold." They know that when they sell Paquet Furs they can turn over the proceeds immediately. No dissatisfied customers—no "come-backs"—no disappointments—simply solid satisfaction, increasing sales and handsome profits.

If you're not now on our visiting list, drop us a line and you'll be on immediately.

J. ARTHUR PAQUET, QUEBEC

Branches at Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

FURS

(THAT'S ALL)

A. J. ALEXANDOR

504-506 St. Paul St., Montreal

THE CANADIAN FUR TRADE

SEASON 1907-0 8

Travelers Have Had Good Trips All Through the Country—The Price Situation — Care of Furs During Summer.

At the present time many travelers are straggling back from every section of Canada, while others are still on the road. So far, they state that orders have been fully up to the mark, and in numbers of cases even better than was anticipated. Except where old connections have held for years, trade in the Maritime Provinces has not been as good as last year. Ontario and Quebec have been much better, although, throughout these two provinces there seems to be a good deal of doubt as to what are going to be the proper styles in ladies' garments for next season. For many years past merchants, in most cases, have used fur garments. Now the tendency points more towards fur-lined goods. Owing to these present conditions it is extremely difficult for manufacturers to estimate correctly the requirements of the trade.

Prices show no indication of getting away from the present level. If anything, the more active demand, as at this busy manufacturing season, gives the holders of raw material good ground for higher prices. One of the features of the fur market is the extreme top-notch price to which the good old-fashioned muskrat has been driven. Firms who have been quoting this fur at low prices stand a good chance of losing money before the season is over. All fur lines, without exception, remain firm in price. The advance, on most lines, as compared with figures ruling a year ago, average from ten to twenty-five per cent.

Many houses, in anticipation of a brisk demand in early Fall, are making up a fair quantity of furs to keep factories busy during the Summer months. This will aid materially in keeping supplies up to the mark.

Demand, so far, has run strongly on all staple lines. Ladies' fur-lined garments have been the leading feature of this season's bookings in the better grades. Some particularly nice novelties in long muskrat jackets have also sold exceedingly well.

Men's fur coats have been active, especially in the cheaper grades. Wombat and Wallaby have done well with one house and other houses report good sales for the cheaper Bulgarian lamb coats. Profits on this last-mentioned article are just as good as on other lines, and less care is needed in their manufacture. Coon coats are also to the fore. Another tendency in the fur trade is the sale of both Moscow and Prussian lamb coats. These coats are procurable at prices ranging from $22.50 to $35.

Fur neckwear runs along staple lines. Stoles, ruffs and scarfs of mink and sable continue to be popular. Caperines, in the cheaper grades, are also prominent.

The book muff is good, and another style, the Columbine, is doing better than usual.

Jobbers state there is a satisfactory business in imported furs.

Alaska sable has been selling, but, so far, has had no great demand. This fur has sold much better than in previous years. As it is rated as one of the best and most durable of its class in Canada, and also owing to the present high level of the fur market, it should continue to do so for some time to come. The heavy decline in the price of Alaska sable has not seriously affected the demand.

CARE OF FURS DURING SUMMER MONTHS.

The care of furs during the Summer months is a very perplexing problem with progressive retailers. Manufacturers from time to time have the same conditions to face. Therefore, we have secured some of the methods employed by a large wholesale fur house. These ought to be used to advantage by Review readers.

In this matter precautionary methods should be the aim of retailers if they intend to keep their furs in good condition. If given proper attention, the time expended should not be considered wasted as it prevents untold damage by moths. Some lines do not need as much attention as other grades. In electric seal and Persian lamb skins the dye is so strong that moths cannot do any damage. It is a very rare case, indeed, where a moth is to be found in either of the two above-mentioned furs.

A. J. Alexander, in discussing the care of furs during the Summer months with a Review representative, stated that the main point was to leave them free from all encumbrances, and let the articles hang naturally. Where it is possible, dark and dry rooms are preferable during the sultry weather. If the room should happen to be damp and warm, everything is liable to go wrong, as moths are sure to thrive in such an atmosphere. Another method employed by Mr. Alexander is to have his stock rooms well sprinkled with mothelene. Under all the racks containing furs of every description he has applied a coating of these crystals. For muffs and small pieces he has had special racks built and mothelene is well sprinkled on the top of these fixtures. Owing to these conditions the atmosphere of the room is so permeated with the odor that moths absolutely cannot live. In Mr. Alexander's opinion, any merchant who can afford the space to do this would find it to his advantage to give the method a fair trial.

It might here be stated also that mothelene can be supplied by nearly every wholesaler in Canada. Some houses have even gone so far as to make offers to merchants to store their furs free of charge during the Summer months.

Another method employed by a Montreal wholesaler is a mixture of cayenne pepper, moth balls and camphor. If well applied to an article or garment no trouble should be experienced.

The jurors at the Fashion Exhibition, just held in Vienna, have awarded the gold medal to "The New Album of Modes," published. The editor of this journal is Miss Meehan, who was formerly a contributor to The Review.

Manufacture of Cloth from Paper

Several months ago their appeared in a German newspaper a brief description of the appearance of garments for men and women the principal constituent of which was paper. In regard to this, the following report has been written by U. S. Consul Hurst, of Plauen, who has also furnished samples of the paper textiles :

"To the ingenuity of a well known Saxon inventor and manufacturer, Herr Emil Claviez, is due the production of a paper yarn, termed 'Xylolin,' that has been successfully used in a wide range of textile fabrics. The utilization of paper wood fiber in this new and practical way and the extreme cheapness of the new material compared with other yarns now in use is really a remarkable achievement. It should be said that this is not a haphazard discovery, but rather the logical result of years of painstaking study and experimentation. After the final development of the theory at first in mind into tangible material for all manner of uses in textile industries, the paper thread and yarn, loose or tightly spun, of all thicknesses, have since been woven into almost every conceivable fabric and tested and re-tested, until the invention has become an important commercial success. The paper yarn has extraordinary wearing properties, and as the full scope of its usefulness has probably not been determined, it will, in all likelihood, lend itself to other purposes yet to be discovered.

Methods of Manufacture.

"It should be understood that xyolin is wood fiber spun into a paper thread or yarn, and may be woven into any desired fabric. Although of the same material as paper, xyolin is not used in sheets and has nothing whatever of the nature of papier-mache or any substance such as may be molded or cut in blocks. It is primarily a thread or yarn and is employed exclusively in weaving. The looms used in the manufacture of most textiles do not have to be especially constructed for this substance, although they may have to be slightly adapted for its readier manipulation. A carpet loom of almost any kind can employ this new yarn. A loom that is used for weaving linen or cotton fabrics of fine or loose mesh can readily take the finer kinds of the paper thread. The thread is not brittle, it does not have a hard surface, and it neither shrinks nor stretches to any appreciable extent. Having certain resilient qualities, it cannot be readily crushed or dented like paper, and on it moisture has practically no effect. It is a serviceable substitute for cotton, jute, linen, and even silk. When bleached, the yarn or thread is of a snowy whiteness, and at a first glance cannot be distinguished from cotton. It can be woven to appear as homespun linen. It combines the good qualities of cotton and linen at one-third of the price of cotton and one-tenth of the price of linen.

More Readily Dyed Than Cotton or Linen.

"Being paper, it can be more readily dyed in delicate shades, far outmatching the range of colors to which cotton or silks are susceptible and vastly more than those of linens. The process of dyeing the thread or yarn is patented, and appears to be of such perfection that no colors, from the daintiest nuances to the richest hues, are affected by strong light. If it should be the wish of a manufacturer to combine the paper thread or yarn with other materials to gain the cheapness of the new substance, it can be readily done. It can be run in greater or less quantity as may be desired. Ninety-five per cent. of the material used in the thread is cellulose, such as is used for newspapers, and five per cent. cotton, but, of course, subjected to entirely novel treatment before spinning. The crude materials in this proportion are consequently very cheap compared to other vegetable fibers used in weaving, and this alone will make its place in the textile market permanent. Already factories are busily at work in England and Bohemia, as well as in Saxony, turning out the paper thread and yarn, which is bought by textile manufacturers for use in their mills. It is the business of the inventor to supply the spun paper and not, with the one exception of floor coverings, to make up the multituhe of articles which can be woven from xyolin.

Rugs and Carpets.

"Among the various fabrics in which the greatest amount of work has thus far been accomplished is the making of rugs and carpets, and at the factories of the inventor paper floor coverings are woven in great quantities, and are already being exported to the United States and elsewhere with marked success. Here the yarn of heavier quality, woven into beautiful designs, is found to possess advantages over certain classes of floor coverings. They can be turned out in any thicknesses as rugs, mats, or carpets. They are elastic to tread, do not retain dust readily, and are easily cleaned by beating or washed without fear of injury. Unpalatable to moths, they are not eaten by these insects. The paper floor coverings naturally do not possess the properties of rich Persian carpets, but are adapted to uses to which oriental rugs can be ill put. Although they can be made in pile, they are at present manufactured chiefly after the manner of an ingrain carpet, but finely wrought, artistic patterns. They are clean and fresh, and particularly suited to Summer homes and verandah use.

"Another great field for the paper yarn is the manufacture of bagging, being a practieal substitute for the more expensive jute. It has been found best, however, in making sacks to mix one thread of jute with two of paper. The combination secures the advantages of jute gunny cloth and the lightness and cheapness of wood paper. Closer woven, equally strong, and at one-half of the cost, it can replace with advantage the jute sacking now in general use. Inasmuch as the production of jute is localized and the demand for it steadily increasing, xyolin used in place of jute for sacks will make those who have hitherto used jute sacking in large quantities more or less independent of the jute market, with the high prices now prevailing. Sacking made of the combination of xylolin and jute seems to be a cleaner and a neater fabric and not as heavy. The output of this combination paper sacking is already of great proportions, and it is estimated that in the near future the new sacking will be a formidable rival of the jute now in use the world over.

"The spun paper fiber has been woven into outing hats for men and women. Canvas shoes and slippers have been made of it at nominal cost. Some idea of its adaptability for towels may be gathered from the fact that last year alone 7,000,000 pieces were made and sold, and it is likely that not one purchaser in a hundred but thought he was buying linen towelling at bargain prices. These are wholesaled at about 24 cents a dozen, medium size. It should not be thought that the new fiber is put upon the market as a crafty imitation, but makers of many sorts of textiles have found it so serviceable that they use it for mixing with other thread and yarn or weave it alone.

"Wonderfully successful have been the essays in making wall hangings and furniture coverings. When used for mural decoration, the material may be either nailed or applied with paste, and the delicate coloring that the paper fiber takes renders the effect of the tapestries singularly effective. For upholstering veranda furniture the material has an unusual advantage beyond its merits of decoration because it is not subject to injury by light or dampness or even by rain.

Adapted to Wearing Apparel.

"For certain grades of wearing apparel the new paper fiber has in itself an important sphere. The readiness with which yarn can be made up into cloth of any design or shade makes its use in this regard easy and successful. One peculiar feature when the paper thread is used in garments for clothing of medium thickness is the resultant warmth. It possesses the advantage of lightness in comparison with an equal bulk of linen or even cotton. The cost of the material for a full three-piece suit of clothes of average weight is not over $1. In lighter weights it is particularly adapted to outing costumes. It can be made to look like a good grade of ducking and is an excellent material for wear in the tropics. For workmen's jackets and blouses and overalls it can be made up in brawn and blue at half the cost of the material usually employed. There have been articles in the market made of tough, narrow strips of paper sewed together, making vests and light jackets to be worn under clothing, retaining the warmth of the body, but allowing little or no ventilation. This has nothing in common with xylolin. The new paper fiber, however, being woven, possesses sufficient porosity to make a hygienic garment. It seems well suited for underwear. In consideration of the fact that loosely woven underclothing is replacing to a certain extent the heavier flannels of an older generation, the paper fiber has been found to be very serviceable, combining warmth and lightness, and is fine enough to be worn by the youngest children.

"Although there seems to be no limit to the uses to which the paper yarn can be put, fashion will have to take up the new material before it can be worn as gentlemen's and ladies' clothing. While possessing most of the good qualities of fashionable stuffs, it may lack in finish and style the appearance of finer grades of woolen goods; but it really makes little difference whether the paper-woven garment becomes the vogue or not, as its many admirable qualities, coupled with excessive cheapness, are bound to make it an article of practical and far-reaching beneficence.

"The process of preparing the new thread and yarn is a secret one and is patented in all civilized countries. It is of interest to note that the inventor intends starting mills in the United States, where the necessary raw material is abundant and of fine quality.

"A full line of samples of the paper textiles referred to, as far as made at the inventor's mills, has been forwarded by me to the Bureau of Manufactures for the inspection of American manufacturers and others interested."

NEW STONE IS INVENTED.

"As soft as silk, as white as milk," and it does not burn. It is made of milk, and it is a new stone—milk stone. A considerable industry is being built up in the manufacture of galalith, or milk stone, which is cheaper than celluloid and is non-inflammable.

The raw material is skimmed milk from the large co-operative dairies. To this in large tanks is added rennet, coagulating the casein, which is pressed, dried, and powdered, and freed from its cheesy odor by repeated washings and finally is hardened by a chemical. The product is more brilliant, more solid, and a trifle heavier than celluloid.

It is as easy to work as wood, and can be made into a great variety of articles, such as combs, hairpins, piano keys, buttons, knife handles, umbrella handles, backs for brushes, paper knives, dominoes, inlaid ornaments for furniture, and almost any object requiring solidty and fine polish. It can be given any color or made to imitate marble, coral, tortoise shell, etc.

McComber & Cummings

The Growing Fur House

Have MOVED to Their New Building

373 St. Paul Street

MONTREAL

Corner St. Sulpice

Ask our Travellers for Special Values in Men's Fur-Lined Garments

NEW COMMERCIAL TRAVELERS' ASSOCIATION.

A new commercial travelers' association, composed of city travelers only, has been formed in Montreal. The association, as it stands at present, comprises travelers for every line of business, and has been formed for mutual protection. It is quite independent of the Dominion Commercial Travelers' Association. At the inaugural meeting B. Charbonneau was elected president; Alphonse Moisan, first vice-president; H. Pinet, second vice-president; I. Jacob, secretary; Will G. Wise, assistant-secretary, and J. A. Cartier, treasurer. Apart from these gentlemen, the board of directors comprises A. Dessane, H. H. Hardy, J. L. Filteau, Alex. Michaud, Eugene Hamel, Eugene Chevrier, J. A. Dery and J. E. Turtubose. The auditors are E. Falardeau and P. V. Guay. The membership at the beginning of May had reached 250, and at a general meeting held May 14, at 149 Berri St., it was increased to 400, and is growing every day. It was also decided at this meeting to hold a picnic on July 1, at Newport, Vermont.

HORSE SHOW AND RACES

Many Handsome Gowns—The Value of these Events to Merchants, from a Fashion Standpoint.

HORSE SHOW POINTERS

From June, 1906.

The growing favor of black and white is clearly shown. White is worn most, but a decided tendency is manifested toward dark shades.

That broadcloths are held in high favor was one of the points clearly brought out at both the Montreal and Toronto Horse Shows. Dark shades and black were worn in the daytime, while soft silver and dove greys and pastel shades were worn at night. All materials were very light in weight. Chiffons, silk muslins, nets, chiffon voiles, chiffon broadcloths, etc., being much in evidence. White serge was well worn by the younger women and children, and many gowns of white linen, printed net and organdie were seen.

In silks for daytime wear little coat suits of black taffeta, or black and white check silks, were most worn. Lovely gowns in rich lustrous silks in white, pale rose, ceil, helio and maize were a feature of the evening dress parade. The majority of the evening gowns were of soft sheer fabrics.

It is not necessary to enter into The Review's reasons for giving so much space to the fashion side of the big Spring gatherings in Montreal and Toronto the Horse Shows and the races. Horse shows and races all the world over are the big fashion events, and dressmakers, milliners and others connected with the trade look to them for ideas sartorial, and also as places for the launching of new fashions. We do not mean to say that the Canadian events have the authority of those held in the old world centres, or in New York and Newport, but merely that they bring together a big crowd of handsomely dressed women from all parts of the Dominion. As every merchant knows, the Canadian woman has decided tastes of her own and oftentimes she turns down styles that have made good over the line. This tendency towards individuality is increasing and is becoming more of a factor each year. At Montreal and Toronto the merchants of the Dominion are afforded an opportunity to see personally which of the new styles appeal most strongly to the women of his own country—the women who shop in his stores.

Many of our merchants, as opportunity presents, make a journey to New York in search of fashion pointers as guides to future buying. There are many others who, though recognizing the great value of such a trip, are kept from taking it by the big expenditure of time and money required. To these merchants The Review says, take advantage of the events above-mentioned, to which cheap railway rates are offered.

There seems to be more of a tendency to draw a marked line between the walking suit and the dressy gown. The fact that the new walking suits are in such plain and severely-tailored styles may account for this. Fancy check and striped suitings, worsteds and tweeds, serges, particularly navy blue, velvets and broadcloths are universally used for these suits. The fancy cloths and serges are made with pleated skirts and semi-fitting hip-length coats in pony and poniato styles. Some few velvets and broadcloths are made in this style, but in gorwns of these fabrics the short bolero coat and also long coats are seen. Jumper and bretelle suits, with wide Japanese sleeves, are also a new touch.

Silk gowns, and dressy gowns developed in voiles and the many veilings so much in vogue, show the remakable hold the Japanese styles have obtained in a very short time. One reason for this is that they accord so closely with gowns of Empire and semi-Empire type. Very many of the handsomest gowns, both at the Horse Shows and at the races were made Empire fashion.

Evening coats and handsome wraps have already gone a step ahead and either the loose, shapeless mandarin coat, or a coat that while loose defines the outline of the figure is worn. The kimona or wing sleeve is used for both types of cloak. Though the white cloak, or to be more accurate, some shade bordering on white, is well worn. More colored cloaks are seen. Very many light yellowish tans are in evidence, and not a few blues, pinks, mauves and deeper colors are used. At the Toronto Horse Show a much admired coat was in a dull blue soft finished cloth. The back, front and sleeves were fulled into a square yoke made of bands of Japanese embroidery in many shades of blue on a gold ground. There was no collar, the neck being left square. Another coat noted was of rich oyster white brocade with large bunches of bright-hued flowers scattered over its lustrous ground. It was partly fitting in the style of a Louis XIII. coat and was profusely trimmed with deep yellowish lace. Many coats were lace-trimmed and had lace sleeves. A remarkable fact for which The Review was not prepared was the many velvet or velveteen gowns worn. In the afternoon many velveteen tailor-mades were worn—brown, green, blue and bordeaux being the colors chosen in about the order named. Several evening cloaks were of velvet, notably a very handsome one worn over a fawn gown in grey. Several handsome black velvet gowns were worn, and at the Toronto Horse Show one of the most admired gowns was a beautiful Empire of peacock chiffon velvet, and at the races several gowns of this shade were seen, made in Empire or semi-Empire or princesse style.

Taking it all together, the strongest fashion development at these functions was the number of gowns worn in the various shades of brown and fawn. Brown can hardly be said to be a coming color in smart circles—it has arrived. This should point to a great sale for this shade in the coming Fall. Blue certainly rivalled brown for first place, tailor-mades of navy and lighter shades

of blue being very much worn. Quite a number of our fashionables chose royal blue for the races, and with this color black hats were in evidence. Ciel blue, baby blue and many odd shades of this color were worn. Green, both in dark and in very pale shades, was in evidence. Wine and rose shades were well worn, while the number of women who chose mauve shows that this color is still in good standing with the better dressed classes. A new note was the many corn colored and yellow dresses worn. In silks tailored and jumper suits of white Rajah silk were much seen. Jumper suits of plain taffeta in black and colors, and also of satin-finished silks in black and navy with white spots, and in white with black spots. White ground silks with stripes and checks of black were much in evidence. The idea that the elbow sleeve and the long glove is doomed in the Fall received little support. The elbow sleeve was universally worn, and The Review representative saw no long sleeves either, that is, among the smartly gowned women, save on decidedly tailored suits.

In the millinery field the crop of mushrooms was a large one, decidedly too large for this shape to be much of a factor next Fall. The newest shapes seen are very large and loaded with plumes. The helmet or bell-shape is another late style, and there is a flat shape with the front brim rolled off the face that promises to have some vogue in the future. Many flower-laden hats and many black hats were worn.

The cold weather brought out many furs, ermine being evidentl the one chosen for wear with dressy gowns. Feather and tulle boas were well worn and all classes of women seem to be wearing some kind of necklet, generally of pearls.

White was very much worn and with the all-white suit, or with the blue, pink or mauve the shoes and stockings were to match.

Lace was universally worn—the lace blouse with the tailored suit, the lace guimpe with the jumper. Other gowns and coats were lace-trimmed. Some handsome Irish lace coats were seen. Many gowns were of chiffon, the new printed chiffons in floral patterns and large spots being much in evidence.



Some Styles Seen at the Horse Show.

BROCK'S NEW MONTREAL PREMISES.

The W. R. Brock Co., Ltd., Montreal, is removing to premises opposite, in St. Helen street. Alterations are being rapidly pushed and the warehouse, when finished, will be one of the finest in the country. The corner premises have been connected with the quarters, formerly occupied by Brophy-Cains, Limited. The area of the building is 9,800 square feet. It runs east and west, and comprises five storeys and basement. Every modern improvement is being installed. Additional space has been given many of the departments.

The fifth floor will be occupied by the house furnishing and carpet departments. The fourth floor will be given over to men's furnishings. The third floor will accommodate hosiery, smallwares and dress accessories. On the second floor will be found dress goods and ready-to-wear garments. The ground floor will be given over to cottons, prints and linens. The offices are also located on this floor. In the basement will be the reserve section for staples and linoleums.

"Jack Rose handed in his resignation as a bluff to make the firm raise his salary," said the first clerk.

"Did they raise it?" asked the second.

"Yes, but another man is drawing it."

Jaeger

What's in a Name ?

JUST THIS, "in Jaeger."

A world-wide reputation for 25 years.
A guarantee of honesty, purity and excellence in manufacture.
A system of Underwear, Clothing and Bedding, founded on natural laws of health and common sense.

A hall mark of **Pure Wool.** **Does it interest you ?**

We shall be pleased to enlarge on the theme. Address us

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Head Office for Canada : 301 ST. JAMES STREET, MONTREAL

FALL SEASON, 1907

Our travellers are now showing the following specialties in Ladies', Men's and Children's Underwear.

The Allen Nursing Vest is as popular as ever and we are the sole manufacturers.

The Isabelle Drawer Skirt is something new in bifurcated skirts. The only skirt for winter wear.

Ribbed Knit Plush Lines cannot be beat for wear for men's and boys' garments.

Rubens Hats and Bands specially designed for comfort and the well being of infants.

Stimulate your trade by carrying underwear **that will wear.**

AGENTS :

McCLUNG & BURNS, 117 Wellington St. West, TORONTO
J. A MURRAY, SUSSEX, N.B.
A. L. GILPIN, 232 McGill St., MONTREAL
BRYCE & CO. Box 238, WINNIPEG

Watson Manufacturing Co., Limited, Paris, Ont.

Knitted Goods

Hosiery
Underwear
Golfers

Hosiery

Retail Trade Brisk—Goods Bought for Fall—Prices Still on the Advance—Acute Hosiery Situation.

The present conditions in the hosiery trade at retail are up to expectations. Trade has been brisk throughout April and May, notwithstanding the bad weather.

Among the best sellers at the present time are cashmeres and lisle thread. The latter is expected to sell better when the warm weather sets in.

Retailers are showing large varieties of colorings just at present, with tans and blacks predominating. Enquiry discloses a brisk demand for tans, and this is substantiated by the large stocks of tan shoes displayed and worn.

Lace ankle goods are doing well already, and window displays contain a large quantity of them. In the better class goods, silk embroidered lace ankle effects are favorites, along with the plain embroidered hose.

For the Fall and Winter trade, woolen, worsted and cashmere hose is being stocked largely by the retailers. Lace hosiery in lisle thread, and a few lines of cotton goods, in ankle and all-over lace effects are also bought freely. Colors predominating for Fall are blacks, navies and a few whites. A noticeable feature is the tendency towards colored hosiery to match costumes.

Prices are still on the advance, and most lines, as compared with figures ruling a year ago, average from fifteen to twenty-five per cent. higher at the present time, with an upward tendency. With some of the foreign manufacturers all prices have been withdrawn for Fall. The present conditions with the domestic manufacturers are very acute. They state that wool is still a very scarce article, and that goods are going to be somewhat difficult to procure. They also state that deliveries are likely to be somewhat delayed on this account, with the exception of orders that have already been placed.

A large Montreal hosiery buyer states that cotton hosiery from the Chemnitz markets has had another recent advance of ten per cent. since March quotations. For Spring 1908, the price advance, as compared with figures ruling last August, average twenty-five per cent. He also states that merchants are picking up all the present stock in the wholesale district, largely owing to the incapability of the mills to accept any repeats on orders already placed for Fall. Some of the mills are filled up altogether and will not accept anything in the form of an order unless for very late delivery.

It would be next to impossible to exaggerate the troubles that German manufacturers are having in the production of goods for Fall, owing to the abnormal scarcity of yarns, not to mention their troubles with independent help.

England, Switzerland, and other countries have been drawn upon largely for yarns, and still there is a heavy deficit.

In conversation with The Review, a wholesaler stated that hosiery yarns are almost impossible to obtain from spinners except at top prices, and even then deliveries are not to be depended upon. Both domestic and foreign hosiery, on this account, is scarce.

Underwear

Trade at Retail—Fall Orders of Good Volume—The Price Situation.

In retail realms last month, owing to cool weather in all parts of Canada, initial underwear displays, except in medium weights, did not bring the full amount of business expected. Now that the warm weather has set in business has brightened up immensely. Fine Swiss underwear, with fancy yokes, also short and sleeveless underwear, is very much in demand. Lightweight Spring wools are also favorites. Combinations have hardly started at retail, but the expectations are for a very good season. The cheaper lines of domestic manufactured goods are also in demand, and are handled freely by the retailers.

The deliveries of imported goods for Spring are mostly all in stock. Canadian goods are somewhat behind schedule, as the mills cannot get materials to fill orders.

Merchants are exhibiting lines of underwear at the present time from the cheapest grades at 10c. to the better and higher class lines up to $10 per garment.

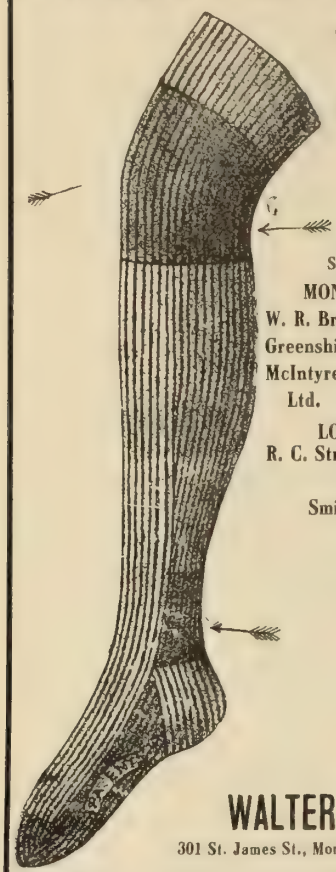
Fall orders, except in widely scattered districts, are all in, and the volume is by no means discouraging. Jobbers whose practice it is to take stock at the end of May, did everything possible to reduce stock in order to give room to initial Fall deliveries from the mills.

Fleeced lined cotton stuff, and ribbed wool goods, both in white and natural colors, have been bought freely. The demand for pink, blue, tan and various hues of underwear cannot be said to be on the increase.

The price of underwear has advanced, on most lines, as compared with figures ruling a year ago, about 10 per cent. Many manufacturers are filled up for Fall and cannot accept any orders unless for very late deliveries.

Spring lines for 1908 are just beginning to make their appearance. As far as can be learned, values are about on a par with the present season.

ADAMS LOCKSTITCH HOSE



will win and hold your trade

Note : 10 FOLD KNEES
6 FOLD ANKLES

Absolutely the Best Wearing Stocking.

STOCKED BY THESE JOBBERS:

MONTREAL
W. R. Brock Co., Ltd.
Greenshields Ltd.
McIntyre, Son & Co., Ltd.

TORONTO
Gordon, McKay & Co Ltd.
W. R. Brock Co., Ltd.
Beatty, Kerr & Verner

LONDON
R. C. Struthers

KINGSTON
Macnee & Minnes

HALIFAX
Smith Bros.
W. & C. Silver,

VANCOUVER
Greenshields Limited

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS
WALTER WILLIAMS & CO.
301 St. James St., Montreal 33 Melinda St., Toronto

Now's the Time

for a big stocking selling event. Let me send you my booklet—"The Story of a Successful Hosiery Week"—which details some of the biggest stocking sales of last May and June, and gives advertising suggestions of no mean value. Incidentally, it takes up the question of fast dye in black stockings. This subject is NEVER a questionable one if the stockings are

HERMSDORF-DYED

You will remember that to advantage when you buy. Most women have learned to know the mark of the TRUE fast black.

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony

American Bureau: 200 GREENE ST., New York

Write for that booklet now.



WOLSEY

Pure wool unshrinkable underwear has won its way into every corner of the world.

Order Early. From Your Jobber

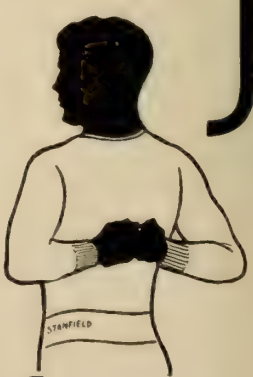
SKIN-FIT—
Woven to the Body's Curves

The shaping of Stanfield's "Unshrinkable" and "Truro Knit" Underwear is in the weave. Each size is graduated on natural lines—and there is such a wide range of sizes that it is well-nigh impossible to find a customer you cannot fit.

Every garment is formed to fit — not *stretched* or *pressed* into shape. Stanfield's is *knit* in *human* shape.

This is only one of many reasons why everyone who once buys, comes back for

Stanfield's "Unshrinkable" and "Truro Knit" Underwear



Our traveler will call, if you ask us.

Address:
STANFIELD'S, LIMITED
129 TRURO, N.S.

Golfers and Sweaters

Advance Orders Good—Strong Values this Year—Prices Remain Firm.

The golfer and sweater season is now under way with the wholesalers. They state that good advance orders are beginning to arrive and that many merchants are asking immediate deliveries. As there are a good many of these lines used for summer and seaside resorts for boating or driving purposes during the hot weather, jobbers are looking forward to a very good season on these goods. They have shown their true position by placing large orders with the mills, with the expectation that a rush for these garments will ensue when the season progresses.

Values are similar to a year ago. This is accounted for by the fact that manufacturers anticipated their wants early and covered themselves accordingly before the general advances took place. On this account, they are in a position to offer just as good values as last year, with very slight difference in price. As usual, the collarless model is featured for early Fall in Canadian, English and German lines. In men's sweaters the monotone idea is a decided favorite, with preference shown for white, closely followed by gray and dark red shades.

Norfolk jackets continue to be as popular as ever. Fancy stripes have given way to plain grounds in blacks, whites and reds. Jobbers anticipate a large business on these jackets as the season progresses. Prices of both domestic and foreign goods remain very firm.

AUSTRALASIA'S WOOL EXPORTS.

The London Statist gives figures which show that the increase in the exports of wool from Australasia for the nine months ended March 31, 1907 amounted to 215,000 bales. In 1904-5, the banner year, Australasia exported 1,595,652 bales and New Zealand 364,159 bales, making a total of 1,959,811 bales. It is estimated that the exports from Australasia at the end of the current year to June 30 will reach 1,700,000 bales, and as New Zealand has already shipped 366,000 bales, it can be safely reckoned that on June 30 next all records will have been broken and more than 2,000,000 bales will have been exported from Australasia.

Australasia is now pasturing over 20,000,000 less sheep than in 1904, and yet the increased output for the current year will be approximately 250,000 bales. The average shearing, particularly in Australia, is nearly two pounds per head more than fourteen years ago, due to the improved class of sheep.

IN LARGER PREMISES.

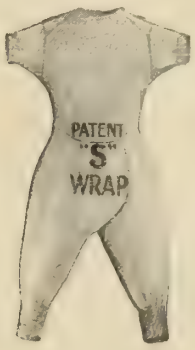
John Gordon & Sons, manufacturers' agents, Montreal, have vacated their old premises, 17 and 19 De-Bresolles street. They are now in possession of much larger and commodious warerooms at 316 St. James street. This building was previously occupied by Stevenson, Blackader & Co. It is equipped with every modern convenience to carry on their business. It is 50x100 feet, five storeys and basement. In the basement is to be found the reserve department. The offices will have exclusive use of the ground floor. The first floor will be used for samples of the Standard Shirt Manufacturing Co., the Anchor Knitting Co., and James H. Wylie. The second floor will be given over to Penman's, Limited, sample department. Smallwares and threads, etc., will find permanent quarters in the third floor, and the fourth floor will be used for storage.

THE LEADING
English Underwear
JAY
Unshrinkable Woollen
UNDERWEAR



SPECIALITIES:—

LADIES' COMBINATIONS fitted with the Patent "S" WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.



Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK



ON EVERY GARMENT

Wholesale only:—
Messrs. I. & R. Morley and Geo. Brettle & Co.
LONDON, ENGLAND.

Peerless REGISTERED

Ladies' and Children's FINE Knit Underwear

WHY NOT INVESTIGATE ?

¶ From time to time we have given you short talks about Peerless Underwear.

¶ Its Superiority,
In Quality,
In Finish,
In Elasticity,
In Durability, etc.

¶ Have you investigated it?

¶ Have you taken the pains to prove that these are not mere claims, but FACTS ?

¶ If you have not—why not do it now ?

¶ It can do you no HARM to investigate—it MAY do you GOOD.

REPRESENTATIVES :

ONTARIO—Peerless Underwear Co.
Hamilton, Ont.

MARITIME PROVINCES—G. A. Woodill
Halifax, N.S.

QUEBEC—L. A. Prevost
Montreal, Que.

MANITOBA—A. J. Snell
Winnipeg, Man.

BRITISH COLUMBIA—G. A. Campbell
Vancouver, B.C.

PEERLESS UNDERWEAR CO.

Hamilton, Can.

Have you ever pushed the

Nazareth Waist

as a hot weather garment?

It can be worn next to the skin in place of the undervest and ordinary underwaist.

The children like it because it's cooler, and the mothers appreciate the saving.

THESE

CANADIAN WHOLESALE HOUSES

Carry complete lines of the Nazareth Waist

ST. JOHN, N.B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co., (Ltd.)
Greenshields Western, (Ltd.

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co., (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co., (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd.)

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Caine, (Ltd.)



This mark woven in Red is on every genuine Nazareth Waist, and it means something.

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY

NEW YORK

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.

Orders Promptly Filled

True—every word of it. Because we are the only mill in Canada running exclusively on fine Swiss Ribbed Ladies' and Children's

Knit Underwear

OXFORD BRAND

For Summer Trade

We can fill orders at short notice any time during the year.

Oxford Brand is generally admitted to be superior to the next best brand of underwear on the market.

TEST OUR DISPATCH

THE OXFORD KNITTING CO.

Woodstock, Ontario LIMITED

More Money for You

Profits flow directly and indirectly from the two famous brands of underwear

"Ceetee" Underwear

and

Perfect Fitting Elastic Ribbed Underwear

for more than a few reasons. The superlative goodness of these famous brands is admitted and the shrewd retailer recognizes the enormous advantage of popular approval.

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT, CANADA

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED

LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing discontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners

(SQUIRREL BRAND)

PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

. . THERE'S A REASON FOR OUR SUCCESS . .

POPULAR PRICED UNDERWEAR
- THOROUGHLY RELIABLE -

Our product is made in all weights and sizes—There is no difficulty in suiting a customer if you show him our line of underwear.

More than that, you will retain his trade—at a good profit.

We have not made our underwear for forty years without learning the best methods of manufacture.

JOSEPH SIMPSON SONS

CORNER BERKELEY AND ESPLANADE, TORONTO

"Remember that we are Sole Makers of GENUINE SPRING NEEDLE RIBBED UNDERWEAR in Canada"

The Ellis Spring Needle Ribbed Underwear

is knit on SPRING NEEDLE RIBBED MACHINES, of which we are SOLE USERS IN CANADA. These machines will knit ONLY THE FINEST YARN and produce a finished fabric of the most REMARKABLE ELASTICITY. Garments of this fabric fit EASILY and NATURALLY. They yield readily with every movement of the body, yet ALWAYS retain their original ELASTICITY.

Sole Makers in Canada:

The ELLIS Manufacturing Co., Limited

HAMILTON - ONTARIO



PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.



ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



HERCULES RIB

The Limit of Strength

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.

E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

"Craftana"

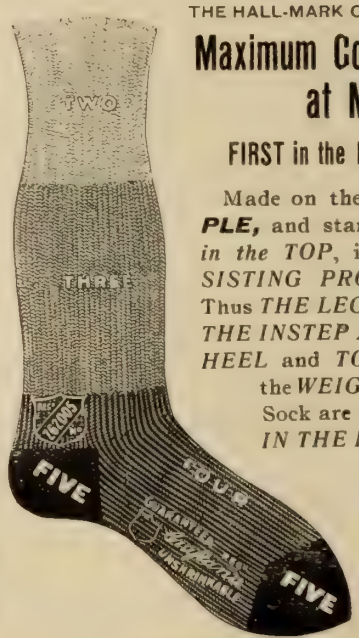
THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost,

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR



Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.** MONTREAL and TORONTO

Manufactured by **W. RAVEN & CO., Ltd.** Leicester, Eng.

A Partner Wanted

We want a Dry Goods Merchant in your town to make it his business to stock and recommend

"Hygeian" REGISTERED UNDERWEAR

We believe that brand of underwear is just as perfect as the best material and human ingenuity and foresight can make underwear.

A great many more than a few experts declare that "Hygeian Brand" is so much superior to the next best brand of underwear that there is no comparison.

We want a man in your town who wants more business to exploit the leading underwear

"HYGEIAN BRAND"

Eagle Knitting Co., Ltd., Hamilton, CANADA

The Wise Merchant Remembers "Hygeian Waists"

The People Behind The Counter

Importance of Knowing Selling Points Illustrated — The Man Without Confidence in Himself is not in Demand.

SALESMEN SHOULD KNOW THE POINTS.

A customer has confidence in the salesman who talks confidently, who evidently knows what he is talking about. Let me illustrate the importance of this by relating an incident which came under my observation not long ago in a store which I was conducting. A salesman was having his troubles with what in the clothing business is called a "tough customer"—that is one difficult to please, hard to convince, skeptical, wise in his own conceit, who looked upon the salesman as a glib liar ready to make any statement to sell a suit and who gave that "line of talk" familiar to salesmen about always having his clothes made to measure, etc., while the suit he was wearing was palpably a cheap ready-made. He said: "These hand-me-downs always shrink out of sight" and "They won't keep their shape," and so on, says Clayton A. Turner.

Well, I overheard the salesman say: "That may be true about ordinary makes of clothing, but it is not true of ours; they will not shrink."

"Why won't they shrink?" demanded the man.

"Because they are not simply sponged as a tailor sponges his cloth before cutting, but the cloth is put through improved processes that thoroughly shrink it."

"Oh, that will do to tell," replied the man, skeptically; "but I guess you folks ain't any different from others. Your clothes will shrink just the same as any ready mades."

"But I tell you they are different; they are better," was all the salesman could add; and his customer was edging toward the door with a you-can't-fool-me look in his eye.

Here I saw in a minute that he would be a case of "another good man gone wrong," so to speak, and I quickly stepped up to him and asked him if he had found what he wanted.

"Well, I dunno," he replied. "That suit fits me all right, I guess; but I'm afraid in a month or two, if I'm out in a rain or something, it will like as not all shrink up so that it will be another of 'papa's pants will soon fit Willie,' and I guess I'll stick to my old tailor."

"But the cloth in our clothing is all London shrunk," I said.

"London shrunk," he replied. "Why, what's that?"

Then I proceeded to describe the London shrinking process.

"Now," I concluded, "one result of this expensive method of shrinking is to so shorten a bolt of cloth that several suits less can be cut from it than under the cheaper process; perhaps that's the reason others don't use it; but we find it pays best, because our customers learn to have confidence in what we tell them."

To make a long story short, the result was that the man not only bought that suit, but in a few days he came in again and purchased a fine overcoat.

Now, that salesman was a good average man as clothing salesmen go; but he lacked specific knowledge on the one "selling point" that would appeal to and convince his customer.

And right here I want to emphasize the point that the salesman should always dominate his customer; he should never let the customer dominate him. The salesman should respectfully assume a quiet superiority of expert knowledge—a firm and confident command of the situation; and to do this he must know his goods—the materials, the making, the fashions; he should have at instant command all kinds of information and "selling points" which would tend to enlighten his customer and convince him that the goods are especially desirable.

Lack of faith in or interesting facts about their goods is often the cause of weak persuasive powers in salesmen. A customer's adverse suggestions tend to undermine the salesman's confidence in himself. He gets nervous, "rattled," and the customer sees it. The result is frequently a lost sale, where a cool head and the confident manner that comes from faith in and familiarity with the special merits of his goods would have counted in the cash drawer.

Salesmen should remember that an opinion against an article is less often due to real knowledge than to prejudice or hasty judgment. People are often whimsical, vacillating, in choosing.

The personality of the salesman should be a positive psychological force. He should study his man—influence him by mental suggestion. Never consider his opinion except as something to be changed favorably to your view. Nine-tenths of what people see they see through other people's eyes, anyway; why shouldn't they see through yours? Their opinions are really only what other people have told them.

TREATMENT OF EMPLOYES.

It is undoubtedly the fact that one of the most important qualities in an employer is the ability to obtain from his staff the best work of which it is capable. It is largely a question in the retail trade of the treatment of salespeople. And as a rule the policy adopted by the employer is the exact reflection of his ability as a business man. Each salesperson should be trained to become an essential part of the business. It is a mistake to treat men as mechanisms for the performance of the allotted task. When this attitude is defended at all, it can only be logically upheld on the ground that the task itself is purely mechanical. There are very few details of work in our trade that can be justly so described. This being so, it is obvious that the salesperson can execute his work either as a hearty admirer of his employer, and with enthusiasm, or as a discontented and disheartened servant, and with the least effort necessary to save him from dismissal. Between these two extremes lies the success and failure of many a business. It is frequently because he entertains an unwholesome fear of dismissal that a salesperson adopts a servile and cringing attitude. That attitude is not the attitude of a good employe, and the employer who desires it is handicapping himself. If the employe is worth employing he is worth treating with respect, which should be mutual between employer and employe. This does not spell any indulgence of carelessness or laziness, but, on the other hand, leads to a higher standard of efficiency in every section of the business, and a higher standard of life and thought for all those engaged in it. If this can be achieved not at the expense of practical business, but can be held to be conducive, as it certainly is, to the best results, materially as well as morally, we have a business policy which is inspiring and beneficial in every way.

Wash Goods Department

JUNE SALE

Prints,
Colored Muslins,
Nainsooks, Lawns,
Organdies, India Linens,
Swiss Spots, Swiss Books,
Brocades, etc., etc.,

All can be seen at their best in our

BIG DEPARTMENT

stocks of same being very complete, containing all the latest weaves, designs and colorings in vogue. A visit to this sale will convince you that to-day this department is in a splendid position to meet all demands that may be made upon it. Try it.

Mail Orders Executed Faithfully.

SPECIAL

Greenshields Limited
Montreal

Greenshields Western Limited
Winnipeg

Greenshields & Co. Limited
Vancouver



Advance Ideas for Spring, 1908.

Manufacturers' Samples Now Showing — Light-weight cloths of a Deeper Color Indicated.

Manufacturers' sample lines for the Spring of 1908, which are now being cautiously shown, reveal the fact that they have arrived at the conclusion that the day of light-weight fabrics is not yet over. Apparently European cloth makers were of the opinion that the time had arrived for a change, when fabrics were made up for the present Spring, and they confidently put forth light colored materials in heavier weights than had been selling. These goods did not take, for, as the season developed, the tendency was seen to be for light-weight fabrics in somewhat darker tones, and realizing that an error had been made for this Spring, fabrics for the Spring of 1908 are both light in weight and darker in color.

It is true that there has been a good deal of clearing at reduced prices of light-weight fabrics, both in silk and wool mixtures, and in woolen veilings, etc. This has been due, in a great measure, to the over-buying of light colors and fancy shades—buyers taking whole pieces of such shades when cut lengths would have sufficed.

Cream and black have been wholly absent from these sales, and when dark blues and staple shades have appeared they have been placed there with a view to helping the sale of the other colors.

Veilings, particularly in black and cream, and also in navy and brown, are in very good demand now, and may be confidently looked upon as good sellers next Winter.

The cloths shown for 1908 are darker in tone. They still have the white ground, but it is better covered. Stripes are expected to lead, and the novelty is grouped stripes formed of fine lines in dark, dull shades on white, light tan or pastel grounds. These stripes very closely resemble the patterns used for men's cloths. In checked and plaided effects the white ground is still retained, but it is better covered, and little of it shows through the intersections of the plaid. These suitings are developed in fine worsted cloths, and though light in weight they have a firm finish that makes them suitable for the development of the tailored suit.

Panamas, particularly with the garment manufacturers, are strong sellers, and, besides the plain, piece-dyed cloths, fancy effects, showing unobtrusive stripes and checks produced by the use of a white twist thread, are shown.

Broadcloths seem to have reached a staple place, and those of chiffon weight and of spotless finish will occupy a large place in the trade.

Color developments cannot as yet be spoken of, but it is expected that fawns and kindred shades will have consideration.

The position of cream fabrics, upon which some doubt was shed in the earlier part of the present Spring, has been gradually strengthening, and cream serges are put out for the Spring of 1908 in fine light weights and in mill or cheviot finish.

White for Summer Wear

White Again the Big Seller in Wool, Silk, Cotton and Linen Fabrics.

Just as The Review predicted many months ago, white fabrics are the leading sellers for making up into Summer gowns. Just now, and also for wear in the cool days and nights, white woolen fabrics are selling. White or cream serge in light weights, and in smooth or milled finish come first, and cream voile is a very free seller. Veiling and Landsdownes are selling for children's wear, and there is some talk about cheviots and chiffon panamas.

Light-weight mohairs are being taken by the better trade, but in these materials the cloths with a hair-line stripe or check of pale color are better sellers than pure white. Printed delaines in this class of patterns have been much inquired for since the season opened, and these patterns particularly are likely to be a strong feature in Summer selling.

Rough-finished cream and white oriental silks, such as pongee, etc., are chosen for many of the attractive jumper suits now so much worn. They are generally supplemented by jaunty little jackets in bolero, Eton, or the new kimona form.

The linen suits are built much on the same lines as the silk suits, and many of them have the three pieces, skirt, jumper and jacket. Occasionally a long linen coat is noted. The latest of these are loose and have the kimona sleeves. The embroidered linens are the most popular. These come in the heavier varieties and are combined with Cluny and other laces. The cutaway-coat style is wonderfully smart in linen.

In thinner materials, lawns, checked, striped and embroidered muslins, batistes, Swisses, dimities, etc., are all sellers. The skirts are tucked or flounced and the waists are made blouse fashion, the newer ones having

The White Goods Women Want

The best style, values and finest quality are found in white goods bearing these names:

Munster, Ulster, Limerick, Belfast

They are staple fabrics of dependable merit and command a large sale.

You can order now to advantage from your jobber.

If your jobber cannot supply you write us direct.

The Montreal Cotton Company

ADDRESS MAIN SALES OFFICE

MONTREAL

FALL, 1907

HARRIS HOMESPUNS

LADIES' SUITINGS

MANTLE CLOTHS

HARRIS & COMPANY LIMITED

ROCKWOOD, ONT.

L. HIRSHSON & CO.

Importers, Manufacturers' Agents
Wholesale Jobbers

Have just received samples of Plain and Fancy Kohaku Jap Silks, from 75c. to $1.25 per yard.

Ask our representatives or call when in the city.

L. HIRSHSON & CO.

Phone Main 2715. MONTREAL

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading bsiness centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.

DRY GOODS REVIEW

Montreal and Toronto.

Dutch necks or V-shaped openings and draped fichu effects. Very swell gowns are made of white chiffon.

Note should be taken of the growing favor with which spot patterns are being regarded in wash materials and in certain classes of silks. Soft satin-finished silks, satin foulards, pongees, etc., with spot and ring designs, are showing increasing favor as the season advances. Brown ground foulards with ecru coin spots and natural shades in pongees with spots of black or blue, are particularly good. Navy grounds with a white spot, black with white and white with black are becoming very fashionable. The coin spot is the leader, but other sized spots, and also ring patterns, are very much liked. This fancy has extended to the wash department, and there is a call developing for jumper suits and outing waists of spotted and striped materials.

Advance Fall Selling

Brown Gaining Ground Rapidly, Particularly in the Cities—Blue Series the Leading Sellers.

Orders received so far show that broadcloths lead in the Fall selling, and that plain and fancies are both selling, though in yardage the former, as is to be expected, predominates. Just at present stripes and checks seem to be equally favored, but stripes are expected to lead as the season advances.

Though brown cannot be called a Spring color, it has steadily grown in favor since the season opened, and the many shades, which the extra numerous—the wood browns, leaf browns, copper shades and other red browns, tans, beiges, champagnes, etc.—are increasingly worn. Not only is brown used extensively for day wear, but proof of its growing vogue is given by the fact that, though it is by no means a good evening color, it is now much worn at any evening event when a high-necked gown is permissible. A feature of the dress parade in the evening, both at the Toronto and Montreal Horse Shows, was the many brown gowns worn. At the afternoon performances, and at the races, brown and shades of brown were very much in evidence. This growing interest in the large cities should be carefully noted as it is most probable that it will influence the trade in favor of this color in the coming Fall. Many city buyers have great faith in brown for the Fall, and it will be featured as a leading color in many departments.

Blues are strong favorites, not only the staple navies and light shades, but royal blue, old blue, delft blue, etc. According to the class of trade done, a fair representation of these colors will be wanted in the department.

Many buyers put a good deal of faith in green for the coming Fall and there is do doubt that good business will be done in this color.

A color that has not as yet made its appearance in the popular trade though it was featured to some extent last Fall in millinery, is peacock. This has been shown to some extent in the exclusive trade and some handsome gowns of this color have been seen lately. Though it may not make much headway in the coming Fall it gives promise of some prominence later. When worn before it proved very popular.

Grey is showing a steady refusal to be put on the popular list, and advices from Paris say that it has a strong following there. Greys in neutral shades are likely to sell to some extent, and there is some showing of darker mixtures. Grey is well represented in the suiting class.

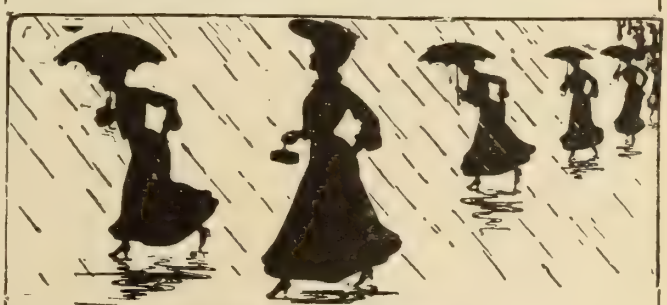
Reds and plums, and other novelty colors, complete the list.

Are YOU acquainted with 'Pirle' finished DRESS FABRICS,

which do not mark or cockle with rain

A VALUABLE GUARANTEE !

MADGE in *TRUTH* says :—"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."



"My dress won't spoil
Its "PIRLE" finished."

Pirle finished CLOTHS and MADE-UP SKIRTS to be obtained

From Leading Warehousemen

or full particulars sent by

EDWARD RIPLEY & SON, Limited

100c, Queen Victoria St., LONDON, E.C.

No guarantee without the words
THE "PIRLE" FINISH on the selvedge.

DRESS GOODS PROBLEMS

By J. T. BURNS, of The Hamilton Co., Montreal.

Up-to-Date Display—Remnants—Refunding Money and Exchanging Goods—Treatment of Customers.

The most up-to-date method of displaying dress goods, silks, wash goods, etc., when arranging them on tables, is to confine each table, as much as possible, to a showing of one shade. Have a table for each of the most popular shades for the season—the colors that most interest the people. The present season these would include browns, reds, blues, greens, purples, creams, etc. We find this the most effective way, and it has the desired weight with customers, who conclude that these shades must be correct or we would not make such special efforts to display them effectively. They will go at once to the table containing the color in which they are interested, and the sale is half made. It is a well known fact that ladies going out shopping, and desirous of purchasing a dress or costume, as a rule have not made up their minds as to what shade they will buy. They say: "We will go and see what they are showing."

The same idea applies to trimming your fixtures (the tops) of dress goods, silks or wash goods departments. They should always, to have the best effect, be trimmed with one shade at a time, as too many are confusing. Sometimes poor taste is used in making combinations and one shade will clash with another, giving a very bad effect. Our system is to dress our tables and fixtures fresh every day, showing entirely different goods. On our fixture tops, counters and tables this practice has many good features, as every drygoodsman will admit:

1st. It prevents the goods from getting soiled and looking shop-worn.

2nd. Clerks don't get tired handling the same goods from day to day. By doing so they would lose interest in them, and would not feel like showing them as new goods when opportunity presented itself.

3rd. This is the most essential point. If we did not maintain this constant change, customers, and especially shoppers (I must say the shopping habit has a strong hold on our Montreal ladies, and it seems firmly established in New York) will say: "They have no new goods here: they are always showing the same thing, so let's go somewhere else."

You can see the danger of showing the same thing too often, particularly on the same counter or table. If you have to show them, change the location, and they will look different even to yourself. Always remember that customers of to-day are as well posted on the dry goods question as you are yourself.

Remnants.

Remnants, as a general rule, are a loss. We try as much as possible not to make them, but in some cases it is impossible to do otherwise. Our system is to try and induce the lady buying the last end to take the balance, whether it be one, two or three yards. We always offer her a special inducement, perhaps half price, on the remaining yards over the quantity she requires. As they are more useful to her than to anyone else, five times out of every ten you get rid of them. No clerk under my charge is permitted to cut remnants without first consulting me and having his or her bill signed. In this way we can keep track of the remnants. Customers sometimes say they do not want any more of the goods, and won't take it, and in such cases we cut off the remnants and make them feel we are delighted to do so. Then at the end of the season, every July and January, we have a special sale of ends and remnants, which we get rid of at any price. We start the sale at 25 per cent. off, then offer 33 1-3 per cent. and 50 per cent., finally clearing them out. We do not talk remnants again for six months. In this way we manage to kep our stock pretty clean and fresh during the business season. Remnants in all cases more or less reduce the profit.

One of Our Cast Iron Rules.

Each employe is instructed by shopwalker in charge (and it is his duty to see that the instructions are carried out) that customers coming to the department and asking for goods which may not be in stock, or which for one reason or another we may not carry, or to match or sample, sometimes an odd shade, etc., must in every case be asked if they will permit the salesperson to take their names and addresses, and send samples the next day of the nearest we can procure in the trade—wholesale or retail—to what they are looking for. We insist on them remembering that it is no trouble to send samples, and in many cases it leads to a sale. It also makes the customer feel kindly towards the store, and that you have exerted yourself to help her. We have a young man engaged for the purpose of going round town procuring goods which we do not keep in stock. We find this is most satisfactory, and not only holds our present customers but makes new ones.

Refunding Money and Exchanging Goods.

We are always pleased to exchange goods when customers are not satisfied. With very few exceptions this rule exists throughout the house. We will cut a dress length for a customer, and should same not prove satisfactory we will willingly exchange same for something else or refund the money. We find in dress goods this plan works very well, as it is easier for customers to see the effect of goods at home than by sample. Samples in many cases are very deceiving, and the goods very rarely look as well as in the piece.

Damaged Goods Sold by Accident.

In taffeta silk, sometimes we run across lines where we have sold a blouse length or dress and somehow it has proved unreliable—cut, pulled at the seams or split. In cases of this kind we not only refund the money paid for the goods, but also the amount expended to have them made up, thereby relieving a customer of all loss, except, of course, the trouble she has been put to. These things we do willingly, and make customers feel that we are pleased to make right any such matters.

Treatment of Customers.

Truthfulnes is one great feature of our store. Each and every employe under my charge has been instructed by me personally. They are told that we want them al-

ways and in every case to tell the truth to our customers, even though by so doing they sometimes lose sales. I will not have them tell a customer that a material is all wool when it is a union, all linen when it is mixed with cotton, pure silk when we know it is not, or guaranteed goods to be fast color or to wash unless we are positive that they do not come up to that standard. Should we make a mistake and warrant a material to wash or retain its color, and same should fade, me in all cases, and without hesitation refund the money or replace the merchandise. This we find the only true way to build up a business.

BUSINESS NOTES

ONTARIO.

Isaac Michael, dry goods, Toronto; deceased.

J. O. Johnston, general store, Englehart; burnt out.

T. J. Gorman, general store, Haileybury; loss by fire.

A. B. Cheffins, dry goods, etc., Port Hope; storehouse burned.

J. W. Law, general store, Finch; burnt out, partially insured.

James Grant, woolen mill, Chesley, mill advertised for sale.

Pierce & Wiltse, general store, Athens; Fred Pierce, deceased.

Bert W. Dell, general store, Straffordville, sold to W. A. Jones.

J. M. Lamb, general store, Teeterville, succeeded by T. C. House.

Hamilton & Co., general store, Finch; burnt out, partially insured.

Capital Mfg. Co., ladies' garments, Ottawa, retired from business.

Wm. Thompson, general store, Blind River, advertises business for sale.

A. F. Dey & Co., general store, Finch; burnt out, partially insured.

Stratford Knitting Co., Ltd., Stratford, succeeded by Ballantyne's, Ltd.

Glencoe Woolens, Ltd., manufacturers, Glencoe; stock advertised for sale.

R. W. O'Brien & Son, furs, etc., Collingwood; advertising business for sale.

The Coupe Mfg. Co., Ltd., knitted goods, Toronto and Dunnville; assets sold.

Noel & Chevrier, clothing and men's furnishings, Ottawa; L. Chevrier, deceased.

McClellan Try-on Clothing Co., Ltd., Stratford; succeeded by The George Queen Clothing Co., Ltd.

L. A. D'Entremont & Co., manufacturers combs, Toronto; succeeded by Smith-D'Entremont Co., Ltd.

Chas. H. Davies, merchant tailor and manufacturer, ready-to-wear clothing, Stratford; assets sold to J. P. Chiswell.

Toronto Flower & Headwear Mfg. Co., Toronto; comprising with creditors, succeeded by Pleating & Manufacturing Co.

The Knox Mfg. Co., manufacturers women's and children's headwear, cloaks, etc., Toronto; burnt out, partially insured.

QUEBEC.

F. A. Mathieu, dry goods, Montreal; assigned.

L. O. Ratte, general store, Method's Mills; deceased.

Pitt Mfg. Co., embroideries, etc., Montreal; assets sold.

Roback & Steinhaus, general store, Beauport; registered.

J. N. Fortin, general store, St. Victor de Truig; assigned.

Penmans, Ltd., manufacturers woolens, Coaticook; premises and stock partially damaged by fire and water, insured.

Archumbault & Oakes, dry goods, Montreal; dissolved.

The Vineberg Tailoring Co., Ltd., Montreal; dissolved.

Gelinas & Co., general store, St. Alexis des Monts; dissolved.

J. T. Paradis & Cie, general store, Portneuf Station; registered.

A. G. Kilcoyne, general store, Martindale; retired from business.

The Cosmopolitan Store, clothing, etc., Montreal; offering compromise.

Gallup & Co., general store, Clifton; Cordelia C. Gallup, registered.

The British Importing Co., dry goods, Montreal; S. Symonds, registered.

P. Rabinovitch & Co, manufacturers furs, Montreal, demand of assignment.

I. Landry & Fils, general store, Staubridge Station; Isaie Landry, registered.

Gosselin & Lussier, general store, Weedon; D. Gosselin and Philibert, registered.

Duchesneau & Frere, general store, St. Tita; P. & L. Duchesneau, registered.

"Le Louvre," dry goods, Montreal; Jean B. Marsolais and L. Lafond, registered.

Neault, Octave & Fills, general store, Grand Piles; Mrs. J. A. Lafontaine, registered.

M. Jodoin & Co., dry goods, etc., Montreal, (St. Louis); Emile Jodoin, registered.

McGillivray & Paterson, commercial dry goods, Montreal; John McGillivray, deceased.

S. Khanan & J. Holtzman, ladies' tailors, Montreal; S. Khanan and J. Holtaman, registered.

S. W. Stevenson & Co., commercial dry goods, Montreal; Sherwood W. Stevenson, registered.

The Montreal Comb & Novelty Mfg. Co., manufacturers' agents, etc., Montreal; E. La Riviere, registered.

WEST.

P. C. Roberts, general store, Claire; sold to E. C. Wheeler.

Judah Arnovitch, general store, Birtle; stock sold to Miller & Levi.

W. C. Allan, general store, Buchanan; succeeded by Gillespie Bros.

H. A. Neanville, men's furnishings, Carberry; stock sold to J. Udow.

Jos. Shaw & Co., general store, Beausejour; dissolved partnership.

Miller & Sample, general store, Lloydminster; succeeded by R. W. Miller.

BRITISH COLUMBIA.

R. Robertson, clothing, etc., Vancouver; succeeded by W. B. Brimmitt.

In Stock

For immediate delivery, a tremendous range of

Swiss Embroidered Peter Pan Collars
Swiss Embroidered Wash Stocks in pretty designs

WASH BELTS

Embroidered on Linen, Cotton and Lace

Embroidery Beadings
Embroidery Strappings
French Valenciennes
Corset Embroideries

AUTO VEILS

In Champagne, Brown Navy, Grey and White

SANDERSONS, LIMITED
172 Front St. West, TORONTO

RHYS D. FAIRBAIRN, LIMITED

MANUFACTURERS

The Season's Novelty

Tourist Ruching

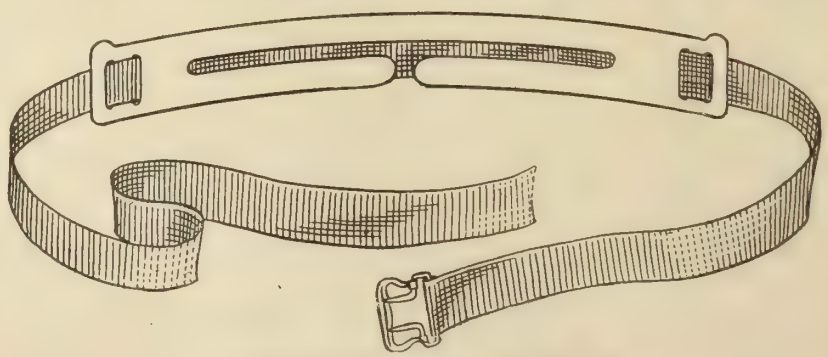
3 doz. yards to a box at 60 to 75c. doz.

4½ yards to a box at $2.25 doz. boxes. Order a sample dozen.

HUGH HENRY
204 St. James Street, MONTREAL

107 Simcoe Street (cor. Pearl)
TORONTO

No Pins--No Points--No Teeth



Patented June 9th, 1903; Patented June 16th, 1903

One Edwards Skirt Supporter fastens every shirtwaist to skirt seven inches across back without pins, points or teeth. It is non-rustable. Retails 25 cents.

Demand has been created by demonstrations at Toronto Exhibition and extensive advertising; is advertised in Ladies' Home Journal. Free sample sent to merchants.

EDWARDS SKIRT SUPPORTER CO.
BRIDGEBURG, ONT.

DRESS ACCESSORIES

Ribbons.

Retail Situation—Plain Effects in High Favor for Summer Trade—Prices Continue Firm—Silk Market Conditions—Deliveries Slow for Fall.

In retail circles the present condition of the trade is very good ; in fact, the demand is almost greater than the supply. Trade throughout the last two months has been up to every expectation, and present indications are that this will be a record ribbon year. This season ribbons will be used more than ever for trimmings, and for every other purpose for which they are in demand.

Just at the present writing, fancies such as Dresdens and stripes are the strongest feature. Velvets are also to the fore. A retail merchant states that it has been a common occurrrence to see worn two or three rows of Nos. 1½, 2 and 3 on fish net veiling. He says further, that the wider widths are largely used for millinery purposes. Moires are also favorites with the public in fancy effects. Roman stripes are fair, and plaids are somewhat behind schehule. It might here be stated to advantage that velvet ribbons in Canada are very scarce and that many jobbers are entirely sold out and cannot get any deliveries for months to come. Greens and blacks are very scarce, and the brown velvet ribbon in particular is about the scarcest thing in the ribbon market at the present time. With one or two exceptions, there is very little of it to be had.

As the season progreasses plain effects are sure to command attention in retail centres, especially where sailor hats are sold. The general opinion is that plain goods will hold first place for the Summer months.

While the leading color just now is golden brown, Alice blue and London smoke also continue to be strong sellers. Blacks and whites, which are always good in staple lines, are selling steadily.

Prices continue to advance and as raw silk remains a very scarce article, they are likely to be upward in tendency for some time to come. Owing to recent advances, prices on most lines, as compared with figures ruling a year ago, average from 10 to 25 per cent. higher, with a continued upward tendency. The general opinion of retail merchants is that the prospects for Fall are very poor, both as regards delivery and prices.

Deliveries for Spring with the retailers, in many cases, are months behind. Up to the present time they are from four to six weeks overdue, and are still not complete by any means. Manufacturers cannot get sufficient quantities of raw silk to fill orders booked.

Silk markets abroad continue very strong in tone, and it is clearly evident that the supply of the raw material is not adequate to meet the manufacturers' wants. In conversation, a silk buyer stated that the market, as regards the price question, had never been so acute during the past twenty years. Reasons for this heavy advance are the short crop and the largely increased demand for silk fabrics. Continuing, he said, a noticeable feature helping the advance in European markets, was the number of large contracts placed by the American trade with Swiss manufacturers. Still another reason lies in the immense quantities of silk used for electrical purposes.

Orders are being placed for plain ribbons for delivery in Spring, 1908. Many foreign manufacturers of plain taffetas refuse to book orders at the present time, except for November and December delivery.

Prices of raw silk at the present writing are very firm and they will remain so. As there are no prospects of a decline for twelve months to come, and every indication points to another advance in the market, merchants should anticipate their requirements and order early and liberally.

In wholesale circles, travelers are now on the road with Fall lines, and are booking large orders. Taffetas and failletines are very popular, and have been bought freely. Dresdens in fancies are also to the fore in millinery widths.

Looking towards the Fall, as regards prices and deliveries, the situation will be very acute. Many importers are beginning to wonder where they will fill in many lines.

Some of the domestic and foreign manufacturers are asking very long dates for deliveries.

Neckwear.

Warm Weather Needed to Start Brisk Selling — Silk Samples Not Yet Withdrawn.

Cool weather has, in a measure, checked the selling of wash neckwear, and Summer business, which ought to be in full swing now, can hardly be said to have commenced. So general is this condition that no idea can as yet be formed as to the acceptance of the many dainty novelties brought out by the manufacturers for the present season. There is a wealth of new ideas in turn-down collars, both starched and soft, but they do not as yet seem to have penetrated beyond the counters of the stores. The weather is certainly largely responsible as furs and heavy wraps are by no means discarded yet. Pleated and fluted frills decorate the latest collars, and are much in evidence on all the season's neckwear.

Soft turn-overs, with an unlined band, are a later development, and to wear with these there is an endless variety of shield bows shown. These come in almost every material, in louisene, taffeta, fine Swiss embroidery, chiffon, maline, lace, etc. The Vesta Victoria, made of pieces of ribbon cut en bias, and drawn through a small pearl or gilt buckle. is a late bow novelty in the States. There are many dainty ideas in straight stocks, and in tab and pointed stocks. Hunting stocks in white and colored linen and mercerized goods are selling, and Windsors in lawn and lace, and in plain, plaid and embroidered taffeta, are shown.

Tab collars are good as ever, and the double tab is again included in sample lines. Embroidered stocks, both tabbed and pointed, and also a few lace stocks, are featured.

Collar and cuff sets, and coat sets are expected to make good, and the better trade has some call for maline and chiffon boas.

Owing to the cool weather, silk neckwear is still selling, and a good deal of the business that is now passing, is being done on these goods, from samples that were made up for the early trade, and have not yet been withdrawn.

Buyers for neckwear houses, who have just returned from Europe, or are still abroad, report that in New York and Paris neckwear is more than ever in evidence, and is selling freely. No one idea or style, they say, stands out with special prominence. Anything that is pretty and dainty sells, and Canada, they say, has little to learn in neckwear styles from either city. Frillings are strong sellers in chiffons and in pleated and fluted nets and laces. The Gretchen or fedora frilling, both in the plain and scalloped effect, made on the Gretchen machine, which has hitherto had to be imported, is now being made in Canada.

Chiffons, laces and nets have advanced materially in price, but as yet there has been no corresponding advance in the price of frillings.

Gloves.

Retail Trade Brisk—Fall Import Orders Placed Freely —Continued Scarcity of Fabric Gloves—The Price Situation.

At retail the demand for gloves throughout the Spring months has been up to every expectation, taking into consideration the cool weather experienced throughout April. Glace effects continue to hold first place, with suedes somewhat behind schedule. Fabric gloves, where they are to be had, are also to the fore, but these goods will sell better during the Summer months. Colors predominating at the present time are blacks, browns and tans. Cream and corn shades, which have sold freely in New York, have proved very slow sellers in Canada. In lengths, the 12 and 16 buttons have again had preference over the other styles.

Among retailers Fall import orders were placed freely throughout April and May, and many good bookings are now in the hands of the wholesalers.

The retail glove people have ordered largely in 12 and 16-button lengths in long gloves for Fall. The general opinion is that the elbow glove will continue in style for some time to come. Wrist gloves in glace effects are also to the fore, and have been ordered even more largely than the longer lengths. The expectation among retailers for Fall is that both will prove good sellers.

Fabric gloves continue very scarce. A large number of wholesale buyers have been in Chemnitz markets for a period of from four to six weeks trying to place orders for Spring, 1908, in the interests of their respective firms. As the price of fabric goods continues to soar, buyers state that manufacturers are indifferent as to whether orders are booked or not. They also state that the manufacturers do not care to bind themselves to any agreement, or to accept any large orders, on account of the steadily rising market. Labor has advanced 10 per cent. and there have been increases in nearly every branch of the fabric glove business since the beginning of the year.

Confidence is still maintained in black, as the leader. Tans and light shades of brown have been also ordered quite freely at retail. Many orders contain a few whites, navies, greens, reds and greys.

Prices continue to advance, and it is expected that they will go still higher for Fall. The general price advance on most lines as compared with figures ruling a year ago, averages from 15 to 20 per cent. up to the present time. For Fall the expectations are that they will average an increase of from 8 to 10 per cent. over figures now ruling.

The advice from the wholesale trade is that in view of the conditions now prevailing, merchants who have not anticipated requirements, should do so at once and order liberally, as no relief in the fabric glove market is in sight. They also recommend that preference be given to gloves already in view, as against placing orders for goods which are yet to arrive, as it is quite certain that quantities of gloves ordered for Fall in these lines will never be delivered.

Lace.

Big Orders for Valenciennes Placed Now for Present and For December, January and February Delivery—More Lace Than Ever Used.

Retail business, at present, is only fairly active, the big call being for narrow valenciennes edgings and insertions, with the stock of desirable patterns decidedly limited. Fine valenciennes is the best seller, though there is a fair demand for the heavier makes. It is the pattern that really counts, good patterns in both classes being much sought after. There has been a heavy call for insertions, and edgings to match.

Valenciennes is still the leading lace, and promises to keep its position, advance fashion news showing that Parisian designers are still making free use of it in their trimming schemes. The trade's confidence in the future of this lace is shown by the big orders that are now being placed, not only for present delivery, but for December, January and February delivery also.

There is a growing feeling for net laces of all descriptions, and embroidered nets strike the newest note. There is little novelty in this lace, as the heavy patterns on a light net ground, and the darned effects have frequently been the vogue before. The patterns now brought forward are much better designed, and are a big improvement over those shown when these laces were previously sold. The Empire patterns are particularly good. Filet laces are still in good standing, particularly filet combinations with other laces. Irish, guipure and Venise are fairly good sellers, and a representative stock will be necessary in the lace department to do business in for the coming season. Combination effects are specially attractive, and Venise, Irish, and net is the one that seems to be best likes. The exclusive trade is favoring festoon effects and medallions for trimming gowns and evening coats. For this purpose heavy Clunys and Arabian laces are selling, and also narrow galoons.

In silk laces point d' Argentan, a lace closely resembling Chantilly—the only difference being in the raised cord employed to edge the pattern—is expected to be a good seller.

Not only all-overs in the different laces, but plain and fancy nets, are in big demand, as the coming styles in costumes, are mostly in Japanese effects, which call for not only the yoke of lace or net, but the sleeves also.

There is a growing feeling for butter and ecrus, particularly in nets and all-overs, no doubt owing to the increasing vogue of tans, browns and other colors that tone in better with tinted laces than pure white.

At the Toronto horse show, when the gown was of

tan, or some shade of brown, the lace used for yoke, sleeves and trimming was either butter or ecru shade, and these colored laces were used with the novelty colors, such as bronze, dead leaf, peacock, etc. Yellowish laces were much used to trim evening coats, and not just those of tan, but also those in pale colors. An extremely smart evening coat seen was of white brocaded pompadour satin, made in the Louis style, and lavishly trimmed with yellowish lace.

Trimmings and Buttons.

Pull Braids the Big Sellers—The Garment Manufacturers Making Free Use of Soutaches.

In spite of the fact that pull braids are hardly to be considered as a Summer trimming, orders are coming to hand from the counter trade that call for immediate delivery. This shows the very strong position that pulls occupy. They are being ordered out in large quantities for the Fall and in a big variety of shades and colors, and a large business is evidently anticipated.

In the big retail stores, the braid counter is one of the busiest, and even on off days a crowd will be found there. So great is the demand for black pulls that in order to facilitate business, the different widths are placed in bins on the counter, with a price ticket at the back of each.

The garment manufacturers are buying both pulls and soutaches, and over in the States the cloak makers are buying handsome and high priced trimmings, and standing or side-sewn soutaches are much in evidence on the new sample garments shown on that market.

The English braid manufacturers are commencing to compete with the German makers of artificial silk braids, and a line of these made by an English firm has met with a very good reception in Canada. There is some talk of the surtax dropping at the end of the fiscal year, but even in event of this happening the preference should be a material help to the Britisher in this market.

Leather is the latest trimming novelty. It is used for collar, cuffs and vest effects on tailored suits, and also for trimming coats of pony, caracul and the imitation plush furs that are coming into favor. The leather is in colors to match the cloth, and is specially dressed so as to be extra soft and easily penetrated by the needle.

Metal buttons are selling fairly well, but the covered button is the big seller. It can be had either silk or cloth-covered, in a big variety of standard shades. Any shade not on the list can be easily procured, and orders can be placed through the medium of most of the wholesale houses. Hitherto only plain buttons in cloth or silk have been made in Canada, but machines have been imported from Germany, and all kinds of fancy combination buttons can now be ordered, and any combination of materials and colors procured on short notice.

Embroideries.

A Wealth of Novelty in the New Patterns—Lace Effects the Leading Idea.

The new patterns for the Spring of 1908 are now showing, and both from their novelty and richness the fact that the manufacturers of Swiss embroideries are determined to keep their product to the front is apparent. The new patterns are all executed upon soft finished lawns and batistes, and approach more closely to the heavy laces than ever before. Heavy blind embroidered effects are used in connection with the lacy motifs and the result is something that is both decidedly new and pleasing. Indeed the new patterns are far handsomer than any that have been placed upon the market before, and should do much to keep embroideries in the high place they have now in fashionable favor.

Manufacturers are still finding that it pays to produce their best patterns in sets, and wide flouncings, different widths of edgings, narrow and wide bandings, galoons, medallions, and all-overs can be had to match. For yoke effects and for the benefit of the waist-makers all-overs with graduated patterns, with a space of plain material between that can be tucked, are shown. There is a big showing of this class of goods and also an almost endless variety of styles, sizes and shapes in motifs and medallions.

Veilings.

The Lace and Chiffon the Leading Summer Veils—Filet Mesh the Novelty in Mesh Veils.

Those buyers who have stocked novelties in veils have had no reason to repent of their action, as there is a good inquiry for, and a decided lack of, desirable high priced goods upon the counters of the Canadian stores. The Review is assured upon good authority that because of the limited assortment shown, even in the larger stores, many women have had to send over the line to fill their requirements in novelty veils. The retailer must bear in mind that the number of people who are able to buy expensive goods is increasing rapidly in Canada, and that such stock as it would have been folly to purchase only a few years ago is necessary now. Though in buying high priced novelties a good deal of caution is necessary, now that the trade is expanding so fast, over-caution is often as disastrous as the lack of this quality. We venture to state that, this season at any rate, many sales have been lost at the veiling counter just because the goods offered were not up to the standard of the pruchaser's requirements. In almost every case of this kind, where the desired goods could not be had there, the order has gone to stores in Chicago or New York.

The handsome flowing veil of lace is now sold with the hat in many millinery establishments and the individual veil, rightly handled, promises to approach the vogue of a few years ago.

With the approach of the Summer months the white veil is becoming the leading seller, and there is also a good inquiry for pale shades, particularly in chiffons. The lace and the lace-bordered veil are the most fashionable, but because of the price the popular trade is being done largely in individual veils of fancy nets or meshes. These are variously bordered. A row of ribbon velvet about one inch wide, or two rows of a narrower width, are very much worn. A heavy silk embroidery is another popular edging, and a hem of printed chiffon is also seen on some new lines.

The colored veil is decidedly the leader. Brown and ceil blue are very much in evidence at the present moment.

There is a big sale of automobile veils, both made up and in chiffon by the yard, and practically every fashionable color is wanted in these lines.

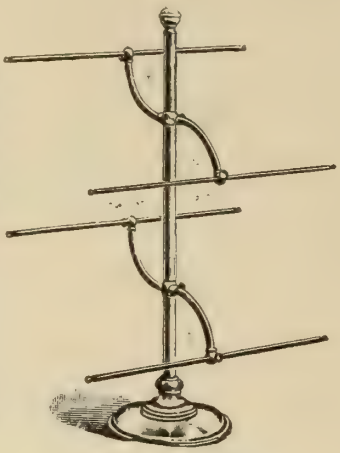
At the Woodbine in Toronto, where an American, who is an habitue of the big tracks on the other side,

ATTRACTIVE Yet Useless

That can be said of many store fixtures. It is right and proper to insist on artistic arrangement; but mere art should never over-ride utility.

The Glove Stand shown in the cut has a 6-inch-base, ⅝-inch standard, 2½ feet high, four ¼ x 24-inch rods set in sliding collars. Nickel plated. Price, $4.50.

When you place your orders with us you get **useful** as well as **artistic** fixtures, and **the designs are original.**



No. 168—Glove Stand

Have you our catalogue?

Toronto Brass Mfg. Co.

17-21 Temperance St., Toronto

A Boy's Bank Account

Any boy—in his spare time after school and on Saturdays—can earn in a few weeks enough money to start

A Bank Account

Write us and we will tell you how we will start you in business by providing you with capital.

Then you will make a good profit on every sale thereafter.

IN ADDITION

we will give you a watch for good work.

Write at once.

The MacLean Publishing Company,

10 Front Street East, Toronto

HIS MARK

High Grade Printing

from the conception of the idea to the finished job—we are now ready to produce in our NEW PRINTING DEPARTMENT

With everything new—

NEW MANAGER—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—

NEW PRESSES—the latest products of the press makers—

NEW TYPE—the best faces selected from the stocks of leading foundries and a

NEW RESOLVE—to make every job a credit to us and to you—we ask for a chance to figure, furnish lay-outs, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want
"printing that's different"
let us hear from you

MACLEAN
PUBLISHING
CO LTD
John Bayne MacLean
President
10 Front St East Toronto
MONTREAL WINNIPEG
LONDON ENG

PRINTING DEPT
Charles Edward Peabody
Manager

his mark

was heard to remark that the crowd, though not as large as he had many times seen in the States, was the best dressed and most fashionable he had ever witnessed. Lace and chiffon veils were generally worn by the smartest women present.

Items From All Canada

ONTARIO

The mother of John H. Chapman, London, died at Chatham.

E. O'Reilly, clothier, Ottawa, is leaving on a trip to Europe for the benefit of his health.

The Hagen Shirt and Collar Company, Berlin, is erecting a new building to cost $10,000.

A by-law granting a loan of $15,000 and exemption from taxation for twenty years to Wm. Berry, for the establishment of a linen factory in Tillsonburg was carried by the ratepayers of that town by a vote of 348 to 6.

A. H. Moran, traveler for Struthers & Co., London, had a quantity of his samples stolen from the British-American Hotel at Windsor by one of the porters. The goods were recovered.

Supplementary letters patent have been issued confirming a by-law of the Robert Simpson Company, Limited, increasing the capital stock of the company from the sum of $1,000,000 by the issue of fifteen thousand shares of new stock of $100 each, of which five thousand shall be preferred shares.

QUEBEC.

John McGillivray, of McGillivray & Paterson, Montreal, is dead.

A meeting to reorganize the fur workers of Montreal was held recently.

The Paris Kid Glove Store, Montreal, has opened up in new quarters at 464 St. Catherine Street.

The Belmont Manufacturing Co., Ltd., has removed to larger premises at 223 Notre Dame St. West, Montreal.

Employes of the Montreal Cotton Mills and those of the Dominion Textile Co., of Sault Montmorency, Quebec, have been granted an increase in wages of ten per cent.

MARITIME.

The store of John J. Weddall & Son, Fredericton, N.B., was broken into, but nothing of value was carried away.

The management of the Cornwall and York Cotton Mills announced on May 14 that wages would be advanced ten per cent. the following day. Between 550 and 600 hands are employed.

At a public meeting in Yarmouth, N.S., it was voted unanimously to grant the Cosmos Cotton Company a substantial exemption from taxation in consideration of the company adding an additional large building to its premises. The concession granted will mean about $1,000 a year to the town, but the company's pay roll will increase about $25,000 per year.

BAD FIRE AT ST. JOHN.

Fire broke out on May 17 in the basement of McAulay Bros. & Co.'s dry goods store, St. John. The damage amounted to $150,000. Cottons and other heavy goods were stored in the basement and from these an immense volume of smoke poured through the building. Girls on the upper floor had to be taken out on ladders.

WHB Walter H. Barry & Co. WHB
THE RIBBON HOUSE OF CANADA

This Is Your Ribbon Selling Time

When you want repeats write us. You'll get the goods and prices are right.

A STRONG RANGE OF FANCIES

New Address; Next to Old Premises.

COR. ST. JAMES & McGILL STS. MONTREAL

Popular Approval

Storey's Gloves stand first in the estimation of Canada's particular men and women. Were there no other reasons why shrewd Dry Goods Men should stock

Storey Gloves

this one would be enough. But we've set the pace for glove goodness. A few other brands are almost—but **but not quite so good as Storey's.** Enough said.

W. H. Storey & Son
ACTON, ONT. Limited

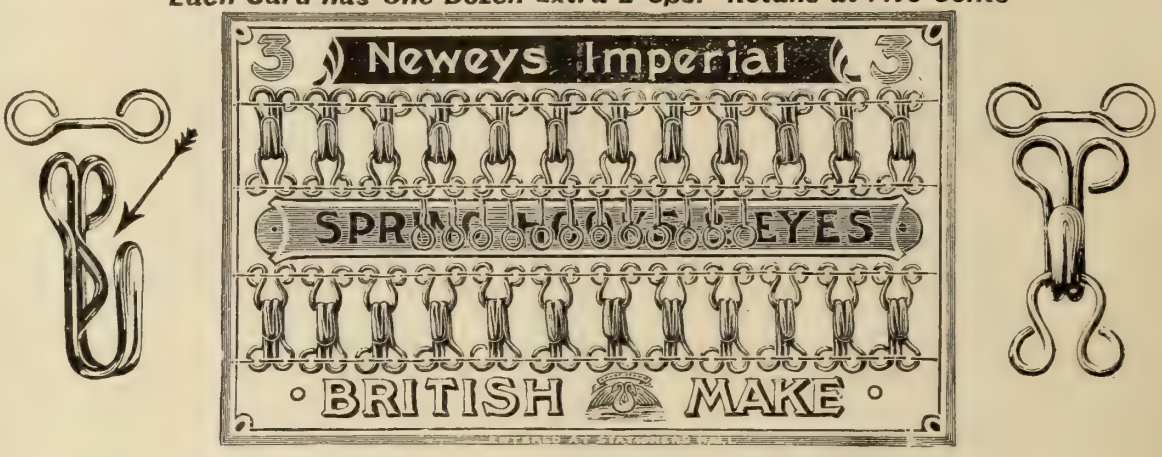
Established 1868. The Glovers of Canada

NEWEY'S SPRING HOOKS & EYES.

IMPERIAL QUALITY

Made in 5 Sizes. Black and White. A Centre Spring Hook with a Swan Bill, made from hard drawn Brass Wire. Beautifully finished and machine carded.

Each Card has One Dozen Extra Loops. Retails at Five Cents



OUR NAME IS A GUARANTEE OF EXCELLENCE

Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS LTD BREARLEY ST. BIRMINGHAM.

"The Glove House of Canada"

Perrin Freres & Cie.

take pleasure in announcing to the trade that they HAVE REMOVED their stock of Gloves, Etc., TO

The Mark Fisher Building

Cor. Victoria Square and Craig Street, MONTREAL

where they will occupy the entire 7th floor.

The increase in floor space and the many modern conveniences in this splendid warehouse building will help us to give quicker attention to esteemed orders of the many friends of

PERRIN'S GLOVES

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can insert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO — 232 McGill St. MONTREAL

MENTION

DRY GOODS REVIEW

IN WRITING TO ADVERTISERS

Prosperity in Nottingham

Review of the Lace and Hosiery Trade—Lace Has Been in Big Demand.

The lace industry continues, as for many years past, to be Nottingham's chief industry. For several years, however, the tendency has been to establish all new factories in outlying villages, and some old concerns have moved bodily thither. This shifting has been caused by the cheaper lands and cost of labor in the villages, and by the more rigid trade-union demands and restrictions in the city. But Nottingham still retains the work of finishing the raw product, which employs much more labor than the factories. The condition of the trade in 1906 is fairly stated by a large lace manufacturer, who says he "can not remember a time when lace in general was so much in demand or when it was so easy to sell." Business has been too good, from one point of view. Lace manufacturers have had much trouble in getting a sufficient supply of yarn, and orders have consequently been delayed. But had yarn been sufficiently obtainable, customers would have had to wait, for the utmost capacity of the machines could not possibly have filled orders promptly. In any event, the machines would have been months behind with some kinds of orders. The inevitable result was several advances in prices during the year, aggregating from 10 to 25 per cent. on different varieties of lace goods. This has tended in a measure to lessen the complaint about "doing business for nothing," so much heard in recent years.

Styles in Demand — Yarns and Embroideries.

Respecting varieties of laces, the demand for narrow Valenciennes was extraordinary. Orders came from all parts of the world, and included all grades from finest to coarsest. Brabants, Clunys, Maltese, and Torchons were also in great request. The only dull line was silk laces, but this has become a chronic condition so far as Nottingham is concerned. The net trade was exceedingly active. All machines were constantly filled, and enough orders are now on hand in some cases to keep them busy all through 1907. Even the curtain branch, which has disastrous competition to face in late years, was fairly healthy in 1906, but prices were not wholly satisfactory. The only serious complaint heard during the year related to the price of yarns, which in some cases is about double that of a year ago, but similar conditions existed in the other textile trades. Employes also had a prosperous year. Indeed, one must go back at least twenty years to find its equal—not in wage scale, perhaps, but in steady work for good pay. Every lace workman could find employment, and the demand for skilled operatives was beyond the supply.

Embroidery laces have not been largely produced in Nottingham, but this branch has been growing in the last few years, and particularly in 1906. Those in the trade are now encouraged to thoroughly develop it, and the coming year is expected to witness a large increase of outzut. Plauen and St. Gall embroideries are made upon nets imported from Nottingham, and it is therefore reasoned that Nottingham should be able to produce embroidery laces to at least as good advantage as those places. While the home trade in lace goods was exceedingly active, the export trade was beyond precedent. Practically all the British machine lace is either woven or finished in this locality, which exported during 1906 $21,407,957 worth, an increase of over $3,000,000 in comparison with 1905.

The term hosiery in this country includes socks, stockings, underwear, knit jackets, and practically everything which is knit, in contradistinction to fabrics that are woven. For some years this industry has not flourished in England as in former times, but it still continues to be second only to lace-making in this district. The export trade has varied little during the last four years. Manufacturers in this district had a fairly satisfactory year in 1906, and could have done exceptionally well had they not been hampered by difficulty in getting yarns, and, besides, the uncertainty of yarn prices, which promised to fall at the beginning of the year, but which steadily rose instead, led them to defer making contracts that were offered. Makers still preserve that attitude at the opening of 1907, and the year is full of uncertainty.

The high price of raw materials and consequent small profits to manufacturers has led some of them to experiment in making cheap products look like the very best, and they have measurably succeeded. This does not mean that they have fraudulently substituted inferior for superior goods, but only that they have succeeded in making cheap goods more attractive to buyers and consequently in giving them a higher market value.

As to the different branches of the hosiery trade in 1906: The demand for cotton socks and stockings was fairly active, but fitful and not well sustained. The merino and wool branches were well employed, and fairly remuneratibe prices ruled through the year. Black cashmere hose were firm in value and the machinery was well engaged. Natural wool combinations sold in fair quantities. Manufacturers of merino, cashmere, and lamb's-wool vests and shirts did a good trade, though competition prevented the realization of adequate profits. The silk branches did not do a satisfactory business. Limited quantities of embroidered goods were sold. Elastic goods and surgical hosiery were in average request. Openwork lisle-thread gloves and fancy hose were selling to a moderate extent, but there was much competition. Motor scarfs and Tam O'Shanters, a comparatively recent addition to the hosiery product of this district, were produced in enhanced quantities and found ready sale.

The home trade showed marked improvement during the year and was relatively satisfactory. The total of the foreign trade increased over 20 per cent. in comparison with 1905 and about 25 per cent. compared with 1904. The value of the total foreign sales in 1906 for the Kingdom is placed at about $10,100,000. Cotton hosiery cut a relatively small figure—$1,500,000—greater than in 1904, but less than in 1905. The increase in the total exports is credited to the "wool and mixed" branch.

The competition of Germany, more particularly in the cotton branch, is severely felt by British manufacturers. Not only is it encountered in foreign lands, but also upon the home soil, which is well instanced by the fact that Germany's best customer in its hosiery export trade, next to the United States, is Great Britain. British India is Germany's third best foreign customer, and Australia is not far below in the list.

A NEAT BROCHURE.

Weiler Bros., house furnishers, Victoria, B.C., have sent The Review a copy of an attractive piece of advertising matter which they issued recently. Twenty views of Victoria, including one of Weiler Bros'. store, are printed on a single strip, which is folded inside of a cover, bearing the title "The Empress City." Some space is given over to a list of the city's most attractive spots and places of interest.

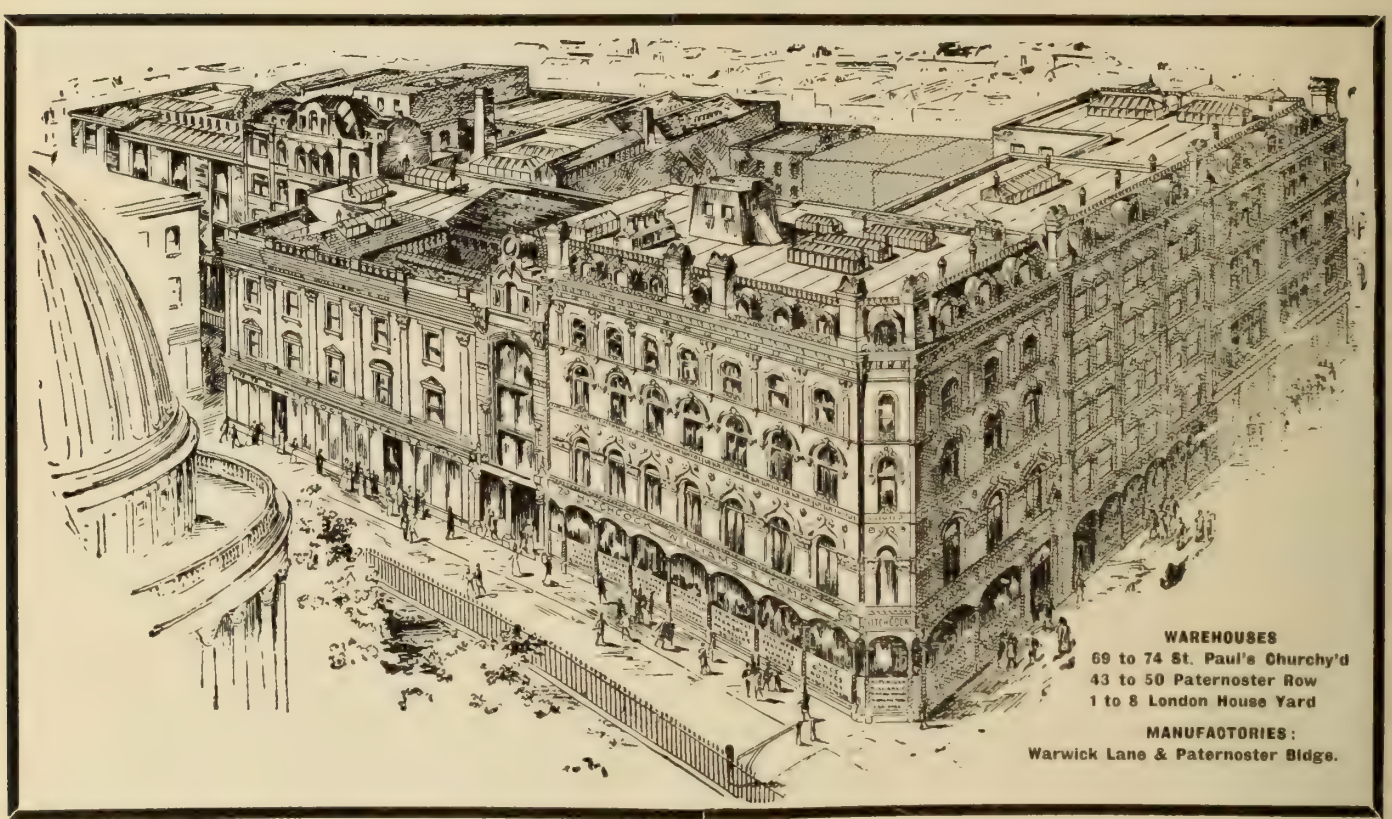
HITCHCOCK WILLIAMS & CO.

Manufacturers and Shippers

ST. PAUL'S CHURCHYARD

LONDON, ENGLAND

Telegrams—"CHURCHYARD LONDON"—A.B.C. Code
Telephone—No. 162 G.P.O. Central



Represented by Mr. A. W. Cliffe, Central Quarters, Windsor Hotel, Montreal, from March 31st to June 20th, and from October 1st to December 10th. Our Representative carries a fine range of samples in Ribbons, Allovers, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton Dresses, Silks, Velvets, etc.

CANADIANS WHEN VISITING LONDON are invited to inspect the aforesaid Departments and also the extensive Show Rooms for Mantles, Costumes, Maids' and Children's Costumes, Millinery, Straw and Felt Hats, Flowers, Feathers, Underclothing, Curtains, etc.

H. W. & CO. THE HOUSE FOR NOVELTIES



The Fall Coat.

Advance Indications — The Long Coat a Sure Feature— A Useful and Comfortable Garment.

There is always some controversy at this season of the year as to just what form the Fall coat will take. On one point, however, the trade seems well agreed and that is that the long coat, from 48 to 52 inches, will be a big feature. Some makers, because of price considerations, often at the beginning of the season strive to push the shorter lengths, but almost invariably when selling commences the call comes for the long, easy-fitting coat.

This is because women find this coat both a useful and comfortable garment, and one that she can make serve for many occasions. Most women own gowns of very lightweight fabrics, and even if she buys a suit a long coat is a necessity as well. That there will be a diversity of styles is assured, for the time has gone by when one model will serve. The new models that are more shaped to the figure than those shown last year, are highly favored. Though looser than semi-fitted styles, these coats are very far from tight. Many of them are very mannish in cut, much like the sack coats men are now wearing. They follow the figure line from the arms down, and while defining the fit, have graceful, flaring skirts.

American garment firms are bringing out coats made of imitation fur. There was some feeling for coats of this class last Fall, but the supply was limited. Samples are again showing and the belief is that more business will result this year. The shapes most generally seen are in the pony and Prince Chap styles, from 24 to 27 inches long, trimmed with braid or leather. Imitation furs are also used for lining the longer wrap coats, taking the place of high priced furs.

Summer Models.

Outing Models — The New Sleeves — Lace and Net Blouses.

Though the weather has not been propitious, lingerie waists have had a fair sale. There is no question about the demand picking up when once the warm days arive. Lingerie waists are the big sellers and their vogue is further increased by the many bretelle or suspended, and jumper models sold.

Outing waists will be a feature of the Summer trade. These are a line that promises to come up each year, for the outing season, as the plain tailored style in which they are made, does not crush so easily, and it will stand constant laundering better than the elaborate lace trimmed models. Tailored waists come in Gibson, Peter Pan, and in Marie Antoinette styles, with plaitings trimming the front plait. Pongees, Summer silks and wash fabrics, with coin dots in black, brown and blue, are also being worn.

Some late models in lace, net and silk show the new Japanese sleeves. These are rather extreme as yet and look as though they would need to be further modified for the popular trade. There is a big demand for lace and net blouses, and one that will also extend over into the Fall season.

Location of Corset Department.

Advisable that it Should be Close to Garment Section — Push the Better Class of Goods.

Corsets have had a good deal of attention bestowed upon them in the past few years, and the manufacturing methods have been greatly improved. Some retail departments have not kept pace. Departments are badly located, not a few are badly managed and bought for, and in many more the selling staff is not equal to the task of disposing of better grade lines.

Corsets should be located close to the garment department, and then the same fitting room will do for both. If this is on the second floor, so much the better, as women will feel more freedom in handling the goods, and, also, the department can be made more attractive. Many good stores carpet this department, which is a big help to its appearance. Wherever located there should be a certain amount of privacy, but it need not be poked into any corner as it often is. Ledge trims and show cases containing new models should be freely used as they are of great value in drawing attention to the department.

The stock must be well selected and assorted, as well as attractively displayed. Capable saleswomen must be engaged, and a good campaign of advertising employed.

Conditions are now favorable to the building up of a good department, one selling standard and profitable goods. The trend of fashion and the general prosperity is making it exceptionally easy to do this, if only the right steps are taken. "Push better goods and sell only the cheap models when a sale can be made in no other manner," should be the standing orders for the selling staff, the buyer, on his part, being careful to stock only well cut, well made, and well finished lines, and to always keep a proper assortment.

PARISIAN P.C. CORSETS

ATTRACTIVE SUMMER LINES

Favorite French Batiste Extended Hip, High Bust Effect, Retails $1.00.



P.C. 475

P.C. 475. Medium Waist, Leader, Retails, $1.00.

P.C. Corsets have attained a reputation second to no other line of Corsets marketed in Canada.

P.C. is a guarantee of satisfaction. It is a name that carries conviction to your customer.

From your standpoint, it does away with doubt and makes active sales a certainty.

OUR ADVERTISING POLICY IS CO-OPERATIVE

The Parisian Corset Mfg. Co., Ltd., - Quebec, P.Q.

Ontario Branch: Brampton, Ont., F. W. Gillies, Mgr.

Make your Preparations for the Fall Cloak Trade

GRIFFIN BRAND
CLOAKS, SUITS AND SKIRTS

are in line. Our salesmen are out, and their goods are right. The showing of Popular Priced Garments is larger than ever.

It won't hurt to drop us a line.

The Empire Mfg. Co. 138 Craig Street West **Montreal**

A Big Fall Suit Season.

The Tailored Suit in High Favor Now in New York and is Expected to be a Big Seller in the Coming Fall.

Slow business due to the backward Spring means that a campaign of price cutting is now in force in the retail stores, in order to reduce the too heavy stocks of Spring garments. The knife has gone specially deep in the case of all kinds of Spring coats of fancy stripe and check tweeds, and every effort is now being made to clear them out of the department. This class of coat is being even more strenuously pushed than those of fawn covert cloth, which are also heavily stocked in many departments. This may be because a certain class will always purchase a fawn covert coat, at a price.

Suits are being sacrificed, but it is those made from the more loosely woven, rougher tweeds, etc., that are falling victims to the knife.

Though it requires some courage to follow, this policy of forcing out stock that does not sell freely, it is the only one to follow to build up a successful business. A department that is run upon modern lines must be clear of stock at the end of the season, and be able to start selling again with all new goods. It is the poorest of policies, and one that will sooner or later wreck the department, to attempt to carry garments over from one season to another.

The absence of the expected Spring repeats ought to improve deliveries this Fall. The advance orders placed for staple lines have been very large, and when the Spring repeats did not arrive, manufacturers turned their factories over onto the making up of Fall orders.

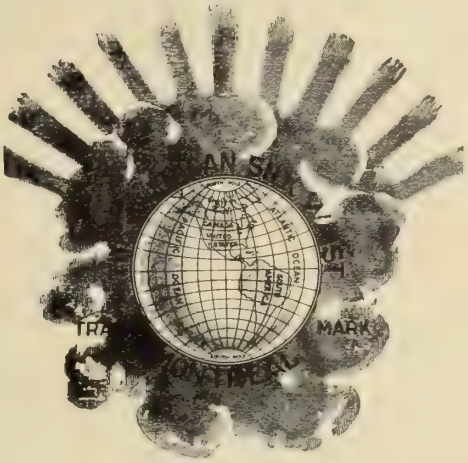
Tailored Suits for Fall.

Tailored Suits Universally Worn in New York Now — Should be Good Sellers Next Fall.

The plain tailored has secured a strong hold in New York. Not since its introduction has it been so universally worn, nor for such a big variety of functions. It is not only for street wear that it is in evidence, but at fashionable weddings, teas, etc., and on other occasions where an elaborate costume is generally worn, the tailored suit is now the choice of the smartest dressed women. The general adoption of this class of suit by the society woman is sure to influence strongly the Fall trade, and a very good business should be done.

That the tailored suit is also favored by the smartly

SUMMER 1907



Silk Waists Suits

Travellers now out with Summer Novelties

The American Silk Waist Co.
MONTREAL

For Your Popular Trade

Make it a point to see the values in

COATS and SKIRTS

Made By

The Standard Cloak & Skirt Mfg. Co.
236 St. Lawrence Main St., MONTREAL

Our Lingerie Waists

for immediate delivery are right. By the way repeat orders are coming on, so are our Shirt Waist Suits. They keep us busy. Our Fall Samples are now in operation, and we will be able to show same early. Our line for coming Fall turns out better than ever. If you will see it you will be convinced.

We give special attention to mail orders.

I. MISHKIN & CO.
423 St. James Street
Montreal, - - Que.

VICTOR GARMENTS SPELL SUCCESS

The Victor Manufacturing Company, Quebec, P.Q.

The ability to produce Garments of Style, Dependability and Selling Qualities has given Victor Cloaks, Suits, Waists and Skirts a recognized place.
That's why so many merchants use the Victor line as the mainstay of their Garment Department.

TRADE Victor MARK.

TRADE Victor MARK.

NOW IS THE TIME TO SEE THE FALL LINE

HOLD YOUR TRADE WITH "LAURENTIAN" GOODS

The idea behind the Laurentian Brand is quality of material, accurate workmanship and perfect fitting garments at right values.

JUST NOW WE'RE TALKING

FLANNELETTE TRADE Laurentian MARK UNDERWEAR

No Skimping of Material——Every Garment Full Size.
A Careful Selection from our Line will Make Money for You.

PLACE YOUR ORDERS NOW.

LAURENTIAN WHITEWEAR COMPANY, LEVIS, QUEBEC

dressed ladies in Canada was shown by the large number worn at the Toronto and Montreal Horse Shows, and also at the Ontario Jockey Club's meet. At the horse shows, tailored suits, both of cloth and velvet, were very much in evidence, not only in the afternoon, but in the evening also.

The new cloths shown for the Fall season, the broadcloths, serges, cheviots and suitings, in pattern, weight, and finish, strongly indicate that manufacturers had such a development in view when they put out their sample lines for the coming season.

THE JULY SPECIAL.

The special Fall number of The Review will be issued the first week in July, and we may promise our readers that, in every respect, it will surpass anything we have yet turned out. The January special brought us many letters of commendation from the trade, but we hope to make this one still more worthy of appreciation. To accomplish this end no efforts are being spared by the editorial staff.

Among the features of particular interest will be a comparison between mail order prices on a number of lines and those received by local merchants in every province of the Dominion. Actual figures have been collected, so that there is no retailer to whom the information will not be of direct practical value. We find in it a great deal of encouragement for the man who is exerting himself to conserve his home market from the inroads of the catalogue houses. Facts regarding the latter's methods of doing business will also be given.

"Men and Methods" will be written from information gathered by the editor in the Kingston, Brockville, Lindsay and other stores. In "Business Management" Howard R. Wellington is to discuss "The evolution of book-keeping methods." He will also criticize an eastern store's system of operation and suggests several ways in which it could be improved. T. Johnston Stewart's talk on advertising will be of more than usual interest. The reading matter and illustrations in "Art of Display" and "Show Card Writing" will be of a high order. For each one of our regular departments—dress goods, ready-to-wear garments, etc.—articles dealing with buying, selling and display are being prepared by buyers for some of the large city stores. Exterior and interior views of splendid German, English and Canadian dry goods houses will be given, along with several diagrams showing arrangement of departments. Up-to-date store fronts will be illustrated, with details of cost of constructing one of them. The editor will write of "Merchants I have met." Without enumerating further, we may say that every section of the paper will carry out the idea of making the July issue a "special" number, indeed.

LONGSHOREMEN'S STRIKE AFFECTS DRY GOODS TRADE.

Montreal in particular, and the trade throughout Canada generally, has felt the long struggle in the port of Montreal between the longshoremen and the large shipping companies. In spite of desperate efforts on the part of the shipping companies, after the longshoremen quit work, demanding increased wages, not enough skilled laborers could be found to adequately handle the incoming freight and clear vessels for sea.

Notoriously slow shipments in imported dry goods have been made worse by this condition and practically every jobber and manufacturer has been affected. Retailers who are impatient concerning delayed shipments, and are beginning to cancel on this account, can appreciate the difficulties manufacturers and jobbers have. Fortunately, the strike appears at an end and a settlement will soon be effected.

SHORTER HOURS IN HOT MONTHS.

It is a good practice, during the months of July and August, to close the store for one afternoon each week, or at five, instead of six, o'clock, every evening. Some merchants may prefer the former and some the latter, but we would strongly advise the adoption of either one. The hot days are very trying, and your salespeople will thoroughly appreciate any extra consideration you may show them. Their vote would undoubtedly be in favor of the half-holiday, but that cannot be granted if your competitors are unwilling to close also. However, even if you stand alone in your desire to do something, you will be able to give your employes the extra hour each evening. They will do better work as a consequence, and your customers will think more of you for it. No trade need be lost if you announce your intention through your newspaper space.

TRADE INQUIRIES.

461. Gloves.—A. Walsall firm wishes to hear from first-class firms in Canada open to purchase gloves.

468. Wall Paper.—A large British wall paper manufacturing concern invites inquiries from Canadian purchasers of the cheaper and middle class varieties of wall paper.

469. Woollen Rags.—An old established English merchant firm are buyers of new and old woollen rags and are anxious to get in touch with Canadian exporters.

471. Old Woollen Rags.—Inquiry is made by a Yorkshire merchant for Canadian shippers of old woollen rags. Full particulars must be given.

472. New Woollen Rags.—A Yorkshire firm asks for Canadian buyers of new woollen rags, and invites correspondence.

473. Woollen Rags.—Inquiry is made for Canadian shippers of new woollen rags of all descriptions by a firm of merchants in the north of England.

496. Commission Merchants.—A Manchester firm asks to be supplied with the names of commission merchants in Montreal who would be interested in Manchester and Bradford piece goods.

503. Canvas for Tents, Waterproof Cloth, &c.—A Belgian linen manufacturer and bleacher desires the names of firms in Canada interested in canvas for tents, marquees, waterproof cloths for tarpaulins, cotton ducks, &c.

504. Embroidered Silks.—An embroiderer in silk, in Japan, wishes to obtain connections in Canada. Especially for embroidered habutae, after the French pattern. Samples will be sent upon request.

512. Agents.—A Birmingham firm manufacturing studs and sleeve links wishes to appoint suitable firm at Toronto or elsewhere to act as sole agents for Canada.

According to advices from the leading cotton mill centres of southern New England, fully 85,000 operatives will have their wages advanced about ten per cent.

The catalogue houses have small liking for trade newspapers. One does not have far to seek for the reason. It is simply that The Review and papers devoted to other classes of trade are exerting a strong influence throughout the country.

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - - 25 cents.
Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswel or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, JUNE, 1907.

NEW ADVERTISERS.

American Reflector & Lighting Co., Chicago, Ill.
Beardwood Agency Montreal.
Edward Skirt Supporter Co., Bridgeburg, Ont.
Evans, Geo. H. Montreal.
Figg, Geo. E., Montreal.
Fisher, Mark, Sons & Co., Montreal.
Hagen Shirt & Collar Co., Berlin, Ont.
King W. P., & Sons, Toronto.
Knox Mfg. Co. Toronto
Milbradt Mfg. Co., St. Louis, Mo.
Stevenson, S. W., & Co. Toronto and Montreal.
Watson, Harold F., Montreal.

TRADE NEWSPAPERS AND CATALOGUE HOUSES.

Mail order business is a parasite on the trade of local merchants throughout the country, and, from the Atlantic to the Pacific, there is scarcely a district from which it does not draw sustenance.

Let us take a look at the conditions that exist in the town of ———. When the mail order idea was launched the stores there were of a pretty poor class, and a large amount of business was attracted to Toronto. Each merchant had to buy on credit and sell on the same basis. The catalogue houses purchased large quantities and paid spot cash. They did not give a cent's worth of credit, and the discounts, immunity from bad debts, etc., made a substantial difference in the prices they were able to offer. The local merchant was at a great disadvantage, too, as regarded assortments. People who were desirous of getting something a little different from what anyone else had, invariably sent away to the big city stores. They were spurred on to patronize the mail order system more and more by advertising matter forwarded regularly. This matter was all prepared by experts and was decidedly of the business-getting kind.

What a difference there is in these stores to-day! For some time The Review has been telling unprogressive merchants pretty plainly what it thinks of their standing in relation to the catalogue business. It has impressed upon them the value of bright, well equipped premises and published illustrations of up-to-date stores as samples of progressiveness. The drygoodsmen of —— have made extensive improvements, and one of them has put up a splendid building to accommodate his business. We dwelt at length upon the matter of larger assortments and our views have been widely endorsed. Through our pages ——— merchants became aware of the fact that the cash plan was being succesfully operated in other places of even smaller population. Two of them have since adopted it wholly, while the others have cut their credits down to a very small amount. They are able to take their cash discounts, and in many cases offer better prices than the catalogue houses. We have made them familiar with the latest and best methods of display and advertising. Two out of the four formerly had small space in the local newspapers. As a general rule it was filled with a very poor quality of matter, that seemed to have been scribbled off in a spare moment and without serious thought as to whether or not it would bring business. We secured the services of an advertising expert and he has been instructing our readers in the most effective way of telling the public about their goods. We realized that this department offered scope for very useful work and we have devoted a good deal of space to it. Among other things, the news of what many stores are doing in the advertising line is given each month. "Descriptive Advertising" is a topic that we have kept warm for a considerable time, and we intend to discuss it further until we have convinced every merchant of the force of what we advocate. All of the dry goods stores in ——— are advertising regularly now, and as they use good, straightforward, convincing arguments they are finding their money well spent. The news which we supply, from all branches of the trade, furnishes a reliable guide in buying. Our correspondents in Paris, London and New York give them the latest style and market news from those centres.

The result of all this is that the business which catalogue houses formerly took out of ——— has fallen off greatly, and the same may be said of all other places where similar methods have been adopted.

We are not writing this in any bumptious spirit, but merely for the purpose of explaining why it is that the catalogue houses have developed such a violent dislike for The Review, and trade newspapers in general, as they have recently shown. Of course, they have never hoped for the growth of our influence, but it was not until lately, when we stood effectively between them and

the obtainment of legislative concessions, which would enable them to greatly extend their operations and compete unfairly with local merchants all through Canada, that they set out to do us any actual harm.

Mail order interests were immensely pleased with themselves when they managed to convince our postoffice officials that Canada was very badly in need of a better parcel post service; in fact, that the Government should step in and take away a great deal of the business now done by the express companies, give the people the benefit of cheaper rates, and establish a c.o.d. service, whereby every postmaster in the country would be the agent of the mail order houses. Although great precautions were taken to keep the matter quiet and have the change made without any public discussion, The Review and other MacLean trade newspapers took it up and organized such opposition that it had to be dropped.

The miscarriage of their plans put the catalogue houses in a nasty humor, and they hope to "get back at us." They want postal rates on trade newspapers raised, with the object of reducing our circulation by forcing the advance of subscription prices. They have got close to some officials of the Postoffice Department and are attempting to inspire the adoption of a new regulation to accomplish their purpose. They hope by handicapping trade newspapers to injure one of the strongest agencies that is operating against the expansion of their business.

GOOD STORE FIXTURES.

That up-to-date fixtures are an exceedingly valuable aid to business is a fact that permits of no argument. The days when counters and shelving contributed the principal furnishings of a dry goods store are past. They waned as the great doctrine of display gradually received the recognition which is its due. With its acceptance came a demand for facilities with which to put it into practice. The small counter show case was developed into the handsome piece of furniture now in use. For every class of merchandise there was placed on the market some fixture or fixtures that would enable the retailers to take samples of his stock off the shelves and from beneath the counters, and arrange them, in the windows or about the store, so that they would introduce themselves to his customers in an effective way. "Goods well displayed are half sold" is no exaggeration providing, of course, they are offered at fair prices.

People generally have developed the shopping habit to a marked extent. They go from store to store, and the more stock a merchant has out where it can be readily seen and examined the more of their attention he will claim, and the more likely he is to attract their trade. Goods displayed in the proper way very often sell themselves. This is particularly true of such lines as notions and fancy goods, which invariably are given the best locations in all really progressive stores.

Every merchant realizes that money which he expends judiciously for fixtures, of what might be termed the standard variety, represents the best kind of an investment. Of these most stores have a fair number and are looking forward to the purchase of additional ones. There are others, however, that should commend themselves to the consideration of merchants whose ideas are keenly progressive. Take, for instance, hosiery stock boxes. Comparatively few stores use them, while we know that nearly all find their adoption profitable. A merchant in a small town upon whom we called recently has a rack for showing curtains, and he tells us that since putting it in he has lost scarcely a sale. In another store veilings were formerly kept in the millinery department on the first floor. Now part of the stock is carried on the main floor, and by the aid of a fixture for display, sales during the first week after the change was made were run up to a larger amount than for the whole month preceding. We might go on and give many instances of a somewhat similar nature to show that "goods well displayed are half sold," and that good fixtures generally pay for themselves in a short time.

A CONDITION WORTHY OF EMULATION.

We visited Kingston a short time ago, and one of the things which most impressed us was the nice, friendly feeling that exists amongst the dry goods merchants. Each one of them had a good word to say for his competitors, and after what we have seen in numbers of other places, it was like stepping into a new atmosphere. However, it was not always so. At one time Kingston retailers held aloof from one another, just as those of a great many other small cities and towns do now. They were forced to meet and discuss the trading stamp evil several years ago and that opened the way for the present relationship. "I found out that the other fellow was not such a bad chap, after all, and I suppose his experience was very much similar," one merchant said to us. Going on to speak of the advantage of encouraging this feeling of friendliness, he said: "Some time ago I thought of opening a millinery department, and was prepared to lose $2,500 on it the first year. My chief competitor gave me exact figures to show me how his department was panning out, and I abandoned the venture. Had I not been able to go to him I would have lost money, and so would he, through my competition."

There are no "dry goods wars" in Kingston. When a store puts on a sale it generally has a good, sound reason for so doing, and the others do not interfere with it.

POINTERS FROM CITY STORES.

It will not be long until your salespeople take their vacations, and it would be a good move for you to encourage as many as possible of them to visit the city, if only for a day, and have a look round the big stores. There may be no definite information that you can instruct them to gather, but they are almost sure to pick up some helpful pointers. Among other things they could compare some of your prices with those which these houses are offering, see how stock is kept and displayed, etc

SUMMER TRADE-WINNERS

Fancy Goods will liven your Summer trade. Selections from our complete stock will help you.

Cups and Saucers, Plates, Tea Sets,
Screens for Summer Houses, Paper Lanterns, etc.
Picnic and Fancy Baskets of all Kinds,
Japanese Fancy Goods and Curios.

See our travellers, or write us.

THE CHINA AND JAPAN SILK CO., LIMITED

Desbarats Building, Beaver Hall Hill, Montreal

Canada—Montreal, Toronto
Japan—Yokohama, Kobe
China—Shanghai, Hong Kong

ANTIMONY WARE
BAMBOO "
BASKET "
CHINA "
MATTINGS
BRONZES
BRUSHES
IVORIES
SCREENS
BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

MANUFACTURED FROM THE FINEST UNBREAKABLE WATCH-SPRINGS. SELF-ADJUSTING AND HALF THE WEIGHT OF ANY PAD ON THE MARKET



SUITABLE FOR ALL THE LATEST STYLES IN COIFFURES

THE
"Non-Collapso"
HAIR PAD

(Patent No. 23280)

COPYRIGHT No..... .....Doz. COPYRIGHT

NONE GENUINE WITHOUT THIS LABEL ON BOX

NON-COLLAPSO PADS SUITABLE FOR EVERY STYLE OF COIFFURE

ARE SOLD BY

THE BOYD, BRUMELL CO., Ltd., 11 WELLINGTON ST. WEST, **TORONTO**

FANCY GOODS AND NOTIONS

Sales Booming at Retail — The Price Situation for Fall — Push These Lines During July and August.

Now is the time to look out for new ideas in fancy work, for as soon as My Lady gets settled in her Summer home, whether by lake or sea, she is sure to require a piece of fancy needle-work to fill in her spare moments.

Business has been so brisk at retail that many merchants continually find it hard to meet the demands, as deliveries from manufacturers are still very slow. Prices continue to soar and up to the present no reaction in the market is in sight. The price advance at retail, on goods bought for Fall, in most lines, as compared with figures now ruling, average from fifteen to twenty-five per cent. The tourist trade is now receiving very much attention in the way of preparations. Everything which is likely to appeal to a traveler visiting Canada is being stocked, and when the season arrives good business is expected on all lines. Retailers are also busy buying up jobs and making general preparations for the June and July clearance sales.

The belt field admits of a great exercise of inventive faculties. Much of this trade from year to year is dependent upon originating new designs which express utility and effectiveness. The tendency in this line at present seems to be toward higher grade goods. There is a new belt recently put on the market. It derives its name from the well-known actress, Margaret Anglin. It is manufactured from leather and silk elastic. It is about 1½ inches wide, and is mounted with gilt, gunmetal and French gray buckles. This belt is a novelty and ought to become very popular. Leather belts in all lines, including tinted leathers, continue favorites. White and embroidered washable belts have been selling well at retail for the Summer trade.

The demand for brilliant-set combs is exceptionally strong at present. There are several varieties of existing styles now being manufactured. Among the new features in the comb market which are rapidly drawing to the front are the imitation cut steel goods. These are produced to sell at retail for popular prices, and are shown in extensive lines. The effect is surprising, as they give an appearance of expensive cut steel. It is an ideal line for the dry goods trade, and many jobbers are showing these combs in both back and side styles. The demand for Orientals has been falling off to some extent, with plain combs to the fore. High back combs, up to the present, have not met with the success anticipated by retailers.

In Japanese fancy goods a large range of small baskets is shown. They are manufactured from decorated straw and bamboo. The styles are elaborate and every conceivable shape and shade is to be had. At retail these baskets are sold from 5c. up and net the merchant a very handsome profit. Silk fans are also to be had in beautifully hand-painted designs. They retail as low as 10c. and as high as 35c. Suit cases, manufactured from straw, bamboo cane, etc., neatly finished on strong frames, with leather corners and bindings, are especially good for the Summer trade. These suit cases will suit the most limited purse as they are to be had from as low as $1 to as high as $10. Beaded portiers for the Summer trade are also a good thing for retailers to carry in limited number.

In large departmental stores smallwares are one of the best lines to make a special sale of during the two quietest months of the year, July and August. At this time of the year, the average lady is always sure to require something in these goods. Have special price attractions in smallwares throughout these months and the average lady attracted to the store will see articles which she otherwise would not have thought of, and through these special sales many larger orders are given.

The postal card trade throughout the Dominion continues very bright. The sale of these cards continues to increase year by year. Manufacturers are turning out many new and various designs for the use of Canada exclusively. These are sure to be of great interest to the collector and post card enthusiast. One of the new lines now under preparation consists of provincial seals, Canadian flags, and celebrities influential in bringing about Canadian confederation. A line of numerous scenes in the Canadian Rockies, finished in many gorgeous colors, ought to have a fair share of the trade this Fall.



New Sunbonnet—Shown by Ladies' Wear, Ltd.

Holly cards and holly and maple leaf tags are now receiving the utmost attention from the manufacturers, and many pretty lines may be looked for when the holi-

LIDDELL'S LINENS

The "Gold Medal" brand is known to every housekeeper whose trade is worth having. It means

Artistic Patterns and Serviceable Quality to Her.

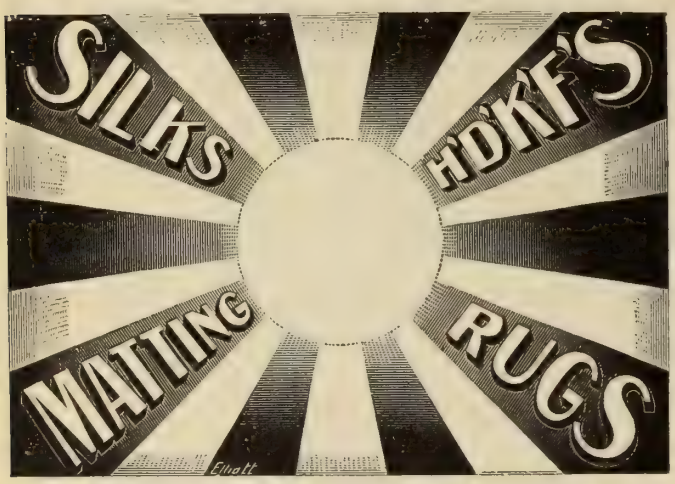
It means SURE SALES and HANDSOME PROFITS to you

WRITE FOR ILLUSTRATED PRICE LIST.

R. H. COSBIE

30 W. Wellington Street, - - TORONTO

IRISH LINEN AGENCY



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.

day season arrives. Calendars, consisting of maple leaves, and representing Canadian sports, will also be shown.

A novelty that promises to be well taken up, and which has sold wherever shown, is a patent sunbonnet. This bonnet is attractive in shape and comfortable to wear, as it is kept on the head by an elastic arrangement that does away with the necessity of ties under the chin. There is a starched, wide brim that shades the eyes and face, and a full, soft mob crown. The idea is a good one, and they are selling freely in all the towns where a summer colony is located.

The present mode of dressing the hair is resulting in a big call for hair barettes, many of the newest being studded with brilliants, and a late novelty is to have the barette and comb match. These are shown now with the wearer's initials on them, done in gold or in brilliants.

Now that the Summer season is close at hand, tourist cases for holding toilet articles are good sellers. The more expensive are of leather, but a very useful and practical traveling case comes in waterproofed cretonne. There is a special pocket, flannel-lined, for holding the wash cloth, toothbrush and any other article that is damp. This case will appeal to travelers by boat or rail, as it folds up and goes into a small space.

The latest fad in the necklet field is for jade beads. This is developing now in the States and most probably will follow at a later date on this market.

NO GUESSERS WANTED.

When I hire a man I want a hustler—a man who will really do something. I presume most employers are the same way, says a writer in Department Store That.

For five or six months I have been trying to get a place for an acquaintance of mine—and I cannot get him a thing. He's a good man, too—knows his business, is a good worker and has as clean a record as any man on earth.

The whole trouble in his case is that he says: "I guess so." And he does not say it promptly or positively, but sort of drawly way, like this: "I— guess— so." Now that doesn't sound as if it amounted to much, and it has knocked him out of a round dozen of good jobs.

An employers asks: "Can you do this?" The answer is: "I guess so." That settles it right there—it's not guesses the employer wants. He wants to know. You may have ability to burn, but unless you can show some confidence in yourself you will get little chance to demonstrate the fact. Don't guess—be sure, and, being sure, don't be afraid to say so.

TORONTO CUSTOM TAILORING CO.

An Ontario charter has been granted the Toronto Custom Tailoring Company Ltd., Toronto, with a capital of $40,000, divided into $50 shares. The incorporators were: Walter D. Gregory and H. F. Gooderham, barristers-at-law; Robert Weir, insurance agent; John F. Boland, student-at-lay, and Ida B. Lynn, bookkeeper, all of Toronto. The object of the company is "to buy, sell and manufacture clothing and clothing material, and deal in all kinds of articles and things which may be required for any of the purposes of the said business."

"I hope you try to push business, John, even after office hours," said a coal dealer to his clerk.

"I do, sir," replied John. "I call upon a different friend every night and never leave till late, and see that they have a big fire going all the time."

OUR LONDON LETTER

Another convincing proof of the satisfactory progress of the trade revival in the Old Country is the publication of the annual balance sheets of the leading retail London firms. Of the twenty-one companies included in this report only two or three of these record a decline in trade of any consequence, and in these cases special reasons are given explaining the decrease. The combined net profit of these firms totals £811,100, or $4,055,500 for 1906-7, as compared with $3,784,500 in 1905-6, or equivalent to a return of 12½ per cent. this year against 11½ the year before upon the aggregate paid-up share capital.

There is little doing on the London silk market, as there is little stock on hand, and prices are not such as admit of much business.

From reports received from the Yokohama Foreign Board of Trade, a considerable advance has taken place on that market. The business done is chiefly in contracts, as there is very little silk for present shipment, and what is available is of indifferent quality. A good deal of business is now being done in advance contracts, and many reelers are now pledged for the whole of their new season's produce.

Bradford.

The best Spring season in years, is the general report of the trade here, and there is little doubt that every loom for which a weaver can be obtained is running to the full limit of its capacity.

Tweeds have been again the big sellers this Spring, but they have been produced from finer yarns. Owing to the fact that the season opened late, and that the mills were extra busy, repeats have been difficult to obtain. Mohairs in black and colors have also been in good request. For the Fall, milled cheviots and chevron cloths promise to be a big feature.

Figures can now be given relating to the size of the 1906-7 wool crop. Australia has marketed 1,555,000 bales and New Zealand 366,000 bales, being an increase for the two colonies of 215,000 bales over 1905-6. This is a heavy crop to finance, and while there is as yet no financial pressure apparent the danger period is not yet passed. When the wool year finishes on June 30th next Australia will have turned out its record clip, notwithstanding the fact that the sheep returns are still over 20,000,000 behind that of the early nineties.

Belfast.

Spinners' rates now are nearly up to those obtained during the American Civil War, but the demand for yarns is still considerable and contracts are reported not just for 1908, but into 1909 also. The demand for linens, from Canada and Australia, is increasing.

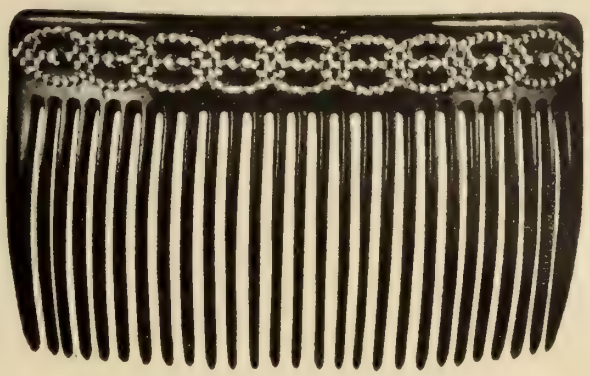
Nottingham.

Manufacturers here are still complaining of the shortage of the yarn supply, and claim that this is the underlying cause of much of the delay in lace deliveries. They also claim that it is the Lancashire cotton spinner that is getting the cream of the profit out of the present lace boom. The curtain and heavy lace makers are specially had hit by the present yarn situation, as they use more yarn in producing their goods than those who manufacture the lighter laces.

Have you seen the new

Imitation Cut Steel Back and Side Combs

to retail at 25 cents.



They will be popular leaders for your Summer Trade.

Order from your jobber.

GEO. H. EVANS & SON

118 Bd. of Trade Bldg., MONTREAL

Mills are fully occupied, and there is still a big call for Nottingham goods. Cotton nets are free sellers, and tulles are in active demand in black, white and all the fashionable shades.

Manchester.

The boom in the cotton trade continues, but it is the spinners who are profiting most by the present high prices, and manufacturers who have to buy their yarn are only making a narrow margin of profit. Mills, however, are busy and orders now in course of execution were in many cases placed months ago. Just at the present moment most of the markets abroad are fairly well supplied, and though business is satisfactory, no orders of any magnitude are coming forward. Reports are current from time to time that the spinners' position is weakening, but stiff rates are still demanded for good twists, and early deliveries of wanted numbers are difficult to obtain.

The making-up trade is extremely busy.

THE ORME FASHIONERS, LTD.

An Ontario charter has been granted The Orme Fashioners, Ltd., Toronto, with a capital stock of $20,000, divided into $10 shares. The incorporators were: Mabel A. Orme, married women; Wellesley R. Hampden, engineer; John E. Roelofson, broker; Andrew H. Pepall, manager, and James H. Fitzgerald, merchant, all of Toronto. The object of the company is "to manufacture and sell form perfectors, chafe preventors, toilet articles, corsets, abdominal supporters, belts, hose and skirt supporters, and all articles of wearing apparel."



The Canadian Millinery Review

Discourage the Plain Sailor.

Many Sailor Shapes are Selling, and Among Others the Banded Sailor.

Many sailor shapes are coming to the front now, besides the mushroom sailor, which has sold all Spring. The new shapes are mostly large and with a slightly drooping brim. These made a pretty and practical Summer shape, and are trimmed in a great variety of styles. Stiff wings and stiff taffeta bows make the best trimming, but wings and velvet ribbon, fancy ribbon, birds and fruit and flowers are also used.

The trimmed sailor, coming as it does this season, at a late period, offers a good method for adding to its length. These hats can be attractively trimmed with millinery materials that the department is anxious to clear out, and by this means smart little creations at tempting prices can be produced.

These hats can be used to serve two purposes. They can be made to clear out stock, and also to hold the trade to a later date in the department.

The banded sailor is again making its appearance, but it must be said that it is by no means freely shown. Milliners are wise in handling this hat in a cautious manner, for when it obtains a strong hold it simply kills off all other trade. A limited number shown and sold as an outing hat at the end of the season may net some profit, but do not show this hat until the season is well nigh over or you will have difficulty in clearing out the remaining portion of your trimming stock. The banded sailor is death to the sale of trimmings.

Mid-Season Styles.

The New Models in Paris and New York Furnish Ideas for Fall.

The season has, on the whole, been a fairly satisfactory one, in spite of the backward Spring. Millinery sales are always greatly influenced by the state of the weather, but in spite of all drawbacks experienced, many authorities place the selling record higher than that of the Spring of 1906. There is no doubt, if the weather had been anywhere near normal, that there would have been a much larger trade done.

In some respects the conditions were, perhaps, opportune, for if the anticipated demand had fully materialized the difficulties in the way of supplying goods would have been enormous.

In the retail trade, though Summer models and outing novelties are still coming to hand, and the selling of these lines is by no means over, end-of-the-season tactics are being resorted to. Though the knife has not as yet gone in very deep, efforts are being made to force out ends of lines and slow sellers, and certain goods are being kept well to the fore, and quietly but persistently pushed.

The season has reached such a stage that novelties put forward in the big fashion centres are of great importance now, as it is upon these models that the advance ideas for Fall will be based.

There never was a millinery season in which it was easier to gratify the individual taste, in spite of the fact that the mushroom is all-pervading. Though Summer models are decidedly large, small shapes are also seen. Hats may be either a veritable flower garden, or may be trimmed with wings and ostrich plumes. Feathers and flowers are occasionally used in the one hat, though it must be confessed that the best milliners do not advocate this union.

The dernier cri in hat trimmings just now seems to be grasses of every description. They are usually seen in dull shades of green, and are used in bunches, and without much regard to what the rest of the trimmings may be. To illustrate : a hat of fine black crin, short in front, but widening out considerably at the left side and back, had for the only trimming, around the moderately high crown, a twist of soft chiffon taffeta ribbon in framboise color, while small French roses of the same shade were massed under the brim, and directly over the face was a bunch of twisted green grasses.

Some of the later hats are very quaint in outline, many being on the poke, the cloche or bell shape.

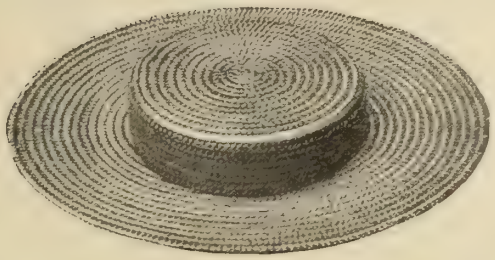
Shot silk is coming to the front in Paris, both for making up into hats, and for trimmings. The cloche hats are made of pleatings and shirrings, etc., of silk, while while chous of the same garland the crown. If the hat is of straw the silk is a contrast. Broad-brimmed crin hats are lined with soft silk of a contrasting color. This lining is most frequently seen when the hat is either white or black, and not only does it contrast with the straw itself, but also with the color of the trimmings. Thus a hat of white straw will be lined with pale yellow silk, and will have a wreath of deep pink roses and foliage around the crown.

The high back and cache peigne is just about played out, and the bandeaux, when there is one, is either in front or at the left side. The manner of wearing both hat and hair has quite altered. The hat is worn tilted back now, some looking as though they were ready to drop off at the back of the head. A new shape that is beginning to be favored, is much like a large saucer, and has the brim rolled back onto the crown, a little to the

"KELVIN"

THE LATEST IN SAILORS

Short Front and Wide Sides



Comes in Fancy Braids

BLACK WHITE BUTTER

Price each : : : : 85 cents.

THE D. McCALL CO., Limited

Fall Millinery Goods

Buyers will find it to their advantage to see what we are offering in

Ladies' Paris Models
Latest Productions in Winter Headgear
Flowers, Feathers, Ribbons,
Velvets, Ornaments.

FURS—Stoles, Muffs and Hats

All Up-to-date Styles in Fitch, Stone Marten, Sable, Grey Squirrel, Etc.

VYSE, SONS & CO., Ltd., London, Eng.

Also Luton, Paris, Brussels. 76 Wood St., E.C.

left side of the front, and held by a chou of ribbon, or a round bunch of roses or other flowers. The new hats are trimmed, for the most part, at the back, and large bows of ribbon or feather mounts are employed. When ostrich is used, as many as seven, or even ten, short plumes are put in a row from the foot of the crown, and slanting over to the brim. Ostrich feathers, of about ten or twelve inches, are very much used. Three or four, often form the sole trimming of a hat. One way is to place them together in an upright mount. They are only stitched at the base, and are allowed to twist and turn with every movement of the wearer. Very many shaded ostrich feathers are used, and these are shaded in a new way now. The centre of the plume is of one solid color, and the edges are in transitions of shades of a contrasting color. Should the interest in shaded feathers grow, we may expect that they will form a feature of Fall millinery.

Notwithstanding the fact that many feathers are used, flowers keep their place. Though rose-trimmed hats are very much seen, other flowers are coming into greater prominence. Field flowers, such as clover, primroses, cowslips, buttercups, wild strawberry blossoms, and fruit, ferns, etc., and even dandelions and thistles, are also fashionable.

AFTER THE SHUTTERS ARE UP

A small office boy, who had worked in the same position for two years on a salary of twelve shillings a week, finally plucked up enough courage to ask for an increase in wages.

"How much more would you like to have?" inquired his employer.

"Well," answered the lad, "I don't think eight shillings more a week would be too much."

"Well, you seem to be rather a small boy to be earning a pound a week," remarked his employer.

"I suppose I do. I know I'm small for my age," the boy explained, "but, to tell the truth, since I've been here I haven't had time to grow."

He got the rise.

* * *

"I ran across a man here who is worth his weight in gold, if not in precious stones," said a guest at one of the hotels. "If I were in business in Manchester I would get that man if I had to chloroform and abduct him. The way I discovered his merits was this: I was standing in a shop down the street, waiting for my wife to decide what she didn't want when a tailor-made girl walked up and asked to see some golf clubs. The young man behind the counter showed her several, and in a few moments she found one that suited her, and went away with it under her arm."

"'Are there many golf players in Manchester?' I asked after she had gone.

"'Oh, yes; quite a number,' replied the clerk, affably.

"'Have you got golf links here?' I continued, getting interested.

"A look of real pain crossed the young man's face.

"'I am very sorry,' he said, 'very sorry, but the fact is we sold our last golf links this morning. However, we have ordered a new stock,' he added, brightening up, 'and they will be here in a few days. Which did you wish, the plain or the—er—fancy links?'

"A man like that is beyond price, sir; perfectly invaluable. Ten years hence I expect to find him a merchant prince."

* * *

"It is right to have a certain amount of ambition," said the school-teacher loftily, to a class of boys. "Every self-respecting boy and man should aim at a certain position and not be content until he gets there. Some men's ambition has proved their ruin as they have taken a pride in the very wickedness which has helped them to achieve their object. I'm quite sure all of you sitting here have a healthy and innocent ambition. Now, Tommy," he said to a bright, intelligent-looking lad whom he had often subdued by "fixing him with his eye," "what is your ambition?"

"Please, sir, I'd like to have people tremble and quiver like aspen leaves at the bare mention of my name!"

* * *

A certain busy merchant, almost worried to death by the persistent attention of a local life insurance agent, suddenly wheeled round in his chair and demanded:

"Is your life insured?"

"Of course, sir!"

"In the case of your death who benefits?"

"My wife, sir!"

"H'm. Send your wife to me."

Rather puzzled, the agent withdrew, but being a man who did not stick at trifles, he prevailed upon his wife to call on the merchant, who was sure, he said, to "do something big in the end."

"Mrs. Jones," remarked the merchant when the lady called, "I understand your husband's life is insured?

"That is so."

"And that you would be entitled to claim in the event of his death?"

"Certainly."

"Then, madam, if you can prevail upon your husband to visit me once more—only once, mind—I'll see that you don't have long to wait for your money. That's all. Good morning."

The insurance agent didn't call again.

* * *

"Here y'are now; two packages for two-pence!" yelled a seedy-looking envelope dealer in Holborn.

"Here y'are, this way; two packages for a penny!" howled another envelope dealer, almost hustling his fellow-merchant off the pavement.

Women out shopping noted the difference in prices, and soon bought out the two-for-a-penny man. Then both peddlers drifted round the corner, and the one who had sold no envelopes divided his stock with the other, remarking with a chuckle:

"It works beautifully, old pal, don't it?"

* * *

"Gibbs is in business for himself, isn't he?" asked Jenkins.

"For himself? Well, I should say he is in business for the benefit of an extravagant family," replied Yabsley.

DEBENHAMS

THE HOUSE FOR STANDARD MAKES OF RIBBONS AND SILKS

SORTING

Special Values
Immediate Deliveries

FLOWERS TULLES HATS
LACES SILKS RIBBONS
CHIFFONS DRESSES BLOUSES

Travellers Now Showing
Lines for Fall Trade

Our Mail Order Department is thoroughly organized

DEBENHAMS (Canada) LIMITED

Ottawa, 111 Sparks St. 18 St. Helen St., **MONTREAL** Quebec, 70 St. Joseph

DEBENHAM & CO. { London (West) London (City) Paris, Brussels, New York, Boston, Melbourne, Sydney, Cape Town. Johannesburg.



KNOX MFG. CO.,

are pleased to announce that their recent fire has not interfered with the execution of orders, in fact

WE ARE BETTER OFF THAN EVER.

NEW AND LARGER PREMISES
AT
25 Wellington St. W., TORONTO

ENTIRELY NEW MATERIALS | THE LATEST MACHINERY

We are therefore able to execute your orders promptly for

CHILDREN'S HEADWEAR
CHILDREN'S DRESSES and CLOAKS
CHILDREN'S FURS, ROBES, ETC.

Our travellers are now on the road with a full line of samples for Fall.

THE KNOX MFG. CO.

Wellington Street West, Toronto

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

Season's Hats Varied in Form and Trimming — The "Robes d' Interieur" — Evening Gown of Extravagant Novelty—The Tailor-Mades.

This season's hats continue to be as varied and diverse in form and trimming as when the first models appeared. No one particular shape has become, (as is often the case), universally adopted. Even the mushroom, or "cloche," as it is called here, rapidly shared public favor with the "mi-cloche," and now the latest shapes have the brim sharply raised at the left side, or made with becoming "undulations." Of course, the "cloche" is still much worn and on certain women, with the coiffure well dressed and very "bouffaret" it is particularly smart. The farette, or bandeau, is very slight and only employed with a view to utility, to keep the hat at a correct angle and to permit of it being securely fastened. One of the latest fads is to have a band of a becoming shade of satin sewn under the brim, carried all round the outer edge. This leads to straw and crin hats being made with a colored straw edging or lining to the brim. The idea has taken well and is likely to develop. Many of the round, wide trimmed hats are worn quite back on the head, making an aurcole to the face and this lining to the brim shows up with good effect, even under a "cloche" form. Other styles, also worn far back, are built with a very narrow brim in front or the usual brim bent back, or, in the case of small shapes which verge on the toque, with absolutely no brim at all. In this case it commences at the sides, gradually increasing in size to the back, where feathers "en panache," or heavy bows of ribbon, seem to weigh it down with their weight. Well worn, this little lat is particularly smart. For trimmings, many flowers are employed, especially roses,



No. 1.

peonies and such like large blooms that can be arranged in large bunches covering a considerable part of the hat. Another flower that is very popular is the little pervanche, arranged in sprays or garlands. Certain wild flowers of the same description are employed in the same way. Lilac, digitales and wistaria are also much seen.



No. 2.

The wistaria is arranged in sprays over the top of a shape that is innocent of a crown. Feathers of great beauty and exaggerated length are much used on dress hats and with them are often employed a spray of large tips, so worked as to have a slight resemblance to a weeping willow. Aigrettes also are much in favor.

* * *

Motor hats follow to a very slight extent the general trend of fashion, but to be practical they must always be small and close-fitting to the head. Trimmings are limited to ribbons and wings or quills. Gauze is the only practical material for veils, as tulle or lace let too much dust through. A rather smart model, called the "Mercury," is a long-shaped toque, with two small wings fixed on the top at each side, pointing backwards.

* * *

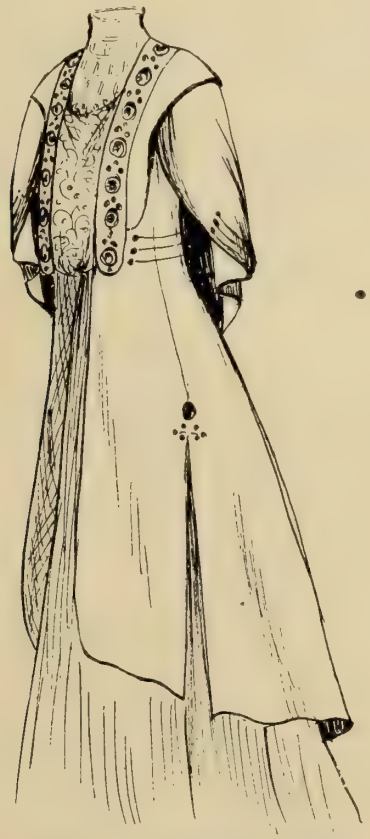
The gowns which, at the present moment, lend themselves most readily to "Fantaisie" are those described as "robes d' interieur." These are quite a complicated and often as light and "vapoureuse" as a ball dress. Made of cloudlike gauzes, lace, soft silk and such like fabrics, they are certainly not made for wear, but anything more graceful and becoming for home wear can hardly be imagined. A good model is of gaze-de-soie, "blur-nattier" over a liberty blue, which is veiled with white chiffon. This chiffon, between the gauze and the silk, gives a curiously soft effect much in request just now. The style is a little "grec," with very high waist, the skirt being

gathered slightly all round and hanging in heavy folds round the feet. The wide waist belt, which takes the place of a waistcoat, is of blue liberty drawn into folds. Above this is a little lawn vest trimmed with Valen-



No 3.

ciennes and encrustations of lace, through which is threaded narrow blue velvet ribbon. Over this dress is worn a very small bolero, not touching in front by two inches, and reaching only to the edge of the high belt. This bolero is quite round in form and edged with a band of



Pastel Blue Cloth, Cloak and Cape.

Alencon lace, which again is ornamented with flowers "d' Irlande." The bolero is continued over the shoulders without a seam, forming short, bell-shaped sleeves, from under which shows a baby puff of lawn and lace, gathered into a narrow taffeta band just above the elbow. An extravagant novelty in the way of evening gowns is seen in a white crepe de chine model, made Directoire form. The trimming consists of an embroidery carried out in real ostrich feathers, representing large sprays of conventional flowers and leaves, almost covering the sides and front of the skirt. Each thread of the feather is taken separately, the head passed through the crepe de chine and the rest, to the tip, stitched down in a scroll design, much like the spring of a watch. The back is decorated with the same floral scroll, but in this case it is carried out in silks and mousseline. The high pleated belt is in chiffon taffetas, with a large taffeta rosette in front. Round the decolte and at the head of the sleeves is a cable formed of the feathers and the edge of the skirt shows a heavy band of feathers, with a narrow "depassant" of the crepe de chine.

The sketches show the extensive use to which ribbon is put. No. 1 is of a glace straw, natural shade, trim-



Vetement in Iron Grey Tussor, trimmed tucked taffetas of the same shade, the two fronts forming a cross-over vest.

med with gigantic bows of black satin ribbon, resting on the brim. At the back of the hat are two large, red roses and their foliage. No. 2 is all black, the brim having a black satin border lining and large bows of the same satin. No. 3 is a "cloche" in white paille de rize, with pale blue satin band and bow, and very long, white feather, with pale blue tips.

* * *

In tailor-mades and working costumes one sees less novelty. There are, however, a few points of interest to note. Some of the models have "entre-deux" introduced at the seams formed of narrow tucks of the same material or of taffetas "ton sur ton." These are arranged either horizontally or vertically. One jacket opens in front over a white chimesette, with pleated front (as is shown in the first sketch) and short cloth waistcoat, fastened with one button at the waist and cut to fall

over the shoulder line, the edge of which runs into the seam, which is continued down each side at the bust on each side. This seam opens in a point augmenting in width to the edge of the jacket, where it measures about two inches. This is filled in with very narrow horizontal tucks of taffeta. The two corresponding seams at the back are treated in the same way, and a five-inch-deep band of the same tucks is carried all round the skirt about half a foot from the hem. I have seen the same idea carried out at the back of a costume, only this time the tucks are vertical, the entre deux being carried from the waist line to the edge of jacket, and being about four inches in width, rounded off at the top. The back of the skirt is treated in the same way, the empiecement reaching from top to bottom. Three-quarter length jackets are undoubtedly "la mode." A model of a sacque coat of this order is made with a deep shoulder empiecement formed of tabs, each tab being brought to a point and finished off with a fancy button. The sleeves, which are slightly fulled into the shoulder seams, are mounted with the same tabs and finished with gauntlet cuffs. The roll collar is very deep and continues in reveres to just above the waist line. At the edge of this coat, which is carried out in beige-colored kersey, are four rows of stitching.

* * *

Sketch 4 represents a pastel blue cloth coat made with cape. An embroidered stole is carried round the neck to the waist, from which falls a short cape just falling over the shoulder line. The cape proper falls in folds and terminates in a rounded point at the back. Narrow bands of black braiding are carried round the edge of the cape and at the waist. From half way down the jacket the seam is left open and headed by an embroidery. This cloak opens over a full vest of embroidered tulle over taffeta. No. 5 represents a little garment, very popular just now, half jacket and half cape, which the French describe as a "vetement." Carried out in iron or elephant grey tussor, it is ornamented with bands of tucked taffeta, ton sur ton. The buttons are cloth-edged taffeta, and the glands, which decorate the points, are carried out in grey silk. The two fronts are cut with long ends, which are simply crossed in front and fastened by means of hooks underneath the cape at the back. Many of these little "vetements," which lend themselves readily to the creator's fancy, are being worn just now.

* * *

The lingerie petticoats are very dainty and wonderful works of art. Numberless flounces are edged with valenciennes, then an embroidered flounce encrusted with insertions of valenciennes, outlining the principal notes of the embroidered design. A wide ribbon passed through an insertion of lace and embroidery, with scalloped heading fastens the flounce to the top part of the petticoat. Many of these lingerie flounces are worn with a silk top. Both flounce and skirt will have a buttonholed insertion as heading, so that the two can be easily laced together and the flounce can be quickly taken off to be washed.

A. E. DACAM.

Silks

Fall Business Well Advanced — Good Orders Placed for Fancy Silks.

There is a decidedly better outlook before the silk department, and buyers generally are placing better orders than for the past few seasons. In fancy silks, plaids, and also fancy stripes, some of them in rather bold designs, are selling. There are also some warp prints in demand. These silks are wanted for waisting purposes. Black taffeta is selling fairly well, and in plain silks, satin-finished lustrous silks, such as messaline, and also satin duchesse are selling well.

Pongees in the natural color, and also dyed, as well as other rough weaves of silk, are in good request. Foulards have sold well, but the demand has been somewhat restricted by the scarcity of the plain cloth.

"Yes, I used to be in the insurance business. I once got a man to take out a £10,000 policy only about a week before he happened to be killed. He was a mighty hard chap to land, too. I had to talk to him for nearly six months before I got him."

"That was rough on the company. I suppose you regretted, after it was all over, that your persuasive powers were so good?"

"Um—no, I never felt sorry about it. I married the widow."

* * *

An extremely wealthy merchant, notorious for his miserly habits, while hurrying from the bank jolted a roll of notes out of his pocket. On arriving at his office the loss was immediately discovered, but his lamentations were speedily ended by the entrance of a boy who had found the missing notes. Carefully counting the roll, the owner put it in his pocket.

"My son," he said benignly to the boy, "I am rejoiced to see that you are guided by lofty principles, and as a proof of my approbation shall refrain from charging you interest for the time you have had my money!"

FRANCOIS & CO.
92 WOOD STREET
LONDON, E.C.

A Parisian House in London
for
High-Class
Novelties
in
Trimmed Millinery
Flowers and Feathers
Felts, etc.

Fall Staple Business

Buying Printed Cottons is done quickly—All the more reason you should buy by name. When you ask your jobber for the Fall range of wrapperettes insist upon seeing DOMINION TEXTILE GOODS. You are assured of right values and superior patterns. Note these lines.

Royal Waist *Kimona*
Magog Indigo *Empire Twill*



TEXTILE
DOMINION
CO·LTD·

STAPLES AND RAW MATERIALS

Still Higher Prices — Present Demand Taxes Stock — The Delivery Question — Fall Orders.

In retail circles trade has been fairly good considering the backward weather. Heavy goods have not sold as well as was anticipated. The demand for whites and grays has been fair. Prints and ginghams have sold well in some lines. Considering the season, flannelettes and wrapperettes have met with marked favor. Retailers find deliveries away behind, owing to the mills being filled up with orders. A large retailer, in conversation with a Review representative, stated that the price of cotton goods had, within the last month, advanced from five to twenty-five per cent. and that there was every likelihood of higher prices. In view of these conditions, merchants who have not already anticipated requirements should do so at once, and order liberally, as no relief from the present high rates is in sight.

In spite of cool weather May was a very busy month with jobbers on all desirable lines of staples. As far as manufacturers are concerned, the Summer season is at an end, and the extremely small number of jobs available well illustrates the present acute condition of the market. No jobs worth speaking of have been offered. Repeats have been placed freely, but on many lines mills will not accept orders except for September and October delivery. As most of the wholesale houses take stock on or about the 1st of June there have been a large number of buyers in Montreal and Toronto.

White and gray cottons continue active at wholesale, but deliveries are away behind schedule. The cotton market is very firm, and many manufacturers' agents predict that raw cotton will soon reach as high a level as 14c. per pound. Some mills have withdrawn quotations entirely. Demand runs strongly just now on cambrics. This is due to the fact that the average lady is now busy with her Summer gowns. The demand for white cottons is growing continually, and their adaptability to sizing makes values appear better. White and gray cottons continue to be very scarce articles. White cotton is estimated to be the scarcest thing in the present market. On all hands jobbers find the retail trade inclined to book up on all cotton goods as far ahead as wholesalers are willing to accept orders.

With the wholesalers, the print and gingham trade has been satisfactory throughout the Spring months, notwithstanding the backward weather. There are few jobs or odd lots of these goods offered this season as the demand has almost invariably exceeded the supply. At retail, many merchants are having difficulties in sorting up on lines which they have not covered in sufficient quantities when buying earlier in the season.

Canadian mills are turning out many new and original designs, with an improved finish. As a consequence good business should be looked forward to.

The Lining Trade.

The lining trade shows the largest advance in price of any of the staple goods, mainly owing to the large proportion of Egyptian cotton used. This is fully appreciated by the retailers as regards sateens, on which cloths the trade is perhaps better posted than on others. An important feature of the lining trade at the present writing is the willingness of many retail merchants to place orders at an advance of from fifteen to twenty per cent. Deliveries of these goods continue slow and they still remain very scarce owing to the increasing demand. Schreinered and mercerized cloths continue to sell well.

Wrapperettes.

The business on these goods, owing to the considerable advance in prices, was generally expected to be slow. Contrary to this, however, bookings compare very favorably with those of last year. The general advance on most lines, as compared with figures ruling a year ago, average from fifteen to twenty per cent. Patterns and colorings run strongly on light effects, although dark tones, as usual, have done a larger share of business. There seems to be a decided feeling for fancy tartans, in printed goods as well as in the staple woven lines. The big rise in the prices of all lines of linens has caused a much brisker demand than usual at this season of the year.

Flannelettes.

Fall orders in flannelettes have been good. Wholesalers' stocks are in good condition, with few exceptions. Deliveries for Fall will be all right to those who have placed orders early. The present situation shows an advance of from fifteen to twenty per cent. over last season's prices. Some manufacturers have withdrawn lines, while others have advanced them one-quarter and one-half cent. Other mills will not book an order, except for Spring 1908 delivery, and then only that prices which may then prevail be paid. In Saxony flannelettes there is a growing feeling from season to season for a larger proportion of whites. Staple patterns and colors are predominating. Jobbers have placed well.

CANADIAN COLORED COTTON COMPANY.

At the annual meeting of the shareholders of the Canadian Colored Cotton Company, Montreal, one of the most interesting points under discussion was the cost of the selling of products of the mills. This company remunerates its selling agent by a commission on sales, while other concerns carry on business under their own direction, apparently at much less cost. There was no immediate result of the discussion on that point, other than that the board of directors promised to consider the matter. The shareholder who introduced the matter was of the opinion that the company stood a good chance of saving money by following the example of other companies.

The financial statement was considered a satisfactory one by the shareholders, the net earnings of the fiscal year, ended March 31st, being $252,000. After paying interest on the bonds, and 4 per cent. on the common stock, there was carried to the rest account about $65,000.

David Morrice, the president, occupied the chair, and the following officers were re-elected for the year: David Morrice, president; Sir George Drummond, vice-president; E. S. Clouston, T. King, Hon. F. L. Beique, George Caverhill and D. Morrice, Jr., directors.

THE KINGCOT lines include

Ginghams

Dress Goods

Apron Ginghams

Saxonys

Flannelettes

Domets

Awnings

Shirtings

Oxfords

Denims

Galateas

Tickings

Cottonades

Have you seen the latest Kingcot samples? Any traveller for any good house can show them to you—and you should see them.

The merchant who shows the Kingcot lines does not alone have all the staple things, but also the newest patterns, the handsomest weaves, the best qualities, the very biggest value for the money.

There is nothing new or needed in cottons which has been left out of the Kingcot lines.

We want you to see them—that will prove all we say.

"Menzie Line"
Wall Papers

Best Sellers Because They're Best Values

"Menzie Line" means a step forward in Wall Paper Making.

"Menzie Line" means the best in Wall Decorations

See Our New Samples and be Convinced—They're Just Out, WAIT!

"Menzie Line"
Wall Papers

Housefurnishings and Decorations

Carpets

Retail Trade — Recent Price Advance — The Fall Trade —Place Orders Early.

Early in May the carpet business was at its height in retail circles, and throughout the month it continued so. Merchants everywhere report excellent business in almost all lines. Among large retailers, at the present writing, there is seemingly no cessation in sales, which, as stated above, have been enormous. This year, viewing the trade as a whole, an enormous increase in business in all lines is noticeable. People have had more money to spend in renewing carpets, rugs and floor coverings generally.

In spite of the fact that rugs have been in such demand, three-quarter goods are still to the fore. Manufacturers report a very large business, and that most jobbers have placed well in all lines. Wholesalers report good trade throughout the season. This, of course, signifies that trade at retail in three-quarter goods has been good. Axminsters, Brussels and Wiltons continue to hold first position. In the cheaper grades a much better feeling has been experienced for tapestries and wool carpets. At the present time, Brussels in three-quarter piece goods is largely used for bedrooms. Wiltons are having preference over the others for halls and stairs and two-tone Axminsters are in demand for drawing rooms.

The colors selling both in rugs and carpets cannot be said to show anything particularly striking, or very much different from what was expected. Light chintz effects, as decorations of the present time, harmonize well with the soft tones and shades in these qualities; greens in the softer tones and effects, and cream grounds, all of which, as previously stated in The Review, were good, and continue to hold first position.

Owing to the upward tendency of prices in the cotton, wool and jute markets, and everything else used in the manufacture of carpets, domestic manufactured goods have advanced recently three to five per cent. British manufacturers have found it necessary to advance their lines 2d. to 3d. per yard. The advance is a substantial one and applies to the various lines of Axminsters, Brussels and Wiltons alike. With British manufacturers the season just passed is stated to have been fairly good for the better qualities of Wiltons and Brussels. At the same time the keener demand has been for the various grades of Axminsters.

Canadian travelers are, almost without exception, all out, as they usually take to the road before the English representatives. The prospects for Fall so far are very bright. Brussels and Wiltons have sold rapidly, with wools and union carpets closely following in the cheaper grades. Latest reports from British travelers in Canada are that the demand is not confined to any particular line, but is general. Brussels, Wiltons, and especially Axminsters are to the fore in the better grade goods. Velvets and tapestries are selling well in the cheaper lines.

For Fall, reds, blues and greens are shown in floral effects, and the ever staple oriental designs are prominent.

In view of the domestic and foreign conditions in the carpet trade, merchants should anticipate requirements and order liberally, as no relief from the present high prices is in sight. Just now prices remain firm for Fall.

Rugs

Continued Demand for Rugs—Lines Especially Suited to the Summer Trade.

A general demand for rugs of all varieties still goes on. Manufacturers are very often hard put to supply their customers with these. The demand is not confined to any particular line, but is general. Everything in the shape of a rug is required. Wiltons and Smyrnas are favorites at present. These two rugs are of domestic manufacture, and the manufacturers claim a superiority over any others made, to sell at the same price. At the present time there is a comfortable share of business being done in rugs suitable for the Summer season. Ingrain art squares come under this heading, as do matting rugs and also rag carpet rugs.

For Fall. domestic manufacturers have turned out many new designs and color effects, both in rugs and carpets. Many elaborate patterns, which have heretofore been found in only the most expensive lines, are now being used in some of the medium grades.

Prices on rugs will remain firm for Fall.

A NEW FLOOR COVERING CONCERN.

Kitchen & Co. is the name of a new retail floor covering concern recently opened up in Montreal. This firm occupies the large establishment recently vacated by Thos. Ligget, Ltd., general housefurnishings, 604-606 St. Catherine street west. Mr. Kitchen, late buyer of the T. Eaton Co., Toronto, is sole proprietor of the enterprise. He was in the employ of this house for seven years, and was advanced by the company to the position of manager and buyer of the house furnishing department. Mr. Kitchen is young and aggressive, and his experience provides him with excellent qualifications for his new

undertaking. Thus equipped, and with ample capital, he should reap a good measure of success.

The store in which the firm will carry on business is a handsome edifice of iron frame construction, having a frontage of 60 feet and a depth of 90. Its four stories represent a total height of about 100 feet, the ceilings on all the floors being exceptionally lofty.

The basement will be devoted to the display of oil-cloths and linoleums. The ground floor will be given



An Artistic Decoration of Wide Utility in the Fiamene, a Commanding Two-Tone in Deep, Rich Colors, with the Elms Frieze in Natural Landscape Tones, and Weave Effect Upper Decoration.

over entirely to carpets, and the first floor to British, domestic and oriental rugs. The cutting and sewing rooms will find permanent quarters on the second floor.

J. Street, of McFaul's, Seaforth, died last week. We have a pleasant recollection of our meeting with Mr. Street when last we visited Seaforth.

Wall Papers

Wall Paper Situation Very Encouraging — Canadian Manufacturers Making Big Efforts for 1908.

Urged to greater efforts by the success of last year's designs, the wall paper manufacturers have developed patterns for the 1908 trade which promise exceptionally well. The beginning of June will see many travelers on the road with the new lines. It is almost impossible to enter into a discussion on the new offerings at this date, but another month will unfold the whole range. In anticipation of a greater business even than the present season's, Canadian manufacturers are putting themselves in readiness to meet the utmost demands.

The staple cheap lines do not show any great changes for the coming season. There are the usual number of new patterns, and some good designs rather out of the usual will be shown.

A few years ago mostly all wall papers were imported into Canada. Now, Canadian manufacturers are able to supply goods which in many cases far outdistance imported lines at the same price.

SOME OF THE NEW LINES.

The following information has been furnished us in regard to the new lines of one wall paper manufactory:

"One of the newest things is the metal background, which has so suddenly broken into favor in the leading art centres of the world. Chamber decorations in all grades, from charming Dresden stripes to elaborate crown effects in unique and handsome colorings are shown. Paneling in two-third decoration styles has been so cordially accepted during the past season that the new samples will have some elegant lines. Scenery friezes properly colored loom large. Silks and duplex papers have their right places, and in addition to the large line of well colored everyday goods, new ceilings in ivory and white will be shown in large variety. We were never so busy before, and we were never so enthusiastic as we are over this season's samples."

Curtains and Draperies

Good Retail Trade — The Summer Demand — The Price Situation.

At retail, trade in the curtain and drapery departments has never been better. As April, May and June are three of the best selling months of the year in this line, many retailers who anticipated their wants and placed orders early were in a position to meet the demand and reaped the benefits. On account of the great many removals throughout the last few months, many private houses are being refurnished, and it can be said with the utmost truth that curtains and draperies are having close attention in this respect. At the present time there is a general demand, no particular line or lines being favored. In the better class goods Brussels and Swiss effects are selling well. Plain cream and plain white Madras muslins, from 35c. to 75c. per yard are still having a fair good sale. A noticeable feature is the amount of these goods used for halls, dining rooms and sitting rooms. The guipure lace curtains have sold well with most merchants. The Summer trade is being catered to extensively by many progressive merchants who see that good business is awaiting development in

STAUNTON'S

New

Wall Papers

For 1908.

Our 51st OFFERING to THE TRADE is nearly READY.

FOR HIGH QUALITY OF DESIGNS, EXCELLENCE OF COLOR TREATMENTS, PRICE VALUES, IT SURPASSES ALL PREVIOUS SHOWINGS. :: :: :: ::

VALUE IS THE VITAL POINT IN BUSINESS. OUR VALUES ARE UNQUALIFIEDLY THE BEST OBTAINABLE FOR THE MONEY. :: :: :: :: :: :: ::

BETTER HOLD YOUR ORDERS UNTIL YOU HAVE EXAMINED THESE EXCEPTIONAL GOODS.

We will soon distribute our new ART CALENDAR for 1907-8. Send your name on a post card and prevent being unintentionally overlooked. Mailed ONLY to WALL PAPER DEALERS.

STAUNTONS LIMITED

Manufacturers of Superior Wall Papers

TORONTO.

this direction. There is an increasing tendency on the part of the public to use summer curtains, particularly noticeable among the holiday loving public who visit the sea shore and other resorts. The brisbis curtains are better than ever. These are obtainable in silk, cotton, wool and in silk and wool. They are shown at retail in a variety of patterns, all of which are very pretty. Linen taffetas, for bedrooms, and portiers in velours are also to the fore. Plain taffetas are shown by many city stores. Another strong feature of this season's business is the sale of valance and lambrequins, trimmed with galoons and having tapestry borders.

As regards colors this Spring, the light shades are seen more frequently than the dark. Creams and the like are favored most.

With the exception of the British manufactured goods, deliveries at retail have been up to the mark. Canadian jobbers have not found deliveries on time, and on this account many orders are slightly behind schedule. The price advance on most lines, as compared with figures ruling a year ago, average from ten to twenty-five per cent., with an upward tendency for Fall.

Oilcloths and Linoleums

Samples of Linoleum Up to the Mark—Prices Will be Firm.

Fall samples of Canadian lines of oilcloths and linoleums in the hands of the wholesale dry goods trade show the latest patterns and colorings in a number of designs. Jobbers are enthusiastic over the range, and on this account a large business is anticipated. Prices will be firm.

In retail realms inlaid linoleums continue to be popular. Cork carpets, both plain and printed, are also selling well, but natural cork continues to be the favorite.

Manufacturers of imported linoleums state that a better grade of cork and linseed oil has been used in their goods for Fall. The patterns comprise all the latest designs and colorings.

HOUSEFURNISHINGS.

William Swift, with T. F. Firth & Sons, Ltd., Brighouse and Heckmondwik, England, carpet manufacturers, is in Montreal at the present time. He will remain in the city until a permanent agent is appointed to fill the position of the late John Johnston, who had represented the above mentioned firm in Canada for a number of years. Mr. Swift is at present located at 208 Coristine Building.

IS THIS USUAL?

Editor Dry Goods Review,—I measured a piece of Japanese matting twice recently. We are invoiced at forty yards, but the actual measurement is only thirty-nine yards. Would some of your readers inform us if this is usual or unusual. We think that a shortage of this kind should be rectified, and at once.—"Floorwalker."

MEANS A GOOD DEAL TO IMPORTERS.

A new customs regulation provides that where cash discount is specified in an invoice it shall be deducted and duty reckoned on the net amount. This will mean a good deal to all importers who pay cash.

DEATH OF R. R. STEVENSON.

In the death of R. R. Stevenson, at his residence in Montreal, Thursday, May 23, the Canadian dry goods trade, and cotton circles in particular, loses one of its representative men. His death was not unexpected, as he had suffered from a lingering illness for more than two years and retired from active business last March. Mr. Stevenson was 59 years of age and for 28 years was a leading figure in Canadian cotton circles. He was associated with C. H. Blackader, under the style of Stevenson, Blackader & Co., selling agents for the Montreal Cotton Co. for a great many years and the Dominion Cotton Mills Co. for a few years previous to the formation of the Dominion Textile Co. He was a native of Belfast, Ireland, and came to Canada about thirty-five years ago. His early Canadian experience was gained with the old dry goods firm of W. J. McMaster & Co., Montreal. Later he was associated with D. Morrice, Sons & Co., and in 1880 joined with Mr. Blackader in forming the firm of Stevenson, Blackader & Co., which played a conspicuous part for many years in the Canadian dry goods trade. Of a genial disposition, he made a large



The Late R. R. Stevenson.

number of friends. Mr. Stevenson was prominent socially and was an enthusiastic member of the St. Lawrence Yachting Club, and also of the well known St. James' Club. For many years he was volunteer organist at St. George's church, and took an active interest in various musical matters. He leaves a widow, three sons and one daughter, the sons being S. W. Stevenson, mfgs. agent, Montreal; Rev. Herbert Stevenson, Gateshead, England, and Reginald Stevenson, at school. The funeral, which was largely attended by Montreal business men, took place on Saturday, May 25.

W. R. W. Bruce, manufacturers' agent, has established an office at 242 St. James St., Montreal. Mr. Bruce has recently come to Canada from a ripe English experience. Among the firms represented are Hamilton & Young, Glasgow, with lines of Shetland hosiery and motor scarfs; Soulter & Whither, Limited, London, broad silks, and A. K. Dyson & Co., Ltd., Manchester, prints and all kinds of cotton goods.

Geo. H. Hees, Son & Co.

LIMITED

Toronto,
52 Bay Street

Montreal,
Corner Peter & Recollet Sts.



DAVENPORT ROAD FACTORIES.

HEAD OFFICES 52 BAY ST. TORONTO

KING STREET FACTORIES

MANUFACTURERS OF

WINDOW SHADES

Curtain Poles
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers

Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

LACE CURTAINS

We make a specialty of Lace Curtains both of our own make and imported.

Prices from 25 cents a pair to $25.00 a pair.

N.B. Keep handy our new Catalogues and Color Books.
Mail Orders Receive Prompt Attention.

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.
LIMITED

THE

DOMINION OIL CLOTH COMPANY

Limited - Montreal

MANUFACTURERS OF

Linoleum
Floor Oil Cloth
Table Oil Cloth
Enamelled Oil Cloth
Carriage Oil Cloth
Shelf Oil Cloth
Cotton and Duck Back Stair
Oil Cloth
Canvas and Painted Back Stair
Oil Cloth
Decorative Burlaps

Our Goods are handled by all the leading Wholesale Dry Goods Trade in the country

BROPHY-CAINS IN LARGER QUARTERS.

Brophy-Cains, Limited, Montreal, are now settled in their new quarters, recently vacated by Mark Disher Sons & Co. The building has a frontage of 100 feet and a depth of 90 feet and comprises four storeys and basement. The whole building has been renovated and hardwood floors have been laid throughout. These new premises give much needed additional space to the firm. The moving has been accomplished without any interruption to their trade.

On the third floor will be found the hosiery, underwear and glove departments. This floor will accommodate embroideries, laces, dress accessories and notions. Dress goods, silks, velvets, muslins, and wash fabrics are on the first floor. The ground floor will contain domestic and foreign staple goods, linens, etc. In the basement receiving, shipping and entry rooms are located.



BROPHY-CAINS' NEW QUARTERS.



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TOROTO

Window Shades

It will pay you
To sell Window Shades and Shade Cloth.
Leading Dry Goods Stores everywhere
Are selling these lines.

A request for Our Catalogue will
Furnish you with a book of ready reference.
It's a mighty valuable assistance.

Peerless Hand Made Cloths, Regal Shades
Dominion Shades are brands that give
You and your Customer Satisfaction.

DALY and MORIN

Montreal

F. G. SOPER, Agent for Ontario

Poles and Trimmings

Imperial Carpet Co., Limited

60 Front St. W.

TORONTO, - ONT.

In stock for immediate delivery:

Axminster, Linoleum
Wiltons, Mattings,
Floorcloth, Brussels, etc.,
Inlaid Linoleum, Tapestry,
Cork Carpet, Ingrains,

In Body, Stair and Squares.

We are offering many of the above lines, "at old prices."

Write for quotations. We gladly send samples.

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made.

or its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Nordheimer Bldgs., 8 Colborne St., TORONTO

"WATSON-FOSTER" and WALL PAPER.

THE LINE FOR 1907-8

Will command attention and rap hard at the art and profit instincts of dealer and decorator.

An evolution in design and color effect, which to-day the people are "wide open" to adopt and willing to pay for.

It comprises in detail everything any dealer can desire, and as a whole is the climax of industrial art in its re-production of high-grade foreign decorative ideas at low grade domestic prices, and "flat" at that. It is coming your way—wait for it.

THE WATSON FOSTER CO. LTD.

MONTREAL

Pen-Angle

Unshrinkable

Underwear

Sells Better because it gives better satisfaction —fits better —wears better —is better and we guarantee it.



WE want you to ask the next traveller who visits you to show you the Pen-Angle line of underwear for women, men and children. We know you will find, in the wide range we produce, just exactly the kind your customers want—right in fabric, price and style.

Just see these lines for yourself.

We know you can do a better, more profitable and a bigger underwear business if you handle the Pen-Angle lines, because Pen-Angle has been known for years as honestly-made, high-grade underwear. The demand has increased each year—and is still increasing. Pen-Angle Underwear has a reputation, which will help your store's reputation. We guarantee Pen-Angle Underwear to you, so you can guarantee it to your customers.

Penmans Limited

of Paris in Canada



Men's Furnisher and Clothier

Hats.

Weather Has Greatly Favored the Stiff Hat Trade—Deliveries in Split Straws Hard to Get.

Backward Spring has benefited the felt hat trade considerably. It has given the dealer a chance to clean up pretty well on all felt goods, which have not been broken into by the straw hat demand as early as in former seasons. The tendency to fulness in crowns of men's hard hats have been the most noticeable feature in regard to style change this season. This fulness also made it possible to use 15 and 18 ligne brands to good advantage. Leading wholesalers in touch with the ever changing fashions have cleaned up a very satisfactory extra business on this style.

Following up the tendencies of the past several seasons, the lighter shades of Spring hats continue to be most favored. Brown continues to be very popular, owing to the large quanities of hose and shoes of this color bought for this season.

So far straw hats have certainly looked very much out of place in the window displays, yet they remind the passer-by of the fact that the time will come when the ever popular greeting will be "Is it hot enough for you ?"

Deliveries of split straws are extremely hard to get and the indications point to a complete shortage before the season is half over.

It is a little too early to speak authoritatively of Fall as yet. The indications so far point to a big stiff hat demand and the natural tendency to follow up the most popular Spring style will no doubt hold good. The flat brim stiff hat with full crown and wide band will run into Fall lines.

ENCOURAGE SMALL PURCHASER.

A retailer expresses the opinion that the small purchaser should not be given as much consideration as the larger purchaser. He has small use for the person who buys ten cents' worth of stuff. He says :

"I have seen many a man enter a shop and buy one collar. The salesman's face would beam. He would draw forth a mirror and aid the purchaser in adjusting his cravat. In fact, in every way the merchant has impressed me as appreciating highly that man's custom when he knew absolutely that his visitor bought only when he felt it unavoidable, and then in the smallest possible quantity."

Continuing further, he says :

"I do not advocate a coarse, rough treatment of anyone, yet I believe that by his manner the merchant and his salesmen may indicate their sentiments toward those who make a continual practice of buying the smallest amount of merchandise possible to carry them through the day or week."

The merchant who makes these suggestions is referred to as a "prominent retailer." He may be prominent, but it is hard to believe he is successful. If he is successful, it must be in spite of the methods of treating customers which he advocates, provided he practices what he preaches. Certainly his suggestion as to the proper way to treat the small customer is contrary to the spirit of successful retailing to-day. The most successful retail establishments of the country are conducted on quite the opposite principle. Any member of the sales force who treated the smallest purchaser with inattention would be called up before the manager and informed that he was acting in direct opposition to the policy of the house. The store which treats the small purchaser with courtesy will certainly outdistance the one which follows the suggestion of this man.

Shirts and Collars

Every Retailer Should Endeavor to "Trade Up"—Better Profits to Himself and More Satisfaction to Customers.

There is very little new to be said just now in regard to shirts. Deliveries are still slow and will be. Retailers who failed to heed our warnings to this effect, and have had difficulty in keeping their stock in satisfactory shape, have received a lesson that will prompt early buying for Fall.

* * *

The continued cool weather has effected the retail demand very considerably, but we surely may expect good warm days pretty soon, and there are few merchants who need fear that a great deal of stock will be left on their hands.

* * *

We have strongly advocated the pushing of better lines of shirts, and have given a number of instances where persistent efforts along this line has been very successful. Stores which, a couple of years ago, could not sell a garment at more than $1.50 now have no difficulty in doing a fine trade on lines up to $2.50. At the present time it is particularly desirable, in view of the market conditions, that each one should exert himself

to "trade up." In regard to this subject Men's Wear makes the following forcible remarks:

"A rise in the price of raw materials should be followed by a rise in the price asked for the finished article. It is obvious, of course, that, quality being maintained, this policy would be forced upon any retailer who did not wish to find himself landed in the bankruptcy court. The point is that many retailers do not, in face of a rise in the price of raw materials, attempt to maintain qualities. They argue that the price of the finished article must remain the same, and, therefore, what they have got to do is to take it out of the quality. We believe this policy to be absolutely wrong, except under very exceptional circumstances.

"It should be the maxim of the wise retailer that he shall sell the best possible quality that he can induce the customer to buy. Not only does this course provide a better margin of profit than catering for the cheap class of trade, but it also enables the confidence of the customer to be retained. Assume that, with raw material at a comparatively low rate, the customer has been in the habit of purchasing an article which has given him satisfaction. The price of the raw material has since his last purchase increased considerably, probably unknown to him, and the time comes when he is again in want of a similar article. He goes to the retailer, and the retailer, if he is lacking in moral courage, as we are afraid is the case with too many, gives him what is apparently the same article, but which is, as a matter of fact, very much lower in quality. The result is that the customer finds that the wearing qualities to which he has been accustomed are non-existent, and he is accordingly dissatisfied. His custom may be lost altogether. If, on the other hand, the merchant had taken the bull by the horns, explained the position straightforwardly, and given the customer the option of simply sticking to his old price or paying the necessary increase to secure the same quality, we think in most cases the increase would have been paid; the customer would have been satisfied, and the retailer have obtained a better margin of profit. The cheap-jack attitude towards business is nothing less than a curse. It is better to pay a good price for one article that will wear a stated time, and give satisfaction during that period, than to buy inferior articles which will not wear so long, and which will give dissatisfaction, and, regarded from the practical point of view, cost more. The time is now fully ripe for the outfitter and clothier to make a bid for better pay by increasing the rates of profit. If one competitor chooses to work for nothing, that is no reason why others should imitate his folly. The retailer is entitled to a fair living profit, and it is altogether a mistake to suppose that the public will refuse to pay that profit. What the customer wants is, first and last, a good article which will wear satisfactorily, and is value for money. He may be persuaded by cheapness to buy a bad article which merely appears to be value for the low price expended, but in the result he is displeased, and takes his custom elsewhere. Nobody has ever had any satisfaction out of cheap articles yet, and nobody ever will. When we say cheap in this connection, we mean goods that are shoddy goods and merely cheap on the surface. The really cheap article, of course, is the sound article, and nobody but a fool expects to buy sound articles at unsound prices. The attitude of the man who sacrifices everything to the exaggerated worship of cheapness which is practiced by many retailers, is really an insult to the customer's intelligence; and it should be understood once and for all that there are other ways in which the retailer may display enterprise than in frantic and insensate undercutting.

"What is really at the bottom of the evil to which we have alluded is, of course, the want of moral courage. In other words, to use plainer English still, it is cowardice which keeps many retail businesses struggling on in the most miserable fashion from the commencement of the year to its end. The quality of pluck is needed in retail business life just as much as it is in other spheres of activity. We do not, of course, advocate any unreasonable charges for goods; on the other hand, between charging too much and charging too little there is the middle course which should commend itself to every progressive retail firm. If a man cuts the price of everything down to the very bones, how can he allow himself a proper margin for the conduct of his business? How can he afford, if he is to get a living profit for himself and to pay decent wages to his assistants, the necessary rent for a good store, and make any provision for advertising and other expenses? Cheapness is all very well, but one can have too much of it, and whatever may be said of a policy which attaches great importance to cheap articles when the prices of raw materials are low, there is absolutely no sense in trying to sell goods at low prices when the prices of raw materials are high. The object of the retailer, we repeat, should be to induce the customer to spend as much as he possibly can on every article bought. It is quite a mistake to suppose that the customer will object to this course in the long run. There is no reason why he should, for the simple reason that he will find himself equipped with clothes that are better than those worn by less well-advised people of his acquaintance; he will gain not only by the better wearing qualities of the goods, but add an importance to his appearance, and very likely betterment to his position, which would not have beeen secured—or, at all events, so easily secured if he had made the great error of wearing cheap and nasty garments. Our advice to the retail trade, therefore, is, as far as possible, to leave the cheap jack line of business for those who want it. The margin of profit in this business is always low, the continuity of custom in the cheap trade is always much less reliable than in the better-class trade, and beyond and above all this, the satisfaction of selling a customer what you know the customer will be pleased with, is almost entirely absent.

"We do not wish these remarks to be taken as meaning that every retailer should try to do a Bond street business. What we do mean, however, is that he should get as near to the Bond street style of business as he can, having regard to the class of the public for which he caters. Upon his judgment in this connection will depend the success or other wise of the policy we advocate, but that as a policy it is the right one we have no doubt whatever."

IN A COLLAR MANUFACTORY.

The first process in the manufacturing is the unrolling of cloth loosely into large tubs of water so that it becomes bleached and unshrinkable. From these tubs the cloth passes to the drying room and is hung up in lengths on moving racks. The oscillating motion of these racks in a hot dry air has the effect of keeping whatever chemicals that have been used at the mills from resetting into the fabric in spots. The soaking previously done to the material in the tubs has made the fabric softer and more pliable and takes out any wrinkles, so that it becomes easier for handling in the laundry. From the drying room the cloth is refolded and taken to the cutting room and is spread out on long low tables, where the cutters lay up as many thicknesses of the fabric as their short, sharp knives will penetrate.

Patterns consisting of strips of wood metal, bound

Shirts—Big and Strong, Well Made and Properly Proportioned are "COLOSSUS"

The idea is in the name and on every garment label. After years of experience, with the difficulties of Shirt making reduced to a minimum, **"COLOSSUS"** was designed and produced. It has the backing of the largest Shirt Manufacturers in the Dominion and is regarded by the trade as the

Shirt Ideal

COLOSSUS

COLOSSUS
covers fully the
Fine Negligee
and
Working Shirt
field, as well as a complete line of
Overalls and Smocks

All garments are double-stitched throughout, and are made to Look, and Feel and Wear just as a wearer would have them.

As a result the selling is made easy—and the more sold, the easier.

Place a trial order and judge by the sales.

Any Wholesaler can Supply You

and laid on the "lay-ups" (as the layers of linen are called) and with one hand firmly holding the pattern the cutter runs his knife through the several thicknesses of linen and closely follows the margin of the pattern until his knife has gone clean around and cut out the twelve or fifteen layers exactly like the pattern. Separate patterns are used according to style. Only one pattern is used if the collar is a straight standing one without band. For some styles, dies of steel are used, not unlike those of an ordinary stationer or publisher for cutting reams of paper, and the process of cutting is pretty much the same. The machine, however, can only accomplish the work on certain plain styles of collars and cuffs. There are in most collars certain curves and angles on which only the skilled hands of the workman can secure the essential accuracy. As each cutting comes from the dies they are tied in bundles and passed over to the machine operators. Some sew the bands, others the front, etc., taking up the required thickness, whether it is to be 3- or 4-ply, called "lining" the collar. The next operations are the turning of the parts so that the raw edges go inward, and the smooth outward; these are then stitched around the edge.

Sewing the band comes next. To put the band seam when the band is joined to the top and then the stitching follows, necessitating two operations, done by double needles working simultaneously.

Ready to Wear Clothing

A Good System of Keeping Stock—Trade Backward on Account of Weather.

We visited a store a short time ago where a very good system is used for keeping track of ready-to-wear clothing. A stock book has columns for date received, firm from whom purchased, number, name of purchaser, date of sale, number of salesman, cost mark and selling price. When a shipment of suits is received each one is entered up separately—as "1, 2, 3, etc." When sold the tag is removed from each and the purchaser's name and salesman's number marked on it. This goes to the office and the information it contains is entered in the stock book. The chief merit of this system is, perhaps, that it enables a merchant to know who were his customers last year, and whether or not their patronage this year would indicate that they had been well satisfied. A splendid mailing list can always be obtained from the stock book.

Cool weather has made clothing trade, at retail, up to the present, extremely slow, and travelers out for sorting orders have had a hard job picking up enough business to make any kind of a showing. Merchants ordered liberally for Spring and a good deal of stock will have to be cut in price in order to clear it out.

Travelers out for Fall have done good business. The trade has never before been in such good shape, if we leave aside the backward condition of the weather this Spring. Ready-to-wear clothing has been so greatly improved that even many particular dressers are giving it some attention. They, perhaps, decide to try an overcoat, and if it suits them the difference between the price and that charged by the custom tailor will attract their steady patronage. Drawing a lesson from conditions in the States, retailers are exerting themselves to build up a nice trade, for they know that ready-to-wear clothing must before long attain about the same position that it holds across the line. In Canada it was never so well thought of. The great care of the retailer should be that he gets the best goods in the market, for every garment he sells that is not of the best class will surely do him a great deal of harm.

Boys' clothing is a line that is not given anything like the attention it should receive. Many stores doing a good trade would find it to their advantage to make a separate department for it.

SUITINGS AND STYLES.

Fancy brown suitings are expected to do well for Fall. They are very smart and snappy, in fact, among the nicest materials that have been on the market in some time. We believe they will be well received as a novelty, but just here we want to predict one of the biggest seasons for black and blue that we have ever had.

As to styles, the long sack coat seems to be solid for some time to come. It will be here for Fall. The only change will be a slight narrowing of the shoulders.

Neckwear

Browns Will Likely Have a Good Position in the Fall Lines—Three-inch Widths Will Again be Favored.

Summer neckwear has been pretty nearly all purchased and already some thought is given to Fall. Of course, nothing definite can as yet be said as to what the features of that season are to be. However, browns are again under discussion and it seems that a good deal of confidence has been expressed in them. We do not anticipate that any manufacturer hopes to make much of a stir in plain browns, but we rather like the idea of fancies in some particular shades. A very pretty effect would be a medium shade with white or cream check in raised, irregular satin cord. Other effective designs could be evolved from this idea. Fancy brown suitings will be in demand for Fall and this strengthens the feeling that neckwear of the same color will take hold pretty strong.

For some time there has been persistent talk of cutting down the widths of four-in-hands. This, of course, has been done for Summer, but we believe that for Fall public favor will demand the three-inch width, which will mean that values in the fifty cent article will be pretty poor.

Retail sales have been very poor up to the present. This condition has helped manufacturers out very materially as regards delivery, but it does not put the retailer in very good humor.

Wash goods will soon be the whole thing—if the weather permits. Some exceedingly pretty effects have been brought out.

A batwing bow is one of the season's novelties, in shepherd plaid with black or blue edging at either end. The effect is quite pretty.

GOOD WAISTCOAT TRADE.

Fancy waistcoat trade is exceedingly brisk and Canadian makers are turning out some fine, snappy goods. The new idea spoken of for Fall is to have the pattern—stripes, of course—run on the bias. The three-button waistcoat with decided dip in front is still the best seller.

FALL

HAGEN SHIRT & COLLAR CO, LIMITED

The Hagen Shirt

BERLIN ONT.

Trade Hagen Mark.

1907

Our Samples for Fall, 1907, are now in the hands of our travellers, and are well worthy of your inspection.

The styles are all standard, comprising Negligees, Coats, Regattas, Dress, Whites, Unlaundried Whites, Mohairs. Collars and Cuffs. Patterns are all exclusive. Look for the Trade Mark.

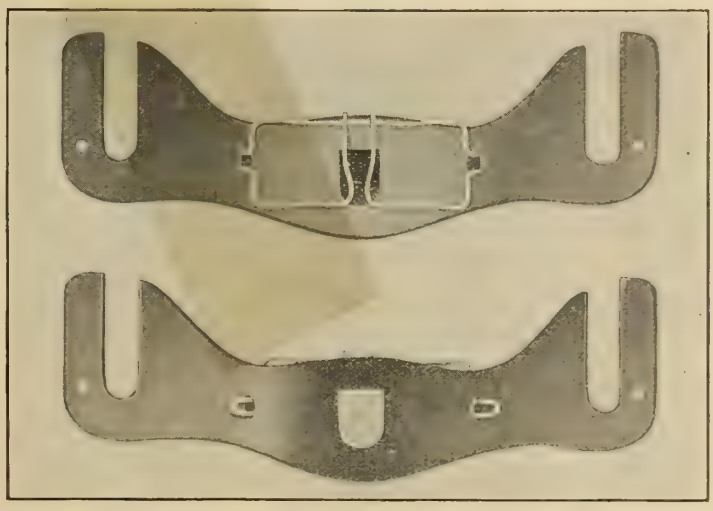
Trade Hagen Mark

The Hagen Shirt and Collar Co., Limited

Berlin, Ontario

THE FIGG CRAVAT HOLDER

PATENTED



Made of metal, lends to any shape of collar. Comes in shapes adapted for Bows, Puffs, Four-in-hands, etc. Price $10.50 per gross.

For Customers who have Tie Troubles.

A Necessity with the Double Fold Collar.

Be the first to introduce it in your town.
Not a fad but a staple seller.
Retails at 15c. with a big profit.

Here's something new. A few brief weeks ago it was unknown and yet by leaps and bounds it is establishing itself all over the country.

The Figg Cravat Holder is something different than the kind you associate with cheap shield ties. The Figg Cravat Holder makes it possible to wear a hand tied cravat with a shield. The tie retains its newness and shape better and the collar sets better.

Write To-day for a Sample Dozen of the Holder and Full Descriptive Literature.

GEO. E. FIGG

NECKWEAR MANUFACTURER

715 Wellington St., MONTREAL

AGENTS WANTED



There's no skimping of material in our negligee shirts. We buy the cloth in large quantities — that means special prices — then the shirts are made up for us by the most progressive manufacturer in the business— that's why we can offer such value in quality and fit as our S85 to retail at 50c. in all sizes.

Send an order to-day—we'll ship the goods the day your letter reaches us.

The W. R. Brock Company, (Limited)

Montreal

WREYFORD & CO.

Romain Building, TORONTO

WHOLESALE MEN'S FURNISHERS

UNDERWEAR SPECIALISTS

Ranges for Fall are ready, and our travellers will wait on you in May.

We are Sole Agents for following English Manufacturers:

YOUNG & ROCHESTER'S

Knitted and Tattersal Vests

DRESSING GOWNS AND SMOKING JACKETS

Good ranges of **Fine English Flannel and Oxford Shirts, New Collars.**



Cellular "Aertex" Underwear

ALL WEIGHTS NOW IN STOCK

The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery,
Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

A. L. Thomas, Glove Manufaoturer

WORCESTER, ENGLAND

Let us quote you on Cape Gloves for Fall—good $10.50 line stocked in Toronto.

Oxford Homespuns

and

Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, . PQ.

BUYERS OF RAINPROOFS

should ask for those proofed by

The 'Cravenette' Co., Ltd.

The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rain proof purposes.



Facsimile of Stamp.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

DUSTPROOF as well as SHOWERPROOF.

The "Cravenette" Co., Ltd., = Bradford

Proofers to the trade.



Mark Fisher, Sons & Co.'s Magnificent New Warehouse

Corner of Victoria Square and Craig St., MONTREAL

Now occupied by them—and where will be shown for Fall the Largest, Best and Newest Assortment of Woollens and Tailors' Trimmings in the Dominion.

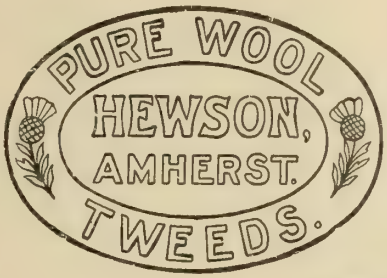
Every requisite for the Merchant Tailor always in stock.

HEWSON *UNDERWEAR*

is as good as Hewson Tweeds----that is, it is as good as it can be.

Pure wool and choice wool---- unshrinkable--- perfect-fitting---- comfortable---and as elastic as it is durable.

Every dealer who realizes that high-class goods are in the end the most profitable, stocks largely in Hewson Underwear and Hewson Tweeds.



For the people buy---and buy again.

Our travellers will call on request.

The
HEWSON WOOLEN MILLS CO., Limited, Amherst, N.S.

QUEBEC NOTES

J. Frank Reipert, silks, Montreal, is now located in the Lindsay Building.

John Fisher, of John Fisher, Sons & Co., Montreal, is in European markets.

I. Mishkin, of I. Mishkin & Co., Montreal, visited New York early in May.

The Eagle Button Co., Montreal, have moved from 204 to 84 St. James Street.

L. Stuffman, of Konig & Stuffman, Montreal, is now on his annual buying trip in foreign markets.

M. Marcus, of the Standard Umbrella Mfg. Co., Montreal, will shortly call upon the trade in Ontario.

F. Paul, of Belding, Paul & Co., Ltd., Montreal, has been called away to Paris through the illness of Mrs. Paul.

G. Milligan, general manager Debenhams, (Canada), Ltd., spent a few weeks in England in the interests of the firm.

J. G. Paquet, with the Toronto Carpet Manufacturing Co., is in Eastern Ontario, carrying a full line of samples for Fall.

F. I. Town, with George H. Evans & Son, Montreal, is now making his usual monthly trip to Toronto, London, Hamilton, etc.

F. B. Drouin, of Waldron, Drouin & Co., Montreal, left for the Continent about the middle of May on a three months' pleasure trip.

F. X. Dugranpre, of Debenhams (Canada), Limited, Montreal, spent a few days in New York, in the interests of the millinery department.

J. F. Hughes, traveler for the China & Japan Silk Co., Montreal, is in Western Ontario, taking orders for the Summer and holiday trade.

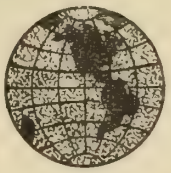
Ben Spedding, president of the Male Fit Clothing Company, Montreal, left early in May for a two months' business trip in European markets.

The marriage of H. H. Judah, a popular traveler for Debenhams (Canada), Limited, Montreal, took place on the 22nd of May, to Miss P. M. Hill.

A. J. Dugal, dress goods buyer, the W. H. Scroggie Co., Ltd., Montreal, is in European markets buying for Fall, in the interests of his department.

Debenhams (Canada), Limited, Montreal, have taken an additional floor to increase the millinery department, and allow much needed space to the ready-to-wear section.

The Eastern Townships Manufacturing Co., Ltd., Montreal, in conjunction with their corset plant at St. Hyacinthe, have established an up-to-date waist factory. They are showing samples of silk and net waists.



No stock is complete without

Globe Suspenders

they wear well, fit easy, and are trade winners. No risk to the dealer. They are guaranteed by the makers. **TRY THEM.**

Globe Suspender Co., - Rock Island, Que.

Quality Counts
In Overalls and Working Shirts

Get full-sized, well-made garments that bring you profit and satisfaction.

Order from

THE ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. *Exclusive Patterns.*
Measurement Blanks, Samples with full particulars upon request.

The Smith & McKeown Shirt Mfg. Co.
LIMITED
16 COTE ST. - MONTREAL

MITCHELL'S
Self-Testing Safety Code

A NEW and Scientific System for the Transmission of Messages by Telegraph or Gable, so arranged that one word may convey several meanings, such as Article, Quality, Price, Quantity, Terms, etc.

By other codes three and four words are required to express what this system will convey in one word; thus costing three and four times as much as the same message if sent by this system.

EXAMPLE

ZYGUMTABUK WABXYTCOGY MITKEKULTY RUPADCEVAR LOFRABFACK:

INTERPRETATION

Kid Gloves ship, as per your sample number 15-52a, 12 dozen 6¼, 18 dozen 6½, 24 dozen 7¼, assort 15 per cent. Blue, 20 per cent. Black, 25 per cent. Tans, balance assort latest colors. Samples wanted quickly, forward by express.

Try This With Your Code. Full Description Mailed on Request

The MITCHELL SELF-TESTING SAFETY CODE CO.
8 Colborne St., Toronto, Canada.

Ernest Wagner, of Ernest Wagner & Co., New York, spent a few days in Montreal.

I. Simon, traveler for the Klotz Company, Limited, Montreal, spent a few weeks in Ontario for Summer and Fall trade.

T. Rabinovitch, furrier, St. Paul St., Montreal, has assigned. Estimated liabilities amount to $30,000 and assets $11,000.

Harold F. Watson, manufacturers' agent, 6 St. Sacrament Street, Montreal, has returned from an extended tour of the English and continental markets.

Charles F. Whitcher, Rock Island, is at the present time preparing to establish an overall factory in this town. He has leased the upper flat of the Telford & Chapman Mfg. Co.'s large factory for this purpose.

J. Bourdeau & Sons, fur house, St. Paul Street, Montreal, have taken over the ground floor of premises recently occupied by G. Orbin & Co., adjoining their present warehouse, corner St. Paul and St. Peter Streets.

F. Birks, assistant manager, Belding, Paul & Co., Montreal, has just returned from a two week's trip in Ontario in the interests of the firm. Mr. Birks states that he found trade somewhat dull on account of the backward Spring season.

The annual meeting of the Canadian Converters Company was held at the office of the Standard Shirt Company, Delormier Avenue, Montreal, a few days ago. The financial statement was read, and it shows that the company has had a most satisfactory year. All the old officers were re-elected.

The Parisian Corset Manufacturing Co., Quebec, are building a new paper box factory. The building is of concrete and modern construction, and is opposite the location of their old building. The old factory will be utilized by the company to give them much needed room for the extension of their corset business.

Among many merchants visiting Montreal markets during May to sort up for Spring and Summer trade were the following: J. Madill, of Madill Bros., Napanee; Ed. Ketcheson, of Laidlaw & Ketcheson, Belleville; Frank Marett, of Pierce & Marett, Marmora; J. M. Farthings, Aylmer; W. W. Ferguson, Petrolea; Mr. Walker, of Walker Pros., Listowel; J. P. McGillicuddy, Mount Forest, and F. J. Ramsey, Dunnville.

News From Various Points

ST. JOHN.

The very backward season has had an injurious effect on the sale of various Spring lines, and merchants have been forced to make a sacrifice in prices in order to clear out read-to-wear goods that could not be held over. Costumes, coats and jackets have been put on the marked-down list, but even at the reduction in prices they have moved rather slowly. The lateness of the Spring, which is out of the ordinary this year, will cause a severe loss to many of the dealers, who have not been able to make good on these lines. In this particular the retailers suffer mostly, as the jobbers made their sales early in the year. Except for the backwardness of the season, which, of course, has affected wholesaler and retailer alike in many ways, the volume of businses has been very good. Summer lines are being displayed and the outlook for a busy season is very bright.

The disastrous fire that occurred on Friday, May 17, by which Macaulay Bros. & Co.'s premises on King St. suffered to the extent of upwards of a hundred thousand dollars, has brought this enterprising firm the sympathy of the entire community. The fire started a few minutes after 12 o'clock, noon, in some cottons in the basement, and about three hours later it was all over, but the handsome building in that time had sustained great damage, and thousands of dollars worth of stock was destroyed. The basement and lower floor were completely gutted, and the stock on the three upper floors was damaged by the dense clouds of thick, black smoke that poured through every portion of the structure. Three or four of the young ladies employed on the third floor in the dressmaking department had narrow escapes from suffocation and were rescued by the firemen and carried down the big extension ladder in the rear of the building.

The building is undoubtedly one of the handsomest business blocks in this city, if not in the Maritime Provinces. It is built of brownstone and brick and was thought to be of fireproof construction. The ground floor was used for general dry goods, smallwares, dress goods and silk stock, and this is practically a total loss. The first floor is devoted to ladies' ready-to-wear clothing, whitewear and millinery; the second floor has the housefurnishing department and the third is devoted to the dressmaking department and an immense reserve stock room. The basement was stored with cottons, etc.

The handsome plate glass windows, which were among the largest ever brought into America, were sacrificed by the firemen in order that they might better combat the blaze. The men's furnishings department, which was in the adjoining building, was not damaged to any great extent as the fire door between was closed as soon as possible, though not before the smoke had affected some of the stock.

The total insurance on stock in the main building was $68,750, and on stock in the men's furnishings store, $11,000. There was also $1,000 on the elevator, $500 on fixtures, and $14,500 on the building. B. R. Macaulay, of the firm, estimates their loss at about $40,000 above the insurance. The adjustors are now at work making up the losses and have settled the damages to the men's furnishings at $1,100 and to the three upper floors of the main building at $7,500. The principal loss, that in the lower floor and basement, have not yet been adjusted.

The firm is doing business in the men's furnishing department, and a big fire sale is being conducted on the three upper floors, an entrance having been arranged from South Market street, at the rear of the building, as the flooring on the lower floor was burned out.

As an outcome of this fire a meeting of prominent merchants was held a few days ago in the Board of Trade rooms, when it was unanimously decided to ask the police magistrate to make an investigation into fire department matters with the view of improving the efficiency of the department.

The management of the Cornwall and York Cotton Mills of this city granted a voluntary increase of ten per cent. in wages to its employes on the 14th inst. The increase affects some five hundred and fifty employes. When James F. Robertson, of M. R. A., Ltd., purchased these mills and set about organizing a local company to operate them, they had been idle for some time, the plant was antiquated and the help scattered in factory towns on both sides of the border. The new company was formed and a gradual reconstruction of the plant was inaugurated. That plan has been successfully carried out and improvements and enlargements are still

being made, and last year the mills paid a dividend. The product goes all over Canada, and proves the adaptability of St. John as a centre for manufacturing industries. A lot of new machinery is now being installed that will still further increase the efficiency of the mills.

J. N. Harvey has completed the extension of his premises, and now occupies the entire ground floor space of the Opera House Block, making the longest store front for men's furnishings in the city. A trade extension sale conducted by Mr. Harvey was a great success.

Joseph Allison, of M. R. A., Ltd., arrived home about two weeks ago from a trip to Hot Springs, Virginia. He was accompanied by Mrs. Allison, W. S. Allison and Miss McIntyre.

Edwin Odell, of St. Andrews, N.B., has opened a dry dry goods store on Water street, St. Andrews.

KINGSTON.

The dry goods trade in Kingston, as in other places, is different to what it was years ago. Big sales and small margins seem to rule now. Time was when the merchant wanted 33 1-3 per cent. on everything but factory cotton. Clerks were all of the male order, as were also bookkeepers and cashiers, but now ladies predominate. New systems of transferring cash from the customer to the cash drawer have been adopted. Now the clerk strikes a key and the amount jumps up and stares at the customer, or she reaches up and fills a cup and off it shoots along a wire right into the cashier's hand. Years ago Jack would jump off his high stool at the loud voice of little George, the clerk, as he shouted "cashier" or "cash here," and run down with the change, bringing back the bill and a piece of paper with the amount and number of the clerk, which had to be booked under his number in a large cash book of many columns. Each clerk's column had to be added up each night. If the boss took fifty cents out and forgot about it the poor cashier had to add, add, add, till the mistake came to the surface.

Bill, the parcel boy, used to open up at seven, take down about twenty shutters, which were held on by an iron bar with a bolt in each end going in through the window frame. The shutters protected small panes of glass. Now there are no shutters and one big plate glass is left unprotected. The insurance campanies said: "Throw away those ugly shutters, cease using those dirty little panes of glass, painful to see, put up the one plate glass, and for a few dollars a year we will replace any breaks."

Years ago dodgers were sent from door to door; now the local papers do the advertising. Every week the boys were sent up into the highest room in the building to cut up old wrapping paper in sizes to suit a spool or a carpet; now the paper comes in rolls all widths and thicknesses. The old day book, journal and ledger are put away and the new system rules.

Years ago there were more dry goods stores, but they were smaller and did not employ so much help.

Dry goods stores here are all doing well. Harmony seems to prevail, and harmony means more money for everyone. The old threat of running out the other fellow has no weight. It never worked—only hurt both sides and tickled the buyer, who got the advantage of cut prices.

Our population now is 18,000, and in the winter, when the students return, 20,000. We have seven dry goods stores.

Trade from the country is not what it use to be, on account of the number of general stores in the surrounding villages. Farmers used to come to the city to do their banking; now the banks have opened branches in the smaller places.

BROCKVILLE.

Trade has been rather dull so far this season, on account of the continued cool weather which has prevailed. The temperature is still low enough for Winter clothing and furs are in evidence yet.

Robert Craig & Co., furriers, take possession of their new quarters on the north side of King Street July 1. The store is being fitted up very neatly, and will give plenty of room for display. The upper floors will be used for manufacturing purposes.

The traveling public will be pleased to know that the Old St. Lawrence Hall was re-opened on May 15, with L. Muldoon, formerly manager of the Strathcona, as proprietor.

PETERBOROUGH.

A. W. Cressman is one of Peterborough's most progressive business men. He has been here only eight years. Six years ago he was burned out, so that his present business is practically the work of six years. He has now a large force of men engaged in altering and enlarging his store, and when the work is completed he will have one of the best premises between Toronto and Montreal.

When Mr. Cressman started in business he had a floor space of only 2,600 square feet. When the improvements now in progress are finished he will have 19,200 square feet. The store will be finished very attractively and fitted with the most modern furnishings.

The ground floor will be devoted entirely to general dry goods, while another store adjoining has been secured for men's furnishings and clothing. An entirely new and handsome plate front is provided for and every corner will be well lighted.

Extensive alterations are being made in the first floor which is devoted to ready-to-wear and millinery departments. The entire floor will be made into one big room, with large mirrors all around. Large, airy and well lighted workrooms and fitting rooms will also be provided. Here, too, the plans show a comfortable ladies' rest room which will be provided with easy chairs, tables, writing materials and reading matter. Connected with this are large washrooms and lavatories.

The second flaor will, as usual, be devoted to carpets and housefurnishings. Several new departments, not yet decided upon, are to be added and will be established here, while the third floor will be used as the bargain annex. The bargain annex is one of Mr. Cressman's strong cards. It is opened every Wednesday. It is used principally for disposing of odds and ends or slow-selling goods from all departments of the store. Job lots are also purchased and used as leaders. Profits are sacrficed for the one day in this department only. The result is the stock is kept up-to-date and the advertisement is valuable.

ST. CATHARINES.

The dry goods business in St. Catharines is confined to the few. Fifty years ago we had a larger number of merchants in this line. The principal ones were Struthers & Carlisle, who also were dealers in musical instruments and ready-made clothing, and employed a large staff of tailors.

The McLaren Co. conducts a department store. The

founder of the business was Richard Woodruff, a successful merchant. Finding that his duties as buyer took him away a great deal, he took in Robert MacLaren as a partner. Later Alexander McLaren joined the company. Failing health forced Mr. Woodruff to retire, and Charles O. Borrowman became a partner. The firm was known as R. McLaren & Company. The business had increased year by year, and the premises had to be enlarged. A few years ago it was decided to turn the business into a department store, and the R. McLaren Company, Limited, was incorporated. It handles general dry goods, millinery, ready-to-wear garments, dress and mantle making, men's wear, tailoring, house furnishings, furniture, china, crockery, tinware, etc. A large staff is employed. A few weeks ago the firm shortened its business day one hour, without reducing the wages of employes. Each year employes receive a percentage of profits, graded according to length of service. The staff is also given an annual picnic.

Tne James D. Tait Company, Limited, as originally organized, comprised James D. Tait, his two stepsons, William I. and Philip I. Price, and his stepdaughter. William and his sister are dead. Mr. Tait came from Scotland many years ago, and having served his apprenticeship in the dry goods business in his native land, embarked for himself on Ontario Street here. The company afterwards formed moved to the Pendergast Block



Soft Turn-Down Collar of Tucked Lawn. Shown by Rhys D. Fairbairn.

on St. Paul Street and conducted a department store for a time. This was not to its liking and other lines than general dry goods, millinery, ready-to-wear garments, furs, etc., were discarded. Mr. Tait, the senior member, is the buyer, and he goes to Europe periodically.

Madill & Anderson, formerly Anderson & Co., do a good trade. Their place of business is in St. Paul St. The lines carried are general dry goods, millinery, ready-to-wear garments, dress and mantle making, etc.

WOODSTOCK.

Dealers in every line of trade, dry goods and men's furnishings being no exception, are ready to admit that the present season has been a very slow one, and that the amount of business done has not been up to the usual. In March the weather was, for the most part, fine, and the Spring trade started off with a rush. For a few weeks a good business was done. Then April came along, and brought in its train the weather March usually brings. Trade dropped off immediately. May has been little better. There have been only a few days when it has been possible to go without an overcoat and furs, and in such weather people will not buy Summer clothing and furnishings to any great extent.

"But it might have been worse," was the optimistic remark of one big dealer to your correspondent. "When you consider the weather, our trade hasn't been so terribly bad after all, though other years we would have counted it small. There have been some surprises. Last Saturday the day started out dull and slowly. A gentleman came in and remarked that we wouldn't do much that day. I told him I would sell out the day's trade for twelve hundred dollars. Before the hay was over, we had a thousand dollars over that figure." This gentleman recognized the fact, for all his optimism, that a certain amount of trade had been lost by the weather, which would not be regained no matter how fine it might be from now on. "Say it is a man that is concerned," he said, "When it gets along towarhs the first of June and he has not bought a Spring suit, he will very likely conclude that he will get through the season very nicely by getting a light two-piece suit, at a cost of eight or nine dollars, whereas if the usual weather had prevailed in the earlier Spring, he would have spent fifteen, twenty or thirty dollars in a serge or tweed suit. And it is the same in ladies' lines. They will not get as many or as expensive clothes, when it gets as late in the season as this, and they have not yet felt the necessity for Spring clothing."

"Our hat sale this season has been larger than it ever was before," said S. M. Dunlop, manager of the local store of Grafton & Co., to your correspondent. "Though in other lines business has been slacker than usual, in the headwear department it has boomed. There was no special way of accounting for it." Business in some lines seemed to run in streaks, especially in smaller places. "Perhaps one season we will have a big sale of fur overcoats. Then the overcoat-buying public gets stocked up, and the next season not nearly so many sales may be made."

Much attention is paid to the tasteful dressing of windows in this city, and some of the show windows of the dry goods and clothing stores contained appropriate displays in patriotic colors, in honor of Victoria Day.

CHATHAM.

Chatham at present possesses a good and active trade organization in the dry goods section of the Retail Merchants' Association. This section was recently organized, following the reorganization of the R. M. A. here a few months ago. Following are the officers: President, Wm. Foreman; first vice-president, C. H. Mills; second vice-president, Wm. Gordon; secretary, H. W. Ball; treasurer, C. Austin.

The dry goods, men's furnishings and allied businesses are pretty well represented in municipal life, from the mayor down. Mayor Stone, who was elected last January after a year's service at the council board, has been associated with the men's furnishing business here for a good many years. Ald. Austin has been a Chathamite only twelve years or so, but in that time he has built up a splendid business, in addition to which he has, during the past three years, contrived to spare a good deal of time to council work. This year he occupies the important post of chairman of the finance committee of the city council. Ald. Meynell has been a Chathamite for fewer years than Ald. Austin, but in that time he managed to make himself so popular that last year he went in with a surprisingly big vote. W. N. Morley, merchant tailor, is on the board of education. He was chairman of the old public school board during 1905, and after it passed out of existence last year the electors sent him back to the board of education. This year he is chairman of the finance and property committee of that body. Mr. Morley's place of business has recently undergone a marked improvement, due to the installment of a fine new front. He now has a first class show window, de-

signed to show up the latest goods in the best possible style.

H. W. Ball & Co. have struck a new feature in advertising—at least ,a new feature for Chatham. It is a "City Beautiful" contest. The contestants are the school children of the city. To provide the materials the firm are giving away free flower seeds to every school child in the city. Cash prizes are offered to those obtaining the best results. The prizes are to be awarded in the Fall by a committee of prominent citizens.

GUELPH.

G. B. Ryan & Co. are holding a special blouse sale this week. These goods were bought two hundred to the pattern and are helping out an otherwise dull week.

D. E. Macdonald & Bros. certainly have the finest show windows in Guelph, and their trimmer is an expert.

Wheadon & Co. have closed out their men's wear store to make room for a fine new show window and enlarged dress goods department. This firm has the only passenger elevator among the local dry goods stores.

G. B. Ryan & Co. have opened up a new men's furnishings and men's boot and shoe department. Their motto is "A square deal for every man." Hal Ryan put this on a big sign a short time ago. Another firm followed with one, close by, which read: "And for every woman, too." Ryans added to their sign: "Pants for men and boys." The other went on: "And for every woman, too." The incident created a great deal of amusement.

Norman Ryan is only twenty-three years, yet he is manager of the Berlin store of G. B. Ryan & Co. He succeeded C. H. Mills, now of Thomas Stone & Sons. Chatham. He has a clever window trimmer in Mr. German. The store is conducted entirely on its own basis, from buying to financing. There are forty employes.

WINDSOR.

Windsor has four dry goods houses which do the bulk of the business of a city of 15,000—the official figures are only a few short of that. The oldest emporium is that of Bartlet, Macdonald & Gow, established in 1862 by Donald Cameron, who retired several years ago and returned to pass the remainder of his days in his native heath in Scatland. Geo. Bartlet, the senior member of the present firm, joined Mr. Cameron in 1877, and for a decade the firm was known as Cameron & Bartlet. Upon the retirement of Mr. Cameron, Colin Macdonald was taken into partnership a few years ago. Alexander Gow became the junior member of the firm, having filled the duties of cashier and accountant for several years previous to his admittance into partnership. Like the founder of the store, all three are Scotch.

Joseph Appelbe came here from Brantford nine years ago and has built up a good business. He is one of the most conspicuous examples of the city's successful business men. His volume of trade, all conducted on a cash basis, is reckoned to be as large as any of his competitors and larger than some of them.

J. W. Peddie has been in the dry goods business for several years and is on the crest of prosperity after a series of vexatious vicissitudes.

J. A. Diebel came here from Essex four years ago and purchased a business that was in the hands of creditors. He, too, has enjoyed a large measure of success and caters to a wide clientele of patrons, not only from the city but from the county as well.

It has sometimes been thought that Windsor could stand and support another dry goods house, but the opening is not any too inviting, considering the proximity to Detroit. There is undoubtedly a big loss in trade sustained by the local merchants by reason of purchases in Detroit. Cottons are the chief staple line bought by Windsor and Essex people across the boundary line. The only consolation the city merchants have in seeing good Canadian dollars going out of the country is the fact that there is a revenue of considerable proportions from Americans who come to this side for their silks, dress goods, etc. Then, again, Windsor stores scarcely feel any loss through purchases made from the large departmental stores in Toronto. There are few cities in the province which give such scant patronage to mail order houses of the Queen City.

George Bartlet, senior member of the firm of Bartlet, Macdonald & Gow, Windsor, is one merchant who thinks reduced parcel post rates would be a good thing. He points out that in the Old Country parcels are sent by post for two cents a pound or thereabouts, at least, the rate for eleven pounds is eleven pence, or twenty-two cents. He claims reduced postage on parcels would greatly benefit the merchants and others who feel the burden of express rates. For instance, a parcel of eleven pounds, sent by express from Toronto to Windsor, would cost about a dollar, whereas if Canada enjoyed the same postage rate as the Old Country it would cost only twenty-two cents. The Review has before now explained why it believes cheap parcel post rates would injure the trade of local merchants.

MANITOBA BUSINESS CONDITIONS

Since the opening of navigation early last month, on the upper lakes, there has been a heavy movement eastward of the wheat crop that should have been marketed last Fall. Simultaneously with the movement of the crop the price of wheat went up, and, therefore, in some measure at least, the farmer is being compensated for the failure of the railways to handle his grain last Fall. The result is already seen in the improvement in country collections and in the gradual relief of the money stringency, which has been so severely felt in Winnipeg during the Winter months. Dealers are now able to meet their paper, and the wholesale houses and banks are not so hard pressed as they were a month or two ago. The natural optimism of the west was never really overcome during the hard Winter and late Spring, but it had to meet with many discouragements. With improved conditions prevailing now it is again triumphant over all obstacles.

C.P.R. officials in Winnipeg estimate that the wheat acreage will show a decrease this year of almost 200,000 acres, but that this will be compensated for by an increase of 300,000 acres of coarse grains, such as oats and barley. With favorable weather conditions during the next three months, there is no reason why a heavy crop should not be harvested next Fall in spite of the late seeding. There will, of course, be considerable anxiety as to this year's crop, but those best qualified to judge of the situation do not think that there is any reason for undue anxiety.

Of course the late Spring affected the dry goods trade and retailers were afraid that their Spring and Summer goods would be left on their hands, while wholesale houses were anxious about the absence of the repeat orders that past experience had taught them to expect. However, since the arrival of Summer weather, business has been phenomenally active in all parts of the country and it is probable that the retailers will be able to move their stocks without any undue sacrifices.

SHOW CARD WRITING

BY CRAFTSMAN. (Continued from May Number.)

Floral Cards.

Artificial flowers, especially violets, are highly decorative, and can be used to good advantage in making both price tickets and window cards. Glueing one violet, without a stem, in each corner, is in itself a pretty decoration. Two or three violets with stems and one leaf, fastened to a corner of the card by piercing two holes and fastening the stems, and leaf stem, with thin wire, make an agreeable appearance.

Fancy Show Cards.

The horseshoe design shown in first cut is easily constructed. On a full sheet of tinted cardboard, 22x28 inches, mark the shape of the horseshoe and cut it out. Letter it in black, shade in white, allowing both to dry thoroughly. With some thinly-diluted glue trace the out-



lines where indicated, and apply at once a liberal quantity of "flitter" or diamond dust. The bunches of violets, which can be bought at trifling cost, are attached by making two holes through the cardboard and fastening with thin wire, by looping over the bunch, passing the two ends through the two holes and twisting the wire firmly against back of card. To prevent the card from sagging a frame of wood is glued across the back before the card is lettered, one piece running across the top and one along each side.

The "Satisfaction" card is illustrated for the purpose of showing the method employed in "centering" and assembling pen-work. This card is intended to be placed at the cashier's desk, to be read by the customer while waiting for change.

We believe, nevertheless, that cards with much wording are generally undesirable. This card is lettered in black, on a white ground, having a double-lined golden border and brass embossed corner-pieces. You will at once notice the irregularity of the words "earnestly requested." This is to illustrate the marring effect of careless lettering and poor spacing.

The "Santa Claus" card has a dark green background, with Santa Claus painted in showing hues. The lettering is in white, shaded in gold (which the camera here reproduced in black), and the scroll work, which is faintly discernible, is carried out in silver flitter. The

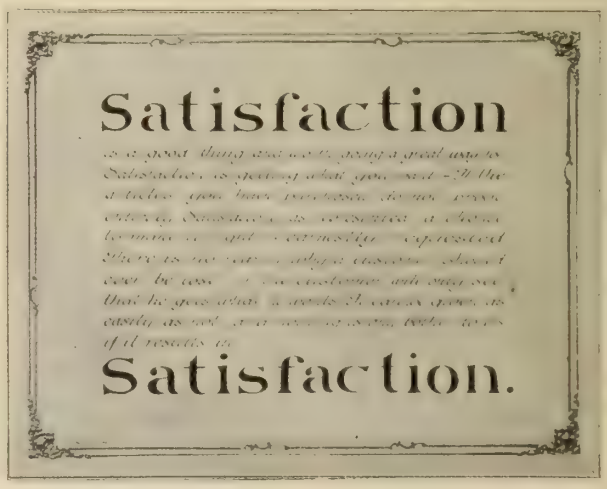


panel enclosing the lettering is very simple in design, but decidedly effective.

The "Holly" card shows a spray of holly, which can be attached by using an artificial spray, or can be designed in colors. The lettering is in gold, on a green-tinted background. The scroll work is in green flitter. The letters are perfect examples of excellent brush work.

The Easter card in next cut is a heliotrope tinted card on a dark green background, having a white paper edging. The design of the egg is formed by cutting out an oval, laying it over the heliotrope card and praying the outer edge with an automizer. On the sprayed surface are designed beautiful Easter lilies. The lettering on the egg is in black, shaded in white.

The large Christmas sign has a dark red background with a green linen centre panel, lettered in black and white



and ornamented with gold flitter. The elliptical panel is dark green, having in its centre a dark red panel ornamented with silver flitter, which also extends to the sides of the lower card. The edge line is of white paper.

QUEBEC NOTES.

The Belmont Manufacturing Co., Montreal, have vacated their old premises in Youville Square, and are now in large and commodious quarters at 223 Notre Dame Street West.

George A. Gatehouse, manufacturers' agent, Montreal, is again in the city after an extended tour in English markets. He visited Belfast, Dundee, Manchester, London and Paris. Mr. Gatehouse commented on the strong tone of all foreign markets. His Montreal office quarters are at 232 McGill Street.

Fox & Nunns, general dry goods, Coaticooke, have dissolved partnership. Business will be continued by Chgs. A. Fox. Mr. Fox succeeded his father in the business, who for many years was a pioneer dry goods merchant, and will retain the old staff of employes. Mr. Fox, Sr., was one of the first merchants to open a general dry goods establishment in Coaticooke.

S. W. Stevenson & Co. are located in commodious quarters at 42 Victoria Square, Montreal. Their well lighted and large sample rooms are a decided convenience to buyers. The firm also have a Toronto office at 218 Stair Building. Mr. Stevenson has had wide experience in dry goods circles and although established in the agency business for only one short year, his trade connections are very satisfactory. He represents a variety of well established English firms.

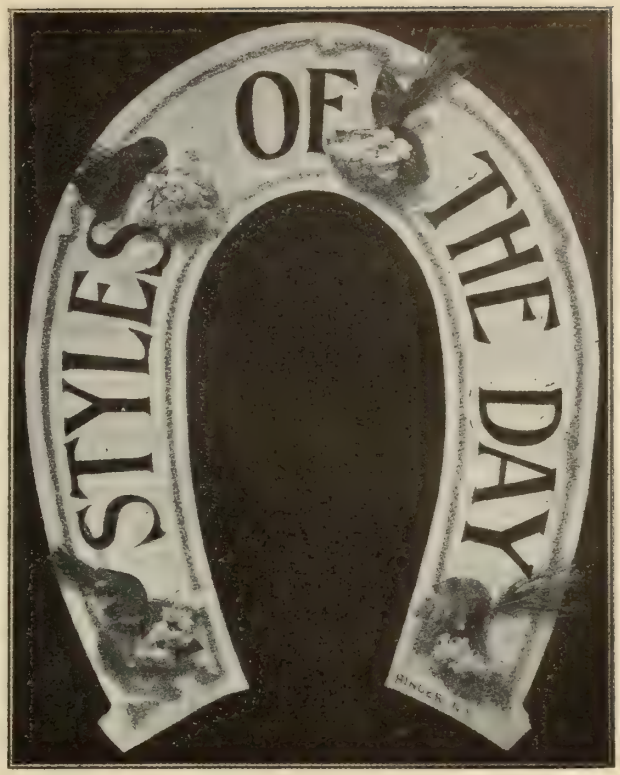


NEW FACTORY FOR CHATHAM.

A shirtwaist factory is a possibility for Chatham within the near future. The promoters of the enterprise are Detroit men, and they have been in correspondence with Chairman Westman of the civic industrial committee for some time past. Their location here is subject to a certain amount of assistance from the city and the citizens. From the city they wish the privilege of renting premises in the upper part of the market building, at present unoccupied, at $500 per year. From the citizens they wish subscriptions for $5,000 preference stock of the company, which is to be capitalized at $40,000 with $10,000 paid up. The city council will probably place no obstacle in the way of the company securing the premises desired. The location of the company here, consequently, depends pretty much on whether or not the citizens subscribe the required amount of stock.

A NOVEL ADVERTISING IDEA.

John Allan, a prominent men's furnisher and clothier of Montreal, has sent out through the post, unwrapped, genuine linen collars, to a large number of the business men of the city. Having a few thousand old style collars in stock, he had printed on the inside of each a neat descriptive ad. He headed it, "Are you a customer of ours? If not, let us collar you anyway." The collar is neatly folded in two, with a stud through the buttonhole and the address is stamped on the outside. Mr. Allan states that the advertisement has been remarkably successful, many of the recipients being so amused and interested, as to call during the following days to congratulate him on his originality.





GLOVES

Words of Interest to the Canadian Dealer

THE STRENGTH OF YOUR GLOVE DEPARTMENT LIES IN THE MERCHANDISE YOU SELL

The Story of Revillon Gloves

EVERY PROCESS CONTROLLED

¶ It is to your financial advantage and general satisfaction to know that Revillon Gloves are sold on import direct from the factory at Grenoble to retailers, and that from the buying of skins to the last detail of manufacture all work is controlled by us. A rigid inspection in all stages means quality. Trained buyers of raw skins ensure the rejection of imperfect goods. Tanning by the knife process keeps the glove always in a healthy condition. Permanent dyes prevent discoloring when a glove becomes damp. You and your customers appreciate these points.

STYLE AND FINISH

¶ Parisian taste applied to Canadian shapes gives retailers the double satisfaction of style and accurate fit. The trimming is always tasty and exclusive; no cotton stitching. Domes are used in all lines, appropriate to the quality and leather. Our salesman would be glad to demonstrate further the details which make for glove satisfaction.

PRICE ADVANTAGE

¶ An inspection of the Fall lines of Ladies' Lambskin and Kid Gloves will show not only a quality and style advantage, but a decided saving in price, owing to our unique manufacturing and selling position. Your inspection is invited, and note the lines at these prices, comparing with lines now in stock.

Reliable Lambskins, 3-button length, $6.50, $8 and $9 per doz.
Real Kid Short Gloves, 3-button length, $9, $10, $11.50, $13.50, $15 and $18
Biarritz and Mousquetaire Gloves, from $9 to $48

ALL LINES COME IN SIZES 5½ TO 8

After the first sale the Gloves make the next—That's how quality works for us and you

Revillon Brothers, Limited

134-136 McGill Street, Montreal.

PARIS	LONDON	NEW YORK	LEIPZIC	SHANGHAI	EDMONTON
MOSCOW	NIJNI	NICOLAEIV	RHABAROSK	BOKHARA	PRINCE ALBERT

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

The W. R. Brock Co., Toronto.

In "Her Ladyship" department are to be seen several new and very striking stylish lines of white waists in muslin and Swiss spots. The line of whitewear is very complete, and when the trade want these goods they can get immediate shipment of the lines they want. Orders for "Her Ladyship" skirts, all of which Brock's make in their own factory, are coming in large quantities for Fall, and they have already received several advance orders for their circular lots, copies of which will be sent to the trade shortly. To sell the goods and build up business nothing equals these circulars, and as they are confined to one merchant in a town, he can get his full profit on the complete purchase. In child's pinafores the prices range from $1.50 to $6.50, and they are selling a large quantity of them. They are the cheapest pinafores on the market. All sizes are now in stock once more. All the underskirts are made in the old cloths and are below the present market price, and while they last are a very good purchase.

The 4,000 dozen of job linen handkerchiefs referred to in last issue are now in stock. They can be retailed at 10c. to 25c. and are the value of two years ago, since which time linens have advanced heavily. Embroideries are in great demand. The Brock Company have a most attractive line, and best values obtainable in cambric, Swiss and nainsook effects, and edgings, insertions, sets, flouncings, etc. Swiss spot muslins will be in active demand: also white Persian lawns and India linens. Brock's are well stocked with these at all prices. Their special white spot, PJ1 to PJ6 can be retailed at 12½c., and is good value. They have all colors of mosquito netting, both plain and cross-bar in 36-in. and 7-4 widths. The cool evenings demand a shawl or wrap. Brock's will receive a shipment in a few days. A job line of Excelda handkerchiefs that can be retailed at 10c. has just arrived. They are specially attractive in patterns and above average value. A special line of Victoria lawn, called "Best value" is in stock again, and back orders are being filled. It retails at 10 to 12½c. Brock's have also received three special numbers of white Victoria lawn from Manchester that can be retailed at 10 to 20c. Pearl button cabinets contain 100 dozen assorted sizes—"Austria," to retail at 3c. per doz.; "Berlin," at 5c.; "Murray," at 7½c., and white at 10c. Two special lines of cashmere hose are No. 829 Llama, to retail at 50c., and Dale 2-1 rib at 35c. Brock's continue to receive shipments of long silk and kid gloves. They have in stock long silk gloves to retail at 75c. to $1.50, and black glace kid, 12 to 16 button length; black undressed kid to retail at $1.75 and $2, also white and greys. A clearing lot of muslins is being offered—new goods, but just odd pieces.

The men's furnishing department is well prepared for the demands for sorting which the first few days of hot weather are sure to bring. They have in stock all sizes in men's balbriggan underwear to retail at 25, 40, 50 and 75c.; also men's summer weight natural wool underwear to sell at 75c, $1, $1.25 and $1.50, and all sizes in B. V. D. nainsook underwear. A full range of prices in fine light-weight cashmere ½-hose, also light-weight natural wool and fancy cotton ½-hose in tans and greys, embroidered and lace effects. Several new lines of Grizzly Brand neglige shirts have just been received. All sizes and styles of Success linen collars are now in stock again. Boys' and men's bathing suits and trunks, all sizes and prices, can be had for immediate delivery.

Re-arrangement, to give more space to expanding departments, is taking place in the W. R. Brock Co., Toronto. The ladies' garment department is being removed to the second floor of the annex recently built in the rear of the main warehouse. The floor space to be occupied is 30 x 126 feet and is splendidly lighted by windows on each side. The department is now being fitted with the newest and most approved type of fixtures, showcases, etc., which are to be all finished in white, and when finished it will be one of the largest and handsomest in the Dominion. The smallwares department will, when the garment department is moved to its new quarters, take over the space vacated, and will then have possession of the whole of the third floor of the main building.

Combination Buttons.

Plain covered buttons have been made in Canada for some time now, but all combination buttons have had to be imported. Alfred Weyerstall, who manufactures covered buttons, is bringing out machines from Germany to make combination buttons. The machines have already arrived and as soon as they can be set up he will be ready to receive orders. Many combinations can be made, and the buttons turned out with either velvet, silk, cloth or metal or bone rim.

Not only will a big stock of buttons in different sizes, colors and combination of materials be kept in stock, but the buttons can be turned out on short notice in any required combination or color, or they can be made from materials supplied by the trade.

This will be a special convenience to garment manufacturers, as they can secure buttons to match any material or color.

A big business is now done in covered buttons in cloth or silk. Silk buttons can be had in every size and are carried in stock in 32 staple shades, and as new colors come to the front they are stocked also. If no shade in stock matches, the buyer's own material can be made up.

Orders can be placed through the majority of the wholesale houses, many of which carry these buttons in stock. Any color or size they do not have can be promptly secured. All orders are executed with promptness and despatch, and in Toronto an order given one day will be delivered on the afternoon of the day following.

Greenshields, Ltd., Montreal.

May was a very busy month with this firm and their warehouse was crowded with customers taking advantage of the many special offerings before stock-taking. All departments have now turned their attention strongly towards Fall trade, and advance orders are being rapidly booked.

Greenshields, Limited, report exceptional business in the carpet and house furnishing department. Repeat orders confirm an active season with retailers. Stocks are still in good condition in these lines, and assorting orders will receive prompt attention. Complete assortments of carpets, squares, linoleums, oilcloths, curtains and curtain nets are shown in all the latest designs, colorings and effects. A call in the month of June is sure to be of mutual advantage.

Travelers are sending in nice orders for the Fall lines of cashmere and wool hose, gloves, handkerchiefs and underwear. In this department are also featured extensive lines of golf jerseys and sweaters for ladies and misses. Complete samples are in their hands. This department is steadily increasing in trade, due to the salable qualities of these novelties. Having secured large quantities of wool and worsted hosiery at old prices, they are in a better position to supply trade than last year. Lisles and cottons in plain and lace ankle, also allover lace, have been largely shown. Colors predominating are tans, blacks and whites. Com-

plete assortments are to be had from 90c. to $12.50. In the glove section orders have been coming in freely for Fall. With this firm Ringwoods have been the biggest feature so far. Suede effects in fabric gloves are also to the fore. While short gloves continue to hold first position, long mousquetaires are particularly good. Colors predominating are black, white, brown, slate and fawn.

In the handkerchief department this firm have anticipated requirements early and have bought heavily. They are maintaining old prices and will continue to do so for some time to come. Orders are coming in freely in embroidered handkerchiefs. These goods are to be had at medium prices, and it will be found, if compared with this season's offerings, that they are of extra good value. All-over lace effects have also met with marked favor in the better class of the dry goods trade.

J. Arthur Paquet.

The new fur samples, shown by J. Arthur Paquet, Quebec, represent the best values and most attractive styles this house has ever produced. In coon goods, especially, the values are exceptionally strong.

The Carter and the Wilkinson hats, which are imported by J. Arthur Paquet, are now the most widely advertised hats in Canada. Space is being used weekly in a strong chain of newspapers reaching from Halifax to Vancouver, and practically covering the whole country. Thousands and thousands of style books, illustrating some of the leading shapes of the Carter and the Wilkinson hats, have been mailed to consumers throughout the country. Dealers are given every possible aid in selling. One hundred and ninety large painted signboards advertising these hats are distributed along the lines of all the principal railways. All this advertising has created a tremendous demand for the Carter and Wilkinson hats.

The famous J. A. P. gloves and mitts, which are also manufactured by J. Arthur Paquet, Quebec, are now handled by the great majority of dry goods, men's furnishing, hardware and general stores in Canada. Retailers report that the sales of these goods are rapidly increasing and the factory is taxed to the utmost to keep pace with the orders.

John Macdonald & Co.

John Macdonald & Co., Limited, report that their stock of goods suitable for the midsummer trade is well assorted. They are showing special lines in every department. In their staples are a big assortment of huck and damask linen towels at last year's prices. Crum's prints in dark fancies, lilacs, cadets, bright red, cherry red, black and white and navy and white.

They are showing special value in men's working shirts, neglige shirts to retail at 50c. and 75c. Black cashmere half hose at $2.25 per dozen. Fancy braces (men's) at $2.25 per dozen. Men's striped overalls (engineer's) to retail at 50c.

They are showing a full range of lawns, India linens, nainsooks and Persian lawns, at prices that could not be quoted, with profit, but for the fact of having placed large contracts for these goods twelve months ago.

They are showing a beautiful assortment of ladies' waistings in fancies, sheered checks, stripes, and at all prices; also a most attractive range of voiles and panamas, both in black and in navy. Their stock in val. and torchon laces is large and well assorted. The same can also be said about their stock of German cotton hosiery, both in blacks and tans.

One of the most attractive spots in their warehouses at present is the ready-to-wear department. There you can see the latest designs in white lawn, mull and white silk waists. Ladies' white cotton underwear, such as corset covers, drawers, night gowns, underskirts; also children's pinafores and dresses in lawns, prints and silks.

John Macdonald & Co., Limited, are showing in the carpet and house furnishings a beautiful assortment of goods in the very latest colorings. Every keen buyer should see these goods before placing orders—tapestry and Brussels squares, seamless velvet, Axminster, wool and union squares. Piece goods in union, wool, tapestry, Brussels, velvet, Wilton and Axminster. They are already showing their Fall range in linoleums and floor oilcloths.

Greenshields Western, Winnipeg.

Greenshields Western are stocktaking this month, and, consequently, have special values in all departments to offer to the trade. A special line of dress ginghams, being offered at 8c. per yard, will undoubtedly interest retailers who are looking for snaps. In apron ginghams, plain and with borders, they offer a special value at 9 cents that is worthy of attention.

In ladies' tweed skirts Greenshields Western are showing a large variety at special prices. They have a full stock of white Japanese silk waists at a big range of prices, and they are in position to handle sorting orders promptly. Special values in ladies' whitewear offered by this firm are also worthy of particular attention. Their stock of cashmere and cotton hose, plain and fancy, is full and there are many lines at special prices. In white wash belts, black silk belts and silk elastic belts in various colors and steel trimmings they are offering snaps at values from $1.75 to $7.50.

Greenshields Western are sole selling agents for Orkney Shetland floss, of which they are carrying a full line. During June they are opening a line of dressed and undressed dolls to which they direct the attention of the trade.

Greenshields Western travelers are now on the road with a full line of samples of Fall and Winter goods, and as prices are going up on all staple lines and the mills have orders on hand for several months ahead, they advise early buying.

Cumming & Fraser.

Cumming & Fraser, manufacturers' agents, 84 St. Francois Xaxier St., Montreal, are showing a line of popular priced ladies' separate coats, which are meeting with the approval of the trade. They are English coats in salable styles. They show reliable lines to retail with a good profit as low as $4, $5, and $6. Their line of shirts is also worth investigation.

The Figg Cravat Holder.

George E. Figg, neckwear manufacturer, Montreal, of wide experience in Canadian and English neckwear circles, has brought to a successful issue the invention of a cravat holder which is entirely new, and is sure to become a staple seller. The Figg holder will find a ready sale among men who are accustomed to shield ties, but who wish a better quality of neckwear. The holder may be sold separately and a salesman can easily adjust any tie upon it.

The Figg cravat holder is entirely a new creation, with the hook as its distinguishing feature, allowing the tie to pass between the hook and the shield. It is made of metal in two shapes, one for puffs and bows, the other for derby and four-in-hand ties. With a double fold collar its use avoids any useless tugging at a tie to bring it into shape and the collar also sets better as the metal adjusts itself to any shape.

For bows and puffs, which are always difficult to tie satisfactorily the holder is ideal. The Figg holder makes it possible to sell a better class of neckwear than is usually bought by the users of shield ties. The Figg holder can be had in any of the Figg lines of neckwear.

The big neckwear sellers, the derby and four-in-hand ties, can be sold to a class, by its use, who formerly wore shield ties. Men who are not able to fashion a good looking knot or do not wish to be bothered will appreciate the Figg holder. A salesman can fix any tie upon it and the wearer of shield ties is no longer restricted in choosing a pattern. Among this class of buyers, a separate sale of holder is sure to be large. The holder causes neckwear to retain its shape and the fresh looking appearance is always preserved. The

Condensed Advertisements

AGENTS WANTED.

STRAW GOODS AND MILLINERY—London, England, house wishes to correspond with manufacturers' agents in Montreal, Toronto and Winnipeg, with a view to representation; women's and men's straw hats, flowers, feathers, shapes, etc., and fur goods; good inducements offered to the right men. Address Faire, care of DRY GOODS REVIEW, 88 Fleet St., London, Eng.

NOTTINGHAM manufacturer of torchons and valenciennes laces, medium to fine quality, requires smart agents on commission, to sell same to wholesale warehousemen, and underclothing manufacturers in Canada; only men acquainted with these goods need apply, giving full particulars. Box P.O.B. 141, Nottingham, Eng.

MANUFACTURERS' AGENT with good connection is open for additional lines for Winnipeg; would represent agencies through Montreal and Toronto agents on half commission. Box A, DRY GOODS REVIEW, 511 Union Bank, Winnipeg.

FOR RENT.

STORE to rent—Plate front, solid brick, 80 feet deep, two storeys and basement; situated in a good village of 1,200 people, good streets, electric lights, waterworks and first-class surroundings; good opening for general store with crockery and dressmaking; old business stand; good references. Apply Box 144, MacLean Publishing Co. [6]

WHOLESALE HOUSES

ROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

Children's Hats and Bonnets, Working Shirts, Cashmere Hose
SPECIAL VALUES. DELIVERY AT ONCE.
GILMOUR, NEPHEW & CO.,
366 St. Paul Street, Montreal
TELEPHONE MAIN 2202.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

S. W. STEVENSON & CO.
DRY GOODS
COMMISSION MERCHANTS
TORONTO — 218 Stair Bldg.
MONTREAL — 42 Victoria Sqr.

HAROLD F. WATSON
Manufacturers' Agent
6 St. Sacrament Street - MONTREAL
GLOVES, SILKS, RIBBONS,
Laces, Embroideries, Hair Nets, Wists
Appointments upon request.

Cable Address "Kingsons Toronto" Phone Main 6158
W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC.
74 YORK STREET - TORONTO
Canadian and Foreign manufacturers' lines solicited on favorable terms.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. MCNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM, Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favorable terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
IMPORTER of all kinds of Buttons, Laces, Neckwear, Belts, Dress Trimmings, etc. Complete stock of Buttons and Tailors' Trimmings always on hand.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal
SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block and 422 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

HELLO! HELLO! HELLO!
Buyers should see our first-class range of Ladies' Stylish Cloaks, to retail at popular prices from $4.00 to $18.00; also our exceptionally strong range of Gent's Shirts (all descriptions) Pyjamas, Collars, etc. Write or call. CUMMING & FRASER, 84 St. Frcs. Xavier St., Montreal.

holder is fully protected by patent. An indication of its coming popularity is the eagerness with which it has been taken up by large city stores.

George E. Figg is the proprietor of a neckwear factory of no mean dimensions, and his facilities are large enough to allow of the marked expansion of trade.

Descriptive literature, explaining in detail the merits of the holder, together with prices, directions, etc., will be mailed retailers by addressing George E. Figg, 715 Wellington street, Montreal.

Window Dressing and Display.

J. R. Palmenberg's Sons announce the issue of their new catalogue and price list. The work is really a splendid one. It will contain 560 pages, profusely illustrated, and will be sent out early in June. As an assistant to the window trimmer in the selection and use of his fixtures it will be valuable. The title is "Window Dressing and Display."

L. Hirshson & Co.

One of the new lines shown by this firm is a superior Japanese silk called Kohaku silk. This silk is strong and serviceable and is shown in plain, floral and lace effects, priced from 75c. to $1.25 per yard. Their Jap silk handkerchiefs are meeting with a large sale for holiday trade.

MUTUAL FRIENDS.

The Toronto office of the MacLean newspapers was paid a pleasant visit on Saturday last by Henry Fatum, a well-to-do merchant of Gowanstown. Gowanstown is situated in the north part of the thriving county of Perth, and as Mr. Fatum explained, though the town itself is not large, business conditions were good, upheld by a particularly prosperous farming community all round about. This was Mr. Fatum's first visit to Toronto in seven years, and he spoke of the marked improvements which the city had made during this time. Mr. Fatum is a subscriber to four of the MacLean newspapers—Dry Goods Review, The Canadian Grocer, Hardware and Metal and Busy Man's Magazine. "They are old and tried friends," he said, "and I would not like to be without them in my business. The information they give is most valuable to any retail merchant, whilst your new paper, The Busy Man's Magazine, is full of interesting reading matter." Mr. Fatum was much interested in seeing the home of these newspapers and learning how they were gotten out.

The Standard Umbrella Mfg. Co., Montreal

Removed to

215 Notre Dame Street, West.

Ladies' Wear.

F. P. Evans, of Ladies' Wear, is still in Europe. He reports home that ladies neckwear is selling freely, and is an important factor in the trade, there being more interest taken in this department than at any time since it was put upon the market. Everybody connected with the trade is optimistic as to its future, and are secure in the fact that it is regarded as a staple line. Though all neckwear styles are selling remarkably well there is nothing in the nature of a real novelty shown, but the popular sellers are all more or less striking variations of ideas that have been advanced before. "Really there is little to be seen here that we do not show in Toronto," he concludes.

The Standard Umbrella Mfg. Co.

The Standard Umbrella Mfg. Co., Montreal, have moved from their old premises in Youville Square, to larger and more commodious quarters at 215 Notre Dame street west. They are now in a better position than ever to look after customers' wants. As they have anticipated advances in raw materials, they are now showing remarkable values in the umbrella line. They have an excellent line for the holiday trade.

DIECKERHOFF RAFFLOER & CO.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS
AND MANUFACTURERS' AGENTS
Montreal Winnipeg
361 St. James St. Sylvester Willson Bldg.
Toronto—70 Bay St —Head Office
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts.
Stock carried in Montreal and Toronto.

Send Us Your Troublesome Accounts

We can collect them often when others fail. Satisfaction guaranteed. Highest references.

The Beardwood Agency

Claims Collections and Commercial Reports

313 New York Life Bldg., MONTREAL

NECKWEAR'S FUTURE.

F. J. Knight, who has been in Europe in the interests of the Rhys D. Fairbairn Co., is just back in Toronto. Speaking to The Review, as to the future of neckwear, he says that it is more worn and more shown than ever, in Europe and New York, but there is a remarkable absence of any feature that stands out as a striking novelty. Neckwear seems, so far as he can say, to be in the happy position where all styles and kinds are selling.

Comparing Canadian-made neckwear with that shown in foreign centres, he is of the opinion that Toronto is fully up to their standard, and that new ideas are put onto the market here almost simultaneously with Paris and New York. This, of course, applies to the general trade.

CONTENTS

	PAGE
A	
Art of Display	25
B	
Business Management	33
Business Notes	57
Behind the Counter	51
D	
Dress Goods	53
Dress Accessories	59
Dress Goods Problems	56
E	
Editorial	72
F	
Furs	35
Fancy Goods and Notions	75
G	
Good Advertising	20
H	
House Furnishings	89
Hints to Buyers	115
Horse Show and Races	38
I	
Items From All Canada	63
K	
Knitted Goods	41
L	
London Letter	77
M	
Men and Methods	17
Millinery	78
Men's Furnisher	99
P	
Paris Fashions	82
R	
Ready-to-Wear	67
S	
Show Card Writing	112
Staples and Raw Materials	86
T	
Trade Inquiries	71
The July Special	71

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

DRESS GOODS

DEPARTMENT

Our Fall range of foreign and domestic dress goods is now in the hands of our travellers. It is half as large again as last season, and represents all the newest and most stylish materials of both the Canadian and European markets.

The values are good and we feel confident that an inspection of our collection would result to our mutual benefit. Priestley's new tweeds are especially attractive.

Lovet Serge
Strathedon Tweed
Brackindale Tweed
Gypsy Cloth

Priestley's Huguenot is a very nice material for house wear; it has the fineness of a cashmere and the durability of a serge.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

To the Trade June 1907

For the Mid Summer Season

The effectiveness of our assortment in

General Dry Goods, Men's Furnishings

Carpets, House Furnishings

Woollens and Tailors' Trimmings

as business bringers for the Mid Summer Trade was never more in evidence than at present. Our Letter Order Departmen looks promptly after your interest. We shall be pleased to forward you "Order Forms" and "Rush Order" Post Cards. A visit to our warehouses will convince you of the advantage in doing business with us. A stock well assorted and superior value.

Liberal cash discounts and courteous attention.

JOHN MACDONALD & CO., Limited

Wellington and Front Sts. E.,
TORONTO

Special *Fall* Number
Dry Goods Review





Perfect Fit and Unexcelled Quality are our Ideals for our

$9.00 Negligee Shirts.

$9.00 Negligee Shirts a Specialty

JOHN FORSYTH & COMPANY Forsyth MADE IN BERLIN CANADA

$1.10 Collars Equal to Higher Priced Lines

EXPRESS PREPAID ON MAIL ORDERS

JOHN FORSYTH & COMPANY

BERLIN, - CANADA

BUTTONS

We are showing a more extensive range of Buttons this season than ever before.

Our range consists of the finest collection of Metal and Jet Buttons ever concentrated in one set of samples.

PEARL BUTTONS ARE OUR SPECIALTY

Our Tailoring Buttons are exclusive designs, and are packed in our triplet box.

The Button House of Canada

JOHN FORSYTH & COMPANY

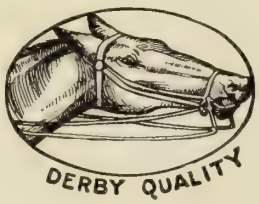
BERLIN, - CANADA

COLLARS

WEAR LIKE LEATHER

Merchants appreciate these dependable Austrian Collars

They mean satisfaction to you and your customers



OUR CATALOG FOR THE ASKING

1st quality ☆ ☆ ☆ indestructible AUSTRIAN M.J&L MADE

The Canadian Underwear Co.

505 St. Paul Street - MONTREAL

"ROOSTER BRAND"

Best  Made

Heavy Working Pants
Heavy Working Shirts
Hunting Coats

Overalls and Jackets
White Coats and Sleeve Vests
Boys' Knickers

ROBT. C. WILKINS

MONTREAL.

Greenshield's Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads. on pages 6, 7 and 8 and inside back cover.

FALL 1907

Our business has made such tremendous strides during the past year, that our buyers have had to increase their stocks. As a consequence, they have been able to obtain better assortments than ever before, and at right prices.

We offer you the advantage of splendid assortments and close prices which our large stock affords and which we believe cannot be duplicated in Canada.

GREENSHIELDS LIMITED
MONTREAL

Greenshields Western, Limited,
Winnipeg

Greenshields & Co., Limited
Vancouver

Fall, 1907—Dept. A/1

Dress Ginghams and Shirtings

We have a great many clearing lines we are offering much below manufacturers' prices. Please see our samples before ordering.

Flannelettes and Wrapperettes

We carry the largest stock of these goods in Canada, including all the staple lines in plains and fancies, also our well-known brands of

Victoria Flannel	Melton Vellons	Velosets
Downettes	Royal Waists	Velours
Empire Twills	Outing Flannels	Komura
Cashmerettes	Foule Cloth	Prunella
Henley Serge	Kimona	Alexandra Cloth

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
Winnipeg

GREENSHIELDS & CO.
Vancouver

LININGS

Montreal Cotton Company's Productions

We have the largest assortment of these goods in Canada.

We are the largest handlers of these goods in Canada.

AND

We give the best possible prices on all of the above lines in the market.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co. Limited
Vancouver

LIGHT WEIGHT FABRICS
FOR THE
WARM WEATHER

JULY

GREENSHIELDS
LIMITED
MONTREAL

1907

Wash Goods
Department

LINENS

We have a splendid range of the latest designs in

Table Damasks, and Table Cloths with Napkins to Match

FOR FALL We have a very large assortment of NOVELTIES, such as Japanese Goods and Renaissance in Tray Cloths, Bureau Covers and Shams—suitable also for Christmas trade.

TOWELS and TOWELLINGS Some leading values to retail at popular prices.

WE ARE SOLE AGENTS FOR **Jas. & Thos. Alexander, Ltd.**
Dunfermline, Scotland

GREENSHIELDS LIMITED
MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co. Limited
Vancouver

CARPETS and HOUSE FURNISHINGS

In this department, merchants will find the latest importations—the newest patterns and exclusive designs.

ART SQUARES

Tapestry, Brussels, Seamless Axminster, Velvets and Wool

A FINE ASSORTMENT

Cretonnes, Art Muslins, Lace Curtains, Linoleums, Oilcloths, Mats

An unequalled range of White and Grey Blankets and Comforters. Everything here for your House Furnishing Department.

GREENSHIELDS LIMITED
MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co. Limited
Vancouver

SILK DEPARTMENT

The assortments in this department are up to date, having been placed carefully and early. You will find here lines that will suit your trade.

COLORED SILKS. Tamalines, Louisines, Messalines, Paillette Satin, Crepe de Chine, Poplin, Taffeta, Chiffon Taffeta, Jap Silk.

BLACK. Satins, Duchesse, Merveilleux, Surah, Gros Grain, Taffeta, Chiffon Taffeta, Peau de Soie, Faille, Bengaline, Armure, Paillette, Messaline, Lumineux, Moire, Moire Antique.

BONNET'S Black Peau de Soie and Chiffon Taffetas.

FANCY SILKS. Clan Tartans and Fancy Tartans. Other lines of fancies for shirt waist suits.

SILK VELVETS. Black and colors. Black and colored Couche.

VELVETEENS. Black and colors, also fancy Velveteens and fancy imitation Furs for Mantles.

COURTAULD'S CREPES. HAT CREPES.

Notwithstanding large advances in these lines, we can give a large number of them at old price.

GREENSHIELDS LIMITED
MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co. Limited
Vancouver

DRESS GOODS

Fall 1907

Our range for Fall Season will comprise a larger and better assortment than ever. We are now showing samples of all the latest designs and effects, including

Broadcloths
Venetians
Panamas
Soleils
Voiles
Serges
Taffetas
Sateens
Edna Cloths
Bairnsdale
Baccante
Berkley
Kroona
Zenith
Henriettas
Tartans *(All Clans)*

See our Travellers' Samples

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

EXHIBITION VISITORS

Merchants and their friends visiting Winnipeg during Exhibition week are cordially invited to call and inspect our stock and have their mail addressed in our care.

We have just completed stocktaking and we have opened up an enormous quantity of new goods since the first of the month.

Our stock is absolutely complete: all lines are full. We shall be pleased to show you through our different departments and explain to you how well fitted we are to handle your orders, no matter how large. We guarantee prompt despatch of all orders entrusted to our care.

54, 56, 58, 60 Arthur Street | Winnipeg | 53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

A BACKWARD SEASON

sometimes is a blessing in disguise. We have found it so this Spring. At one time it seemed impossible to get anything delivered from the mills, but owing to the wintry weather our customers were not anxious for early deliveries. Our stock is complete now, and in our

Men's Furnishing Department

we are prepared to handle any repeats in Summer lines, and have in stock some

Novelties in Hot Weather Goods

such as

Fancy Lisle Half-Hose
Fancy Jerseys
Bathing Suits
Fancy Wash Vests
Soft Front Shirts
Outing Shirts
Duck and Flannel Trousers
Lustre Coats
Washable Neckwear
Fancy Underwear, etc., etc.

Try our Mail Order Department.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

PARASOLS

We are showing a beautiful range of Ladies' and Children's Fancy Parasols for summer trade. These are shown in White Spot Muslin, White Muslin with Insertion, Plain Taffeta Silk in green and navy with different colored borders, and Chic Silks and Dresdens; to cost from $2.25 to $9.00 per dozen for Children's and $1.50 to $6.00 each for Ladies'.

NOTIONS

Our stock of Notions and Smallwares is the best in Western Canada, and we feel confident that an inspection of our travellers' samples will lead to an increased business with you.

UNDERWEAR

Our range of Ladies' and Children's Underwear is well assorted and *prices are right.*

LACES

We also have a complete assortment of Valenciennes Edgings and Insertions, Torchons, Guipure, Oriental, Chiffon and Cluny Laces at lowest prices.

WRITE FOR SAMPLES

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

WHOLESALE BUYERS AND MANUFACTURERS

will find below a list of goods we sell for leading manufacturers.

EVERYTHING IS OF THE BEST

MEN'S UNDERWEAR
LADIES' UNDERWEAR
HALF-HOSE and HOSIERY
SWEATERS
MITTS
LUMBERMEN'S SOCKS
TWEEDS
CLOAKINGS
DRESS GOODS
FLANNELS
BLANKETS
KERSEYS
HOMESPUNS

COLLARS AND CUFFS
WHITE SHIRTS
COLORED SHIRTS
WORKINGMEN'S SHIRTS
MEN'S FANCY VESTS
LADIES' BLOUSES
LADIES' SKIRTS
OVERALLS and SMOCKS
LADIES' JACKETS
SHEEP-LINED & LEATHER COATS
TWEED PANTS
MEN'S AND LADIES UMBRELLAS

Cotton Department: Piece goods in DENIMS, COTTONADES FLANNELETTES, TICKINGS, Cotton Yarns of all kinds.

PIECE GOODS IN SILKS, JAPS, SWISS, ITALIAN, ETC., IN STOCK IN MONTREAL.

SEWING COTTON in long length reels. LINEN THREADS of all kinds SILK THREADS, TWINES, TAPES, on large reels.

BOOT AND SHOE LACES of every description in stock.

John Gordon & Son

316 St. James St. - - MONTREAL



This is our new entrance.

Come in and let us get acquainted.

The W. R. Brock Company, (Limited)

Montreal



To the casual observer, present prices on staple cotton goods may seem high in proportion to the cost of raw material, but the demand has been, and continues to be, so much in excess of the supply, that we expect still further advances. We believe that the retail trade generally is justified in carrying larger stocks than usual in cottons and that any lines that are at all staple are safe property to hold, as the increase in value will pay interest on any portion of them which may have to be carried over for spring business.

G. S. Cleghorn.

The W. R. Brock Company (Limited)
Montreal



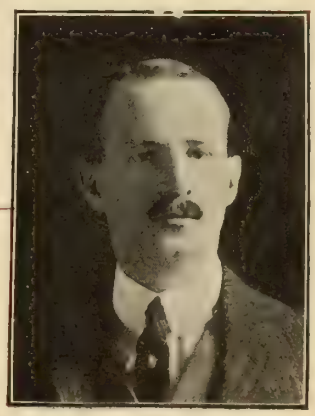
Prospects for good business in our fall dress goods are very bright. We were fortunate in getting large contracts placed before the recent advances and have a range of dress materials which we are sure will appeal to keen buyers throughout Canada.

H. S. Albright.

"Invader" garments are up-to-date in style and every other essential and the business we are doing justifies our assertion that we have the best values in the trade. We have now moved into our new building and will be glad to see you at any time.

We are pleasing others. We can please you.

B. Strachan



The W. R. Brock Company (Limited)

Montreal



Close buyers will find visits to our Hosiery and Men's Furnishings and Smallwares Departments very profitable. We are always on the lookout for what is and what is going to be popular, and it is rapidly becoming an axiom with the trade that "You can get it at Brock's."

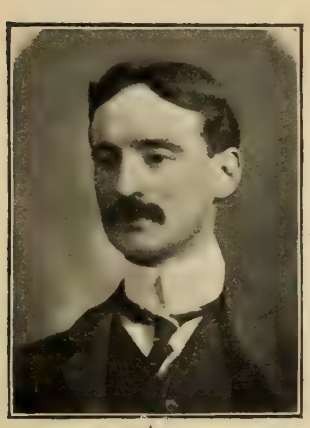
We buy in large quantities too, having three large warehouses to supply, and have some mill clearing lots now that we would like to show you. Send a letter order if you can't call.

Having three warehouses to supply, we buy in large quantities—this means concessions from the manufacturer to us and special prices to you. Why not investigate?

R. Booth.

The W. R. Brock Company (Limited)

Montreal



We want to show you why we are leaders in the knitted woollen, lace and fancy goods trade. We are always on the lookout for bargains and have some now that we would like you to see. A visit means money in your pocket.

W. P. Slessor.

Prices on Carpets and House Furnishings are advancing daily and we would advise our friends to place orders early.

We have a good many lines which are selling below mill prices and we would like to show them to you.

Drop us a line for samples.

G. Dagenais



The W. R. Brock Company (Limited)

Montreal

Sterling £ Hosiery

Fall 1907

Sterling Hosiery is of unquestioned reputation—
A convincing argument that you handle the line.



A GROUP OF ATTRACTIVE STYLES

Your Hosiery department will be profitable, your trade increased and your customers satisfied, if Sterling Hosiery is the backbone of your department—

Our Fall Stocks are complete in all desirable Ladies' and Men's Lines

KONIG AND STUFFMANN

Victoria Square, MONTREAL



The Celebrated

P.D.

CORSETS

are the recognized standard of all high-class corsets. They are bought the world over by the women of fashion, and have obtained the highest awards in all leading exhibitions.



KONIG AND STUFFMANN

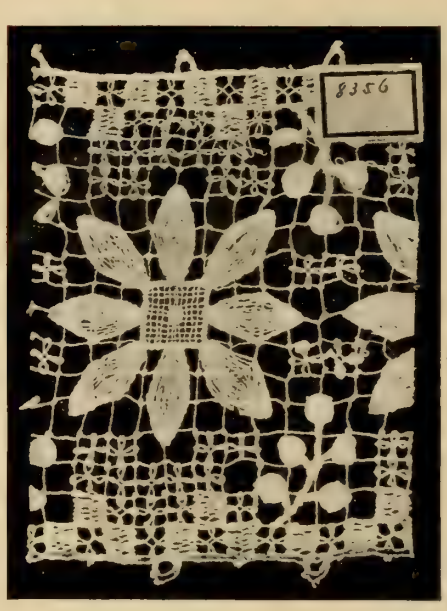
MONTREAL

Laces High Style

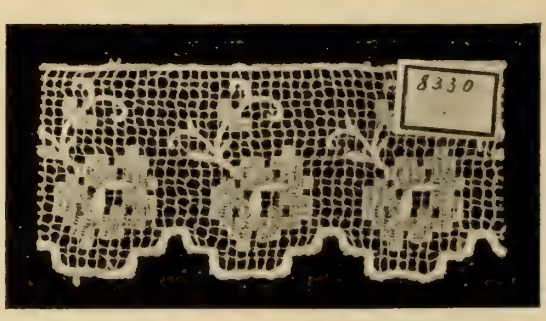
Laces will enjoy a wide popularity this Fall.
Gowns elaborately trimmed with lace will be fashionable.

A cordial invitation is extended you to visit us. You will find at all times whatever is scarce and desirable—

Square Mesh and Tinsel Goods are Leading Features for Fall



Imitation Antique Design.



Showing the Square Mesh in the Pattern

All Departments Ready to Serve You this Coming Fall

¶ A selection from our Fall Stock of Laces, Embroideries, Trimmings, Handkerchiefs, etc., will increase the prestige of your store---

KONIG AND STUFFMANN

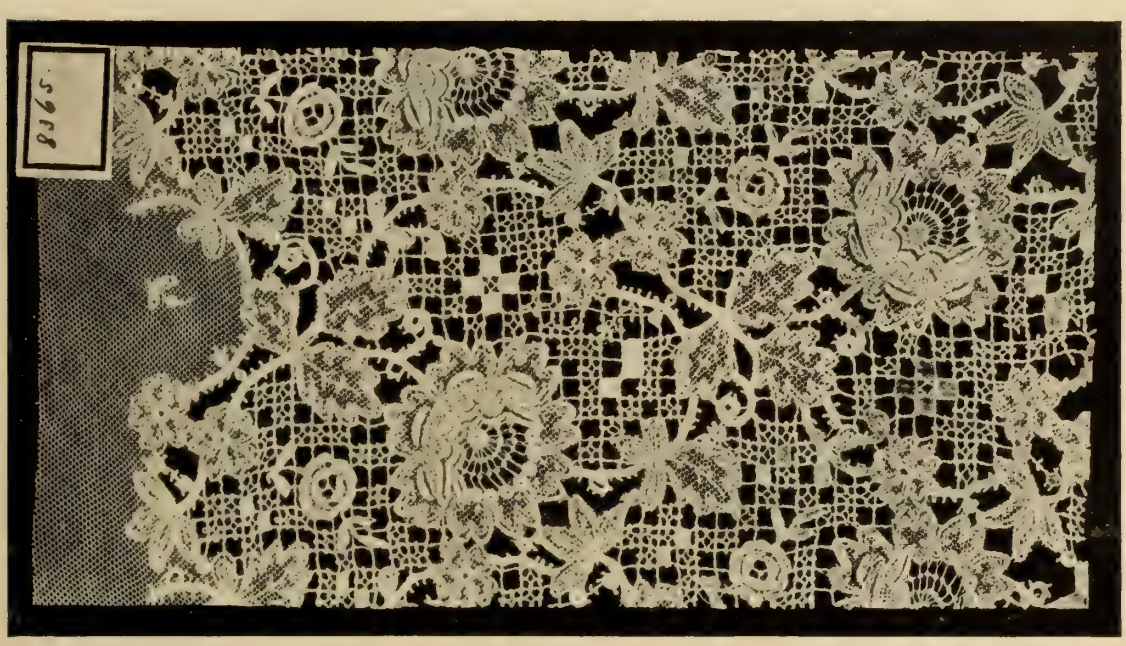
MONTREAL

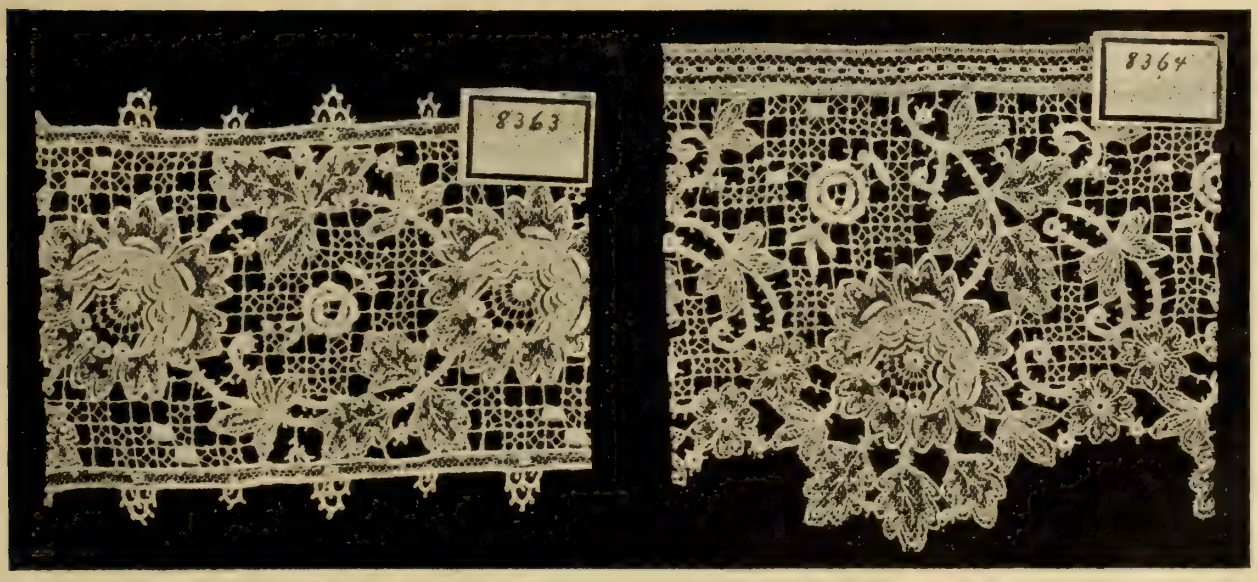
Offices and Manufactories :—BRUSSELS, PARIS, CALAIS, LYONS, PLAUEN, NOTTINGHAM, ST. GALL, LONDON, NEW YORK.

Fashion's Fancies

in

Dress Trimmings and Laces



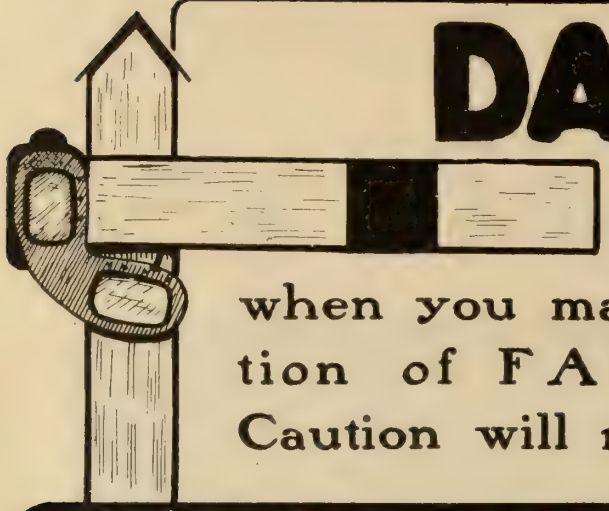


Square Mesh and Point de Gaze Combination shown by

The Leading House for Laces of all Descriptions,

KONIG AND STUFFMANN

Victoria Square, MONTREAL



DANGER

Take care when you make your selection of FALL GOODS. Caution will repay you.

It is a risky business, stocking for your FALL trade, and you cannot be too careful in selecting. Our buyers have had years of experience, and are thoroughly acquainted with the needs of Canadian retailers. We can, therefore, confidently draw your attention to our complete lines in

General Dry Goods
Men's Furnishings
Haberdashery
Woollens, Carpets
House Furnishings, etc., etc.

Come and choose for yourself, or send us your order.

If you buy from

JOHN MACDONALD & CO., Limited
TORONTO

ALL'S WELL



THE DANCYGER'S SAFETY PIN TICKET CO.

Main Office and Factory:
DAYTON, OHIO, U. S. A.

MANUFACTURERS

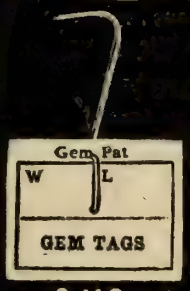
Branch Factory and Office:
TORONTO, ONT., CANADA.
77 YORK STREET

We solicit your correspondence, and will forward samples on application.

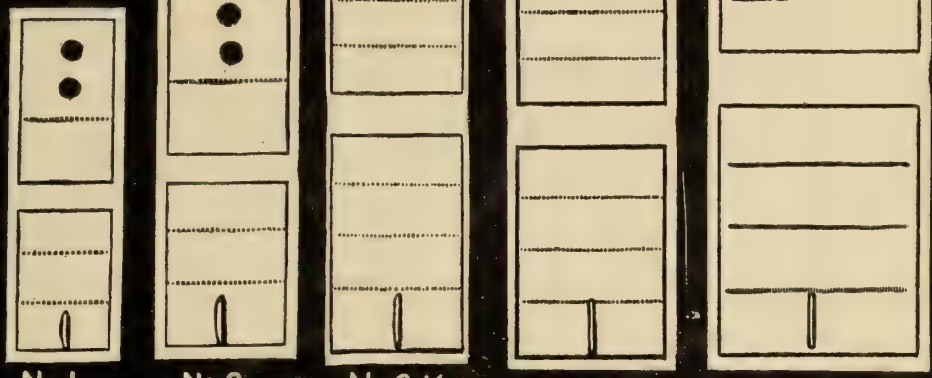
NO DANGER IN USING THE DANCYGER'S SAFETY PIN TICKETS.



SAFETY PIN TICKETS



2 X C

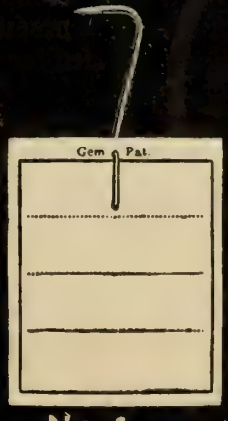


No 1 No 2 No 2½ No 3 No 4

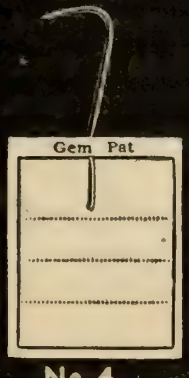
Safety Pin Tickets and "Gems" are the best.



No 8



No 6



No 4



No 3



No 2

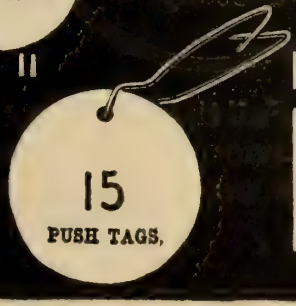


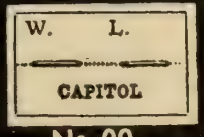
No 1





No 11





No 00

HOSIERY TAGS.



"Capitol" "Excel" "Buckeye"



A



A



No 1

Address all orders to 77 York St., TORONTO

AN ALL ROUND Wholesale Dry Goods Centre—

JOHN M. GARLAND, SON & CO.

OTTAWA, CANADA

The best is none too good

Dept. A
Foreign and Domestic Staples in **Standard makes** at **Let-Live Prices**

Dept. B
English and Canadian Colored Cottons, Shirtings, Flannelettes, Wrapperettes.

Dept. C
British and Home Productions in **Tweeds, Woollens and Worsteds.** Sole Agents for the **Celebrated Airdale Serges.**

Dept. D
French and English Dress Goods, Silks, Satins, Linings, Lawns, Muslins and Printed Goods. Velvets and Velveteens.

Dept. E
Everything for **MEN and BOYS Umbrellas, Raglans, Sweaters, Belts, Half-Hose and special Underwear Values.**

Dept. H
Notions, but not nonsense; the very goods you need for sorting a well cared for stock. **Laces and Embroideries, Handkerchiefs, Belts and Fancy Collars.**

Dept. M
Strictly Ladies' goods and bright new ideas in **Embroidered Blouses in Mull Lawns, etc.; Gloves, Hosiery and Underwear.**

M.O. Dept.
Mail Order Dept. Order your hurried goods through this source and be assured that they will be executed **speedily.**

Dept. T
Carpets, Curtains, Oil Cloths, Linoleums, Jap Mattings, Rugs, Window Nets, Mats Curtain Poles, Shades and Fittings.

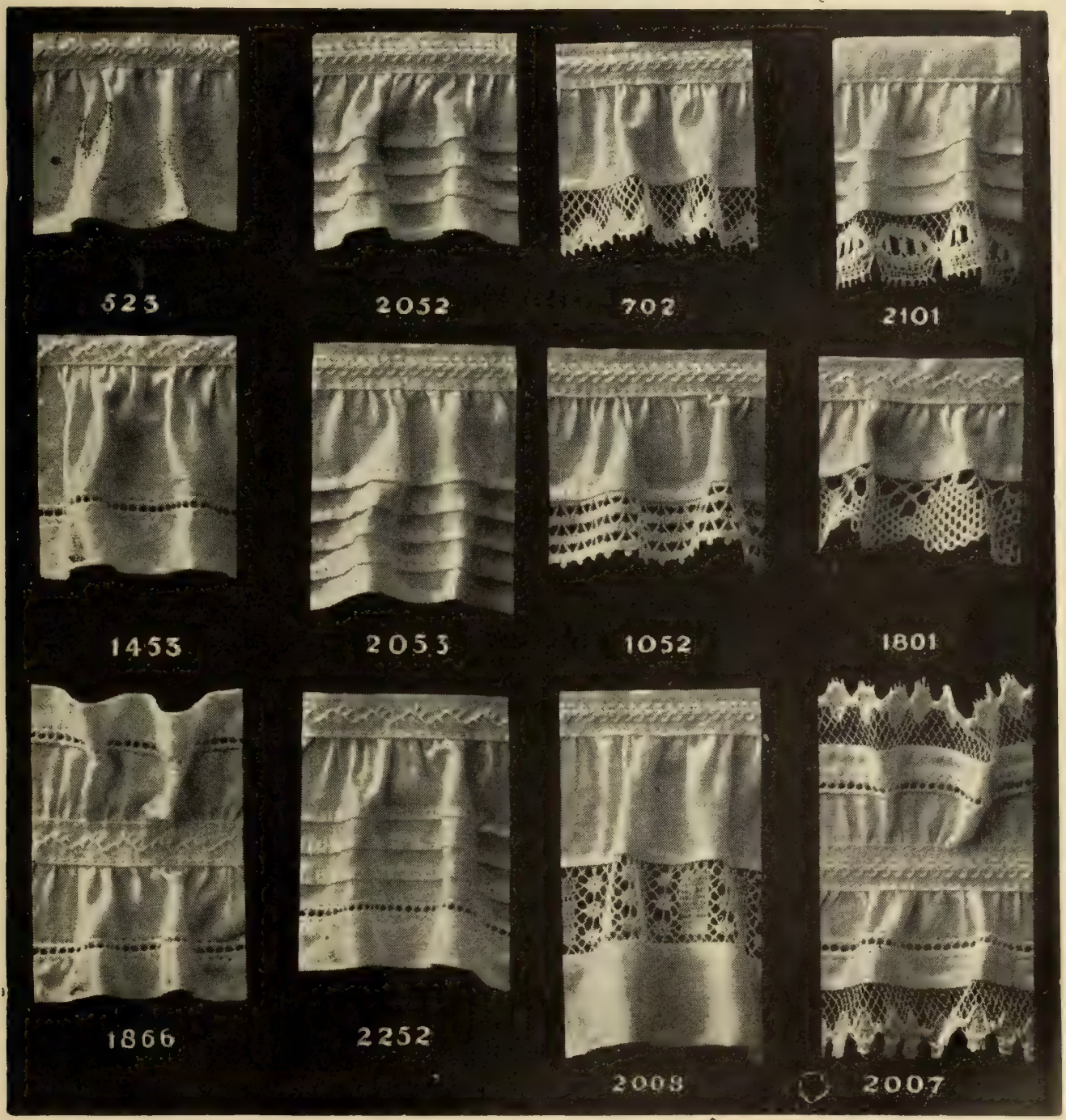
P.S.—The general showing for Fall throughout the various departments is much in advance of any previous season in assortments. We ask you for a look through, when our Travellers are in your town. We bought early and bought right. John M. Garland, Son & Co.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET,"
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

H.M.



There are grades in Mohair, as in every other fabric. But there is only one grade to the Dye and Finish of Mohairs branded **B DA** --- the very best.

We have no second rate process to sell the manufacturer at a low price. He gets only the best from us---and if you ask for the **BDA** Brand you'll get only the best also.

THE

BRADFORD DYERS' ASS'N

BRADFORD

ENGLAND



Established 1832

Cable Address:
"LAW." Bradford

FALL 1907

"Lawrus" Fabrics.

(Registered)

These Goods are rolled on Special boards and stamped "Lawrus" every five yards.

SUITINGS

in all the latest weaves including our new range of

PANAMAS and VICUNAS

The Royal Squadron Serge

The Dreadnaught Serge

Unspottable Finish.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Law, Russell & Co.

Converters of Bradford Goods

LIMITED

BRADFORD AND LONDON

Just Discovered **Perfection in Front Pad Belt Hose Supporters**

Holds the Corsets down in front and relieves the strain on the back

NEW

IDEA INDICATED

ON THIS PICTURE BY

ARROWS

IN

CENTRE

OF

PAD



Patent pending on attachment.

THIS

ATTACHMENT

TO THE

PAD

ASSISTS IN GIVING THE

STRAIGHT FRONT

EFFECT SO MUCH DESIRED BY ALL STYLISH LADIES

Ask your Jobber for this latest Pad Belt Supporter, and if not obtainable from them write to us direct

I. B. KLEINERT RUBBER COMPANY, ***SOLE MANUFACTURERS. TORONTO***

BATTING

Guaranteed free of threads and other weak and lifeless stock.

North Star,

Crescent and Pearl Cotton Batting

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not of shoddy. Ask for ***North Star, Crescent and Pearl Batting***. Be sure you get these brands.

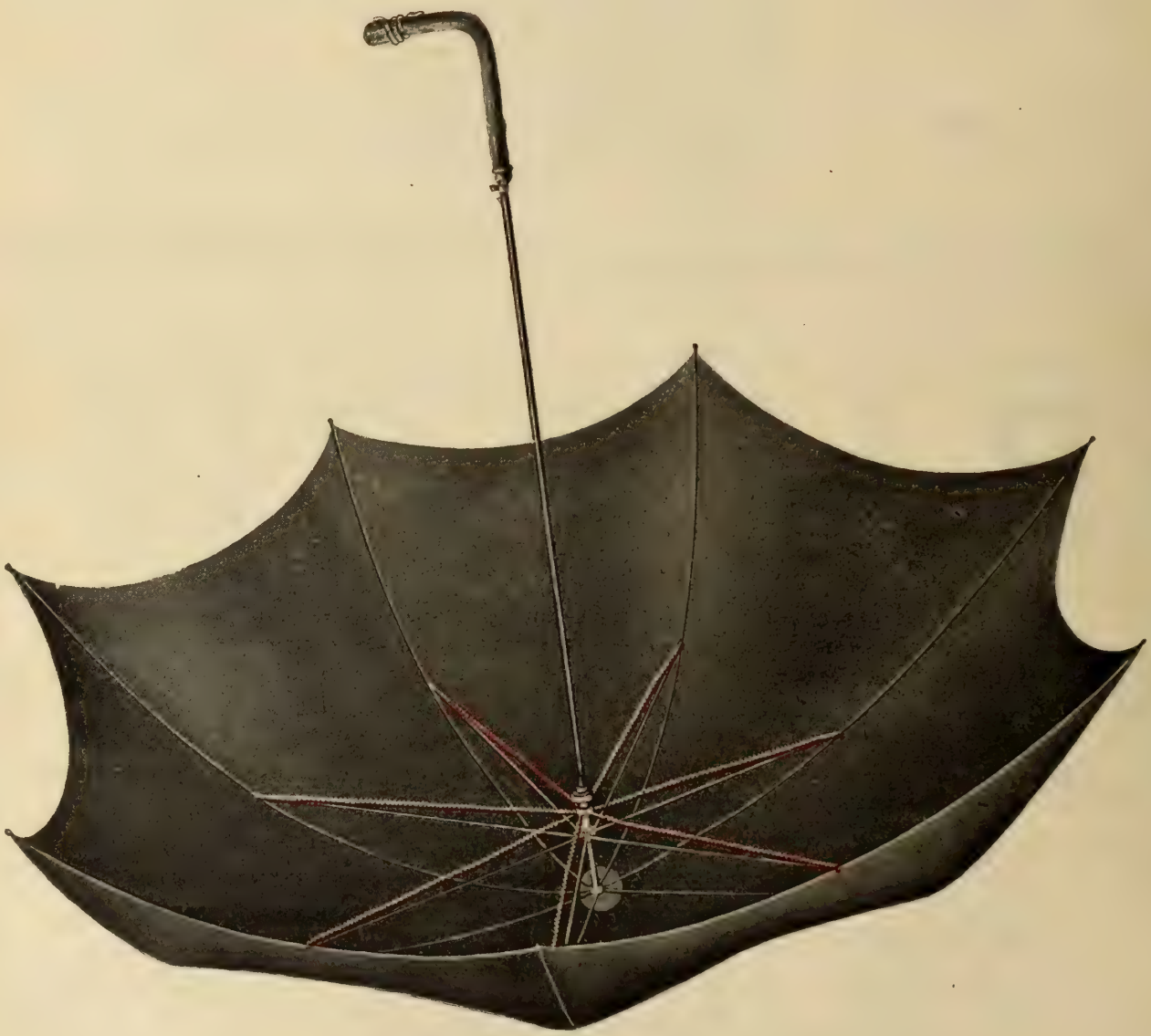
ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill St., MONTREAL

Light Sightly Strong





From all Wholesale Houses

TWINING & SONS, BIRMINGHAM

This label shows size of box

THE
VICTORY
(Or name as desired)

HAIR PIN CABINET,

(Space for name)

TORONTO.

CONTAINING

100

BEST

Hair Pins

5 CENTS

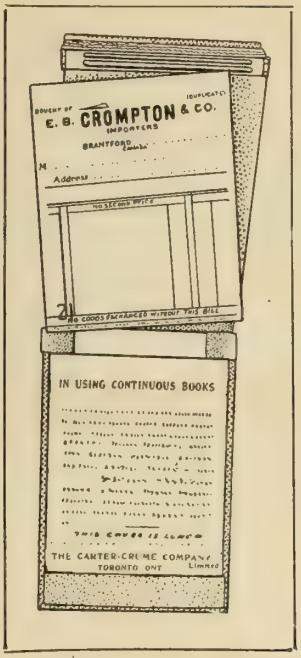
BEST ENAMELLED, ASSORTED SHAPES & SIZES
ENGLISH MAKE

TWINING & SONS

Hair Pin Manufacturers

Canadian Agent:
F. PERCY ROGER
30 Wellington St. W., Toronto

185 Brearley Street
BIRMINGHAM



Cash Sales
Books
THE
CONTINUOUS

is the ONLY PERFECT SALESBOOK made. Numbers guaranteed. Printed in colors. Advt. on back if desired.

WE ARE SOLE MAKERS WRITE FOR SAMPLE

The Carter-Crume Company, Limited

TORONTO, - ONT.

Mention this paper.

THE METROPOLITAN

Capital Paid Up $1,000,000,00

BANK

Reserve Fund and Undivided Profits, $1,183,713.23

Every Department of Banking Conducted with Satisfaction and Absolute Security

Accounts of Individuals, Firms and Corporations Solicited

SAVINGS DEPARTMENT

$1.00 or more opens an account. Interest allowed from date of deposit and compounded FOUR times a year. No delay in withdrawal.



British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D, Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C. Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29.833,820.96

K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.



BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

LATEST SPECIALTIES:

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND
Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO
Please Send for Samples.

SPERO CALICOES

WIDE and vigorous advertising, coupled with a really first-rate article, is creating a big demand for the unrivalled

"SPERO" Calicoes

Do not delay in asking your Wholesale House to show you a full range of samples. All "Spero" Calicoes are made of highest grade cotton, and may be recommended with complete confidence for lasting wear.

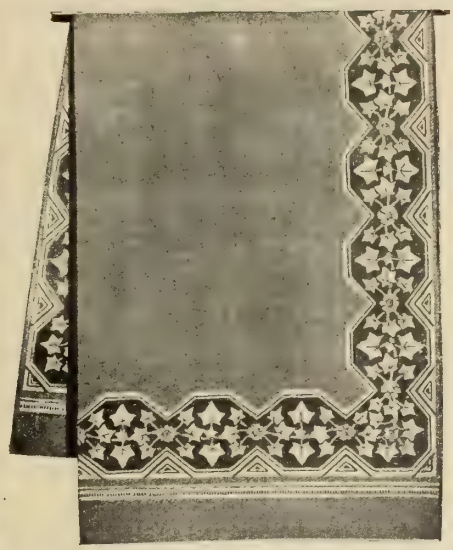
See that that the words "Spero Make" are stamped on the selvedge.

"SPERO" MANCHESTER





PK 2—Harebell



RK 1—Ivy



DK 1—Shamrock

These magnificent art towels made from

"Old Bleach" Linens

are bleached on the grass by the sun and will wear many times as long as if chemically bleached, and in addition have a soft, lustrous, silky appearance which chemical bleaching destroys.

The **"Old Bleach"** linens in their perfection of excellence and whiteness are to be found in all first-class retail stores. A note or postal to us and we will mail you an interesting treatise on linens and how to wash and preserve them.

Trade Mark **"Old Bleach"** on every towel and on every yard of goods

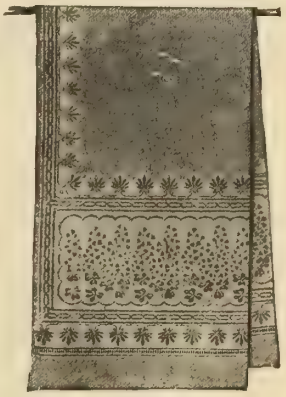
The name guarantees the quality.

R. H. GOSBIE, 30 W. Wellington Street, TORONTO

Irish Linen Agency.



R 1—Fancy Weave



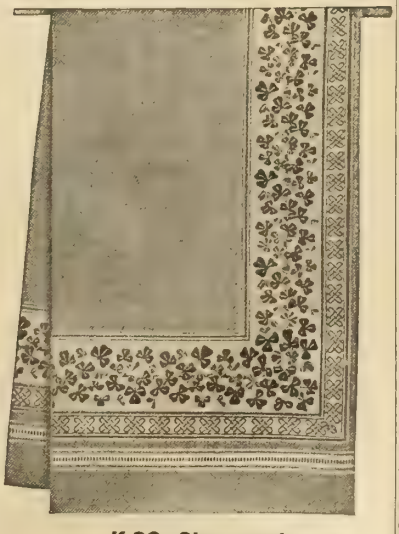
FK 1—Maidenhair Fern



K 13—Convolvolus



JK 1—Honesty Plant



K 30—Shamrock

A few examples of "Old Bleach" Towels.

Why do the Most Successful Merchants Handle Our Silks and Ribbons ?

BECAUSE:

¶ It's here they find the correct styles and the largest range to choose from.

¶ We have the wanted goods at the right time at popular prices.

¶ Nearly every merchant knows where we stand as a Silk and Ribbon house.

¶ Get in touch with us and let us show you some of our lines for Fall, 1907.

DEBENHAMS (CANADA) LIMITED

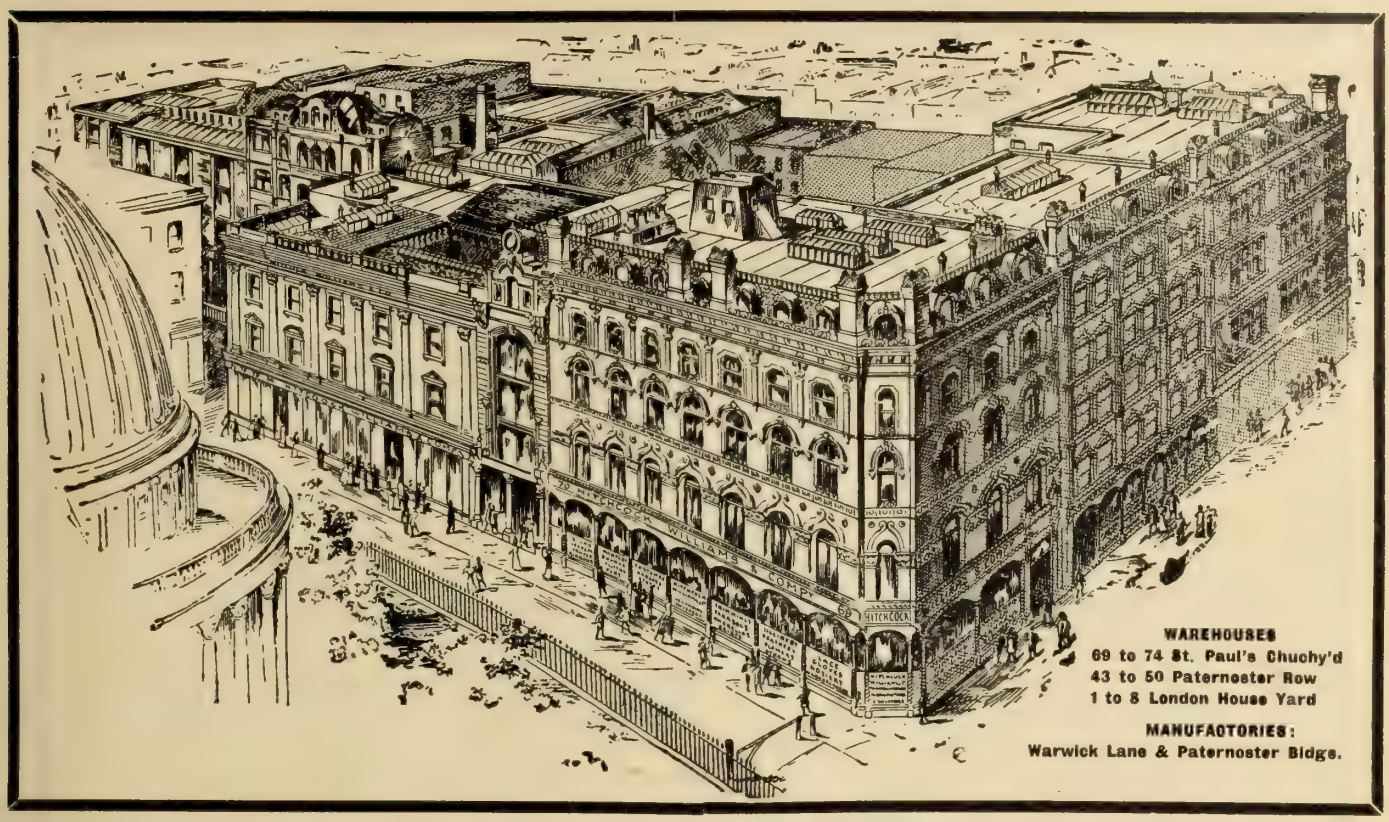
TORONTO

SUMMER PROFITS FOR DRY GOODS MEN

It's what one saves rather than what one makes that sometimes counts most. Trade may be slow in the hot months. But this is a good time to go over stocks and sort out lines that are hanging. Perhaps you're loaded up with too much of some article or fabric of one particular color. Send such goods to these works and let us change the color—to something more staple or saleable.

Dyers and Finishers to the Dry Goods and Millinery Trades for over 30 Years

R. PARKER & CO., - TORONTO, CAN.



HITCHCOCK, WILLIAMS & CO.

Manufacturers and Shippers

ST. PAUL'S CHURCHYARD

LONDON, ENGLAND

Telegrams—"CHURCHYARD LONDON"—A.B.C. Code
Telephones—Nos. 152 and 163 G.P.O. Central

Respectfully announce that on the second week in July they will be ready with the ***Early Autumn Novelties*** in Fancy Feathers, Flowers, Millinery Ornaments and Materials, Untrimmed Felts and Straws, Ribbons, Laces, Blouses, Trimmings and Furs. ***The Models of Millinery, Mantles and Costumes*** will be on show the latter part of July. Also, the latest in British and Foreign Dress Goods, Printed Delaines, Etc.

A CALL WILL BE ESTEEMED.

PHILLIPS & WRINCH, Limited

Specialists in Notionology

SOMETHING NEW EVERY HOUR

Come to us for Smallwares and Novelties. We have always something new, and we believe ours to be the most attractive line in the trade.

Hat Pins in a hundred styles, including hand painted and burnt wood effects.

Beauty Pins, Collar Supporters, Buckles, etc. All the leading novelties, such as the "Swastika."

Cut Steel Studded Elastic and Velvet Beltings in black, white, and fashionable shades to retail up to $5.00 per belt length. Cut Steel Buckles.



The New Carlton Bag.

Combs and Hair Ornaments

We have the best showing we have ever made, Cut Steel, Gold Inlaid, Scroll Work, Jewelled, etc., to retail from 10c. up to $10.00.

Barrettes—all styles, to sell from 10c. up.

Ball Top Hair Pins.



Large Pear Shaped Hat Pin, Burnt Wood Effect.



Gold Inlaid, with Extra Quality Rhinestones—No. 6206.

Beads and Necklaces from 40c to $40.00 per dozen. Necklace Clasps.

Bags and Purses from 35c to $90.00 per dozen.

Most good stores sell the Capsheaf Coilless Safety Pins. If you don't, write for free samples.

PHILLIPS & WRINCH, Limited

76 Bay Street - - TORONTO

Woodfield's Meteor Sharps are the Best Needles. We are Sole Agents.

Pewny's Kid Gloves

Sold by all the leading stores in Canada.

Fit, Quality, Style, Durability

Every pair carries the maker's guarantee.

Full assortment of all latest shades for Fall, 1907, now in stock.

Greenshields Limited

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co. Limited
Vancouver

The W. R. Brock Company. (Limited)

TORONTO

Fall 1907

Trade Probabilities

The forecast we were bold enough to make six months ago in "The Review" has been so literally fulfilled, that we venture to prophesy again.

Fall 1907 will bring to light a similar condition of the market, only in a more aggravated degree, i.e,:---the continuance of advance in prices, and scarcity of many leading lines.

We offer the advantages of some OLD CONTRACTS, but advise the trade that orders MUST BE PLACED EARLY to obtain them.

The W. R. Brock Co. (Limited)

Dept. A.

2 Lines of Oxford Shirting, to retail at.....**10**c. and **12½**c. (worth **15**% more)
475 pieces Standard Indigo Check Shirtings (12 good patterns at mill price.)
200 pieces 8-oz. Brown Denim, to retail at..... **20**c.
3 Lines of 36-in. White Cotton, to retail at..... **8**c., **10**c. and **12½**c. (last year's prices.)
150 pieces 28-in. Navy Flannel ..... (**12½**% below regular price)
2000 Pairs White Wool Blankets, 60 x 80 and **66 x 84,** to retail at.. **$3.00** and **$3.50**

Ask our Travellers to show sample of our White Saxony Union Blanket, controlled by us for the Dominion (each pair put up in separate paper bag.)

Dept. B.

19 x 37 Extra Heavy Huck Towels, Fringed, can be retailed at....**25**c. per pair, worth **40**c.
60-in. "Tiger" Cream Damask Table Linen, " " ..... **35**c., " **50**c.
28-in. Black and Colored Mercerized Sateens, " " ..... **12½**c. " **15**c.
29-in. E. E. Plain Saxony Flannelette (all colors) " " ..... **10**c. " **12½**c.
34/36-in. Striped Flannelette, " " ..... **10**c. " **12½**c.
32-in. Fine Best Prints, all colorings, including Indigoes, can be retailed at .... **12½**c.

Dept. C.

Six leaders in All-Wool Dress Goods, good range of shades in each line, guaranteed best fast dyes and bright finish to retail at **50**c.

V87—**42-in. Victorian Velour Cashmere**
JA118—**38-in. Victorian Satin Cloth**
FF1—**40-in Victorian Panama**
JB42—**40-in. Victorian Coating Serge**
JA128—**38-in. Victorian Venetian**
JA108—**38-in. Victorian Crepe de Chene**

Dept. D.

100 pcs. Job Tweeds, at..... **28½**c.
500 " **56-in. Fancy Tweed and Worsted Suitings** ..... **75**c. to **$3.00**
150 " **Fancy Selicia** (special jobs)..... **13½**c.
300 " **Black and Coloured Italian and Serge Linings**..... ..... (at old prices)
600 " **Canvas, from 7½**c. **to 18½**c.....(all at old prices)
Saltaire and Brockfast Cheviots and Serges

The W. R. Brock Co. (Limited)

Dept. E.

Special Lace Curtains 60 x 3½ yards, to retail at ..... **$1.00** regular **$1.25**
Special White Quilts, 11/4 " " ..... **$1 00** " **$1.25**
Special White and Ivory Curtain Scrim " ..... **10**c. " **12½**c.

A complete stock of **Tapestry, Brussels, Velvet and Axminster Carpets and Squares** in newest designs and colorings.

Dept. F.

"Leader" 1,000 Men's Lined Rainproof Coats, Tailor made, Grey Covert, concave shoulder, deep vent in back, inside breast pocket, to retail at....**$6.50,** good value at **$8.50**
"Lillian" and "Reita" Ladies' Rainproof Mantles, to retail at..... **$5.50**
"Shoofly and Shoot" Men's and Ladies' Primus Frame self-opening Umbrellas, best value ever created, to retail at..... **$1.00**
417—**Cashmere Gloves, Black, White, Navy Seal, Cardinal and Grey,** to retail at ..... **25**c.
392—**Ringwood Gloves,** " " " " " " " ..... **25**c.
W935—**Clouds, in White, Black, Cardinal and Navy,** to retail at ..... **50**c.
98—**Llama Cashmere Hose, 1/1 Rib, Double Knee,** " " ..... **50**c.
Eye-Openers in Child's Vests and Drawers, "Canuck," to retail from ..... **10**c. to **20**c.
T7, to retail from..... **15**c. to **25**c. T4, to retail from..... **25**c. to **50**c.
500 ends of Silk Neck Ribbon, popular colors, much below present value.

Dept. G.

"Her Ladyship" Black Voile Skirts, to retail at from..... **$5.00** to **$15.00**
"Her Ladyship" Lustre Sun Pleated Skirts, Black, Brown, Navy, to retail for..... **$5.00**
Full line of Cotton Waists, to retail from ..... **50**c. to **$3.50**
Dark Colored Print Waists, to retail for..... **50**c. (regular **65**c., very special)
White Cotton Pinafores, to retail from..... **20**c. up to **$1 25** (old prices)
Full line of Silk Waists, all colors and prices in stock.

Dept. H.

Black Cashmere ½-Hose, "Premiere" "Viking" and "Brocknit," special values to retail at ..... **25**c.
"Dandy" Cardigan Jackets, the best in Canada, to retail at **$1.00**
201—**Knitted Top Shirts,** Extra value, to retail at ..... **50**c.
Men's Fancy Flannel Shirts, reversible collar, to retail at..... **$1.00** regular **$1.50**
No. 2775—**Men's Striped Tweed Pants,** to retail at..... **$1.00** regular **$1.25**
H30—**Men's all Worsted Sweaters, Heavy Weight,** to retail at..... **$1.00**

MEN AND METHODS

The stores of Kingston, Brockville, Lindsay and Napanee—Some Interesting Systems Described—Dress Goods Opening — Early Morning Bargains.

VALLIERES', MONTREAL.

ONE of the most attractive stores of its size in the country is that of A. I. Vallieres & Co., Montreal. From the standpoints alike of construction, equipment, fitting and arrangement, this house deserves a high place among the model establishments of Canada. It possesses features that make it worth a visit from any merchant, whether located in a small town or a large city, who contemplates building a new store, or making improvements in his present premises.

The store is 50 x 100 feet, three floors and basement, and both in front and rear has magnificent natural illumination. It is located on a corner. The building is of red stone and quite modern in appearance. It has eight large windows at the side and two in the front.

The Lamson cash system leads from every section of the store to a balcony, in which is situated the office.

The top floor of the Vallieres Building is occupied by carpets and general housefurnishings. Goods are well displayed and everything has a bright, neat appearance. Another uart of the department is given over to blankets, comforters and quilts. The stock comprises lines from the cheapest to the best, for Mr. Vallieres believes in catering to every class of trade.

The equipment of the millinery department on the first floor is unusually fine. Showcases are of the best type, and numerous mirrors give a rich appearance. In the ready-to-wear department, also on this floor, the furnishings are of a high order. There are several splendid fitting rooms in connection.

On the ground floor ribbons and smallwares are directly in front of the entrance.

The basement is devoted almost entirely to floor oilcloths and linoleums. Here also is the reserve stock.

A. I. Vallieres is the sole proprietor of this business. Albert Girard, advertising manager, thus explains the policy pursued in regard to publicity: "We are most careful not to give the public a wrong impression about anything we mention."



Store of A. I. Vallieres & Co., Montreal.

A DRESS GOODS OPENING.

J. Sutcliffe & Sons, Lindsay, have a dress goods opening every Spring and Fall, distinct from the millinery event. It is always held in the evening, and has proved a splendid feature. The store closes at six o'clock as usual, and two hours are spent getting out the display of dress materials. At eight the doors are opened again.

Music is provided, and although the full staff is on hand, no attempt is made to sell anything. It is merely a show calculated to create a decided impression that will bring people back again.

Millinery is profitable. Formal openings are the rule.

Sutcliffe & Sons have been doing business in Lindsay for eight years. They do the buying here for another store in Oshawa. The lines carried are general dry goods, ready-to-wear garments, millinery, house furnishings, furs, men's furnishings, etc. The closing hour during July and August is five o'clock.

The men's wear department is at the rear, well away from the dry goods section.

Some carpets of the very expensive class are sold from sample.

Dressmakers are given rooms in the store without rental, and they sell only this store's goods. The profits, of course, go to themselves.

A very noticeable feature is a notion circle right before the entrance. Of course it is not really circular in shape, but, rather, eliptical. It is about thirty feet deep, so that there is space for the display of plenty of goods. There is a liberal employment of showcases and counter bins.

The store has its own delivery wagon, which leaves for certain sections of the town at certain hours every day. All parcels go to a special desk, and are entered in a book kept for that purpose. The number of the salesman goes opposite, as well as initials of driver and the time he leaves to deliver it. This affords a good means of tracing parcels that go astray. Those that are to go out in a hurry are marked "Rush" and placed in a separate pile. On busy days customers may leave parcels and receive a check for them.

The cost of doing business is not figured out exactly, but the business is departmentized so that a good deal of valuable information is available. Each section is charged with the merchandise received and credited with that sold. To do this it is necessary to dissect the sales checks every evening.

A good many mail orders are filled. This section of the business is mentioned prominently in all advertising matter. An excellent catalogue is issued also, and circulars are mailed from time to time. Regular space is used in papers at Fenelon Falls and Bobcaygeon. We hope to reproduce some of this store's advertising matter in an early issue. It is all of a very good class. It is prepared by W. J. Ferguson, who also has charge of the house furnishings department. Mr. Ferguson realizes thoroughly the value of descriptive advertising and practices it. He won the first prize in a contest conducted by the Lindsay Board of Trade. The subject was the town of Lindsay, and the best ad. was used in several manufacturing journals with the idea of attracting industries. Mr. Ferguson won eighth prize in a New York competition as well. In the house furnishing line he always has his eyes open for business that can be landed by going outside after it.

Sutcliffe & Sons operate on the cash and one price plan. Their store is one hundred and fifteen feet deep by thirty-five feet wide. They could use a great deal more space.

A NEW CURTAIN FIXTURE.

One of the most interesting features of Madill's, Napanee, is their curtain and drapery department. It occupies a separate section with ready-to-wear garments. The rear, and the walls for a short distance down each side, are lined with lockers, four deep. The woodwork is all imitation mahogany, with piano finish. The lockers are dust proof, and have a very handsome appearance. They are set off by a heavy brass rail running round the top. This fixture is Mr. Madill's own idea. "It cost considerable to put in," said he, "but it really saves money for me. I formerly lost in samples every year a sum equal to the total original expense. When you consider this and the greater quantity of goods it helps me to sell you will see that it has been an exceedingly good investment.

Carpets, rugs, etc., occupy an exclusive store, with a window devoted mainly to their use.

Reserve stock is kept in the basement, and at the rear of the dry goods store proper is a platform on which is located the whitewear department. Millinery has never been handled.

Stock boxes are used for hosiery, gloves, veilings and handkerchiefs, and notions are displayed in sets of bins arranged in tiers, which fit into large showcases. Each bin pulls out after the manner of a drawer.

The business is principally cash. However, it is stated in advertising matter that the terms are strictly cash.

The store has a frontage of one hundred feet, a quarter of an acre selling space. Only one floor is occupied. An entirely new front was put in recently.

Madill's is indeed neat and well equipped in every department. We hope in an early issue to reproduce a photo of the front. The lighting is exceptionally good; in fact, the sub-title "The Daylight Store" has been adopted, and it contains no element of exaggeration.

A mail order trade is being worked up, and circulars are occasionally sent out. Another advertising practice followed is that of distributing bills at the market and station every Saturday.

The delivery work is done by boys. All parcels are entered in a book, and as each one goes out the boy taking it signs his name or initials and the time. He must sign again and mark the time when he returns.

No extra charge is made for alterations in the ready-to-wear department, and in selling carpets customers are not required to pay for any goods but what are actually used.

This store employs sixteen salespeople.

DRY GOODS IN WAGON SHOP.

"We have no second price and no credit business," said A. J. Ford, of Lindsay. He was formerly a partner of J. W. Wakely. Four years ago the partnership was dissolved.

Some little time ago Mr. Ford had rather a unique and unpleasant experience. He occupied a store which was owned by one man, while the ground was the property of another. Through a difference in the time at which the lease of the ground and that of the store expired—and of which he was unaware—he was forced to vacate and there were no premises available. He rented an old wagon shop and set his stock up in there until better accommodation could be secured. As he says, it was a pretty stiff blow for a young man to meet, but he weathered it through and is doing very nicely. Mr. Ford is twenty-nine years of age and has been proprietor or co-proprietor of a business for ten years.

Both millinery and ready-to-wear are good departments, and the latter is growing rapidly.

Mr. Ford writes his own advertising matter. Some

that we have before us now is good stuff, into which the descriptive element enters prominently.

He formerly conducted a general store and had sufficient experience with credit business to make him keep away from it entirely.

This store handles ladies' lines only.

A GOOD STORE WITH GOOD METHODS.

Laidlaw & Son, Kingston, occupy premises that are equipped throughout in up-to-date style, and everything seems to be kept in such a way as to show a thorough appreciation of the effect which neatness in a store has on the customer entering it.

The business is not wholly cash. All accounts are



Geo. Vickers' Store, Barrie.

rendered monthly, and, generally, those which are unpaid after sixty days go to the division court. Constant attention to credits is practised and the cash basis is approached as closely as possible.

The first floor is given over almost entirely to ready-to-wear garments and the department is an exceptionally good one. For waists, etc., tables are used extensively. "We sell always from the top," said Mr. Laidlaw. "Customers may look over a garment and ask for a fresh one out of stock. It is then the salesperson's duty to persuade her that the one on display is without any fault that would make it undesirable, without, of course, running the risk of arousing any feeling of dissatisfaction. We find that this works splendidly. Last Fall we had only nine waists in stock that had marks on them. Garments sent out on approval are, when returned, pressed into shape. Another thing that helps is the practice of placing before a customer only a limited number of lines, for too many very often confuses and encourages indecision."

On the first floor is a row of fitting rooms. "When a lady wishing to purchase a garment comes in, accompanied by one or two others, we at once try to separate her from them. The fitting room generally provides a convenient way of accomplishing this. The interest of her friend or friends is engaged by another saleslady, who shows them some especially nice goods. Thus the actual buyer is left free from their criticisms and is sure to be more satisfied with her purchase."

When goods are brought back it is this firm's policy to promptly return the money, and then if the customer wishes to spend it again, well and good. This leaves a good impression on the customer's mind, and the contrary would be the case if it appeared that it hurt badly to give back the cash.

An attempt was made some time ago to charge for alterations, but it did not meet with success. In regard to this question, Mr. Laidlaw remarked: "A retailer who sets out to satisfy all the whims of his customers is only borrowing trouble." The garment section is well lighted.



The Glasgow House, Regina.

The store is equipped with parcel carriers. All goods are conveyed to a special department at the rear, where they are wrapped up. Occasionally they are checked over and re-measured. Salespeople never know when this may be done and it encourages them to be careful. Over-measurement by employes who are serving friends and do not want to be regarded as mean is the cause of considerable loss in many stores. It is seldom done in a spirit of dishonesty.

The department system is not carried out completely and the cost of doing business cannot be arrived at in exact figures.

Outside of the office a merit list is hung, on which is placed each month the standing of salespeople, based on the volume of their sales. This arouses keen competition and establishes a good basis upon which to judge what salaries should be paid. When approached for an increase, Mr. Laidlaw turns to this list and discusses, in a way that must appeal to the applicant as fair and reasonable, whether or not his or her results seem to warrant more remuneration. Then he sometimes observes employes who appear to have all the qualifications of good salespeople, and yet are not attaining a very high place on the list. They are called to the office and the

matter is talked over in a nice quiet way. Badgering is never resorted to. This opens the way for giving effective advice on the topic of salesmanship, and the system brings excellent results. When it is found that an employe is not going to make good, another one is installed. All are impressed with the fact that the better their sales, the more money they are entitled to receive—it all rests with themselves. Thus the firm's best interests are made their interests in a way that impresses them strongly.

Laidlaw & Son do not make a feature of bargains.

On the first landing of the staircase leading to the garment section is a twelve-foot wall case, which is a splendid seller. The trim is changed regularly.

DISCOUNTS PAY RENT, TAXES, LIGHTING.

James Johnston, Kingston, carries no millinery. In ready-to-wear, trade is confined mainly to skirts and white goods. Credits are small and are watched closely. Cash discounts pay rent, taxes and lighting. Mr. Johnston holds very few special sales, and then only when necessary to clear out stock.

EARLY MORNING BARGAINS.

R. Waldron, Kingston, has a corner location, which the business has occupied since 1869. The store is 60 x 82 feet, and three stories high. Ready-to-wear garments are on the first floor and carpets, etc., on the second. The garment trade is good. No charge is made for alterations.

When this store has a bargain to offer its customers the sale is advertised to commence at eight-thirty. It is practically over by ten or ten-thirty, about which time regular business opens up briskly, and the latter is not interfered with. A sale is never put on unless there is something worth while to offer. Mr. Waldron believes his plan has all the virtue of the confinement of bargains to a separate department. "When we cut prices we make them good and cheap, and have lots of the goods as well."

In discussing the great value of a good class of salespeople, Mr. Waldron pointed to two men, one of whom had been with him for twenty-six years and the other for twenty-seven years. "We make it worth a good man's while to stay here," said he. The older hands have a very material influence over the others in the way of coaching them in the best methods of salesmanship.

There is no special parcel desk, but salespeople are liable to have their own parcels checked over at any time. This is part of the store system, and it is not understood to imply any suspicion of dishonesty. Where employes make a practice of giving overmeasurement he thinks that a fine would have a good effect.

Large numbers of small orders are filled. A mailing list has been compiled and circulars are sent out occasionally.

Some credit business is done, but it is limited to customers who are known to be pretty safe.

The store has an interesting arrangement for the delivery of parcels. A young man, who was formerly in its employ, was encouraged to purchase a horse and wagon, on the agreement that he would receive $12 a week in the busy season and $10 a week the rest of the year for his services, he to maintain the horse and pay for all repairs to the rig. There is absolutely no expense to the store outside of the amounts stated above.

"Our cash discounts pay all salaries," said Mr. Waldron, "and we have thirty to thirty-three hands."

INTERESTING VARIETY OF LINES.

Robt. Wright & Co., Brockville, carry an interesting variety of lines, among which are the following: General dry goods, millinery, ready-to-wear garments, men's furnishings, boys' clothing, furniture, carpets, rugs, oilcloths, linoleums and other house furnishings, china and glassware, cut glass, all kinds of kitchen utensils, books, stationery, gas stoves, soaps, etc. The store has a frontage of sixty-five feet and is one hundred and twenty-five feet deep. Wright & Co. occupy two floors and basement. Not a square foot of space is wasted and the need for enlargement is very evident.

Reserve stock is kept in a gallery running along one side of the ground floor, an arrangement which is found exceedingly convenient. Salespeople can go up there in a moment for anything that they may require. Galleries also accommodate the offices and millinery workroom, saving a good deal of floor space.

The "kitchen department" is located in the basement. This includes china, glassware, cut glass, etc. Oilcloths and linoleums occupy the front section. At the rear is the carpet department in a separate room. Quite a large stock of cut glass is carried, and a splendid large show case is used for displaying it.

The accompanying diagram shows the ground floor arrangement. An excellent feature is the notion circle at the front. We are told that the sales from this department are very large. Among the lines carried in it are jewelry and necklaces, books and stationery, souvenir goods, picture postcards, hand bags, pyrography work, combs, brushes, perfumes, toilet soaps, and all kinds of smallwares. Fine modern show cases enclose the department, and they are dressed with good effect. The ground floor is divided into two stores, connected by archways. One is taken up mainly by the splendid garment section, in connection with which are carried belts and neckwear.

The furniture department is on the second floor—the first is occupied by offices, but will be turned into selling space as soon as possible. This line was added about two years ago, and notwithstanding the competition of three exclusive furniture stores, it has gone ahead rapidly. The firm realized that where people purchase their furniture they generally get carpets and other house furnishings, and they considered that they stood a good chance of getting a fair share of the trade. The one price plan was put in operation here, as throughout the rest of the store, and was found to operate materiallly in their favor.

Millinery is one of the strongest departments in the store, so we were told. It is thoroughly well equipped, and the better class of trade is catered to particularly. Formal openings are held.

As stated above, ready-to-wear garments are confined to a separate store. A large window is devoted to them almost entirely. The department is excellently fitted up, and the goods are displayed in an attractive, effective way. No extra charge is made for alterations.

An upholsterer is engaged all the year round. He also looks after the laying of carpets.

Gas stoves are rather out of the line of most dry goods stores, but this firm handles a good many of them. Laundry and other soaps are also sold in large quantity.

On the second floor is located a manufacturing section, where skirts and some lines of whitewear are made. Here all alterations of ready-to-wear garments are attended to. Special orders are also executed for yacht flags, men's athletic trousers, etc.

Dressmaking is a new feature, but it is turning out pretty well.

A good many mail orders are filled, and one girl in

the store looks after all of these. Circulars and bills are distributed from time to time to stimulate this end of the business.

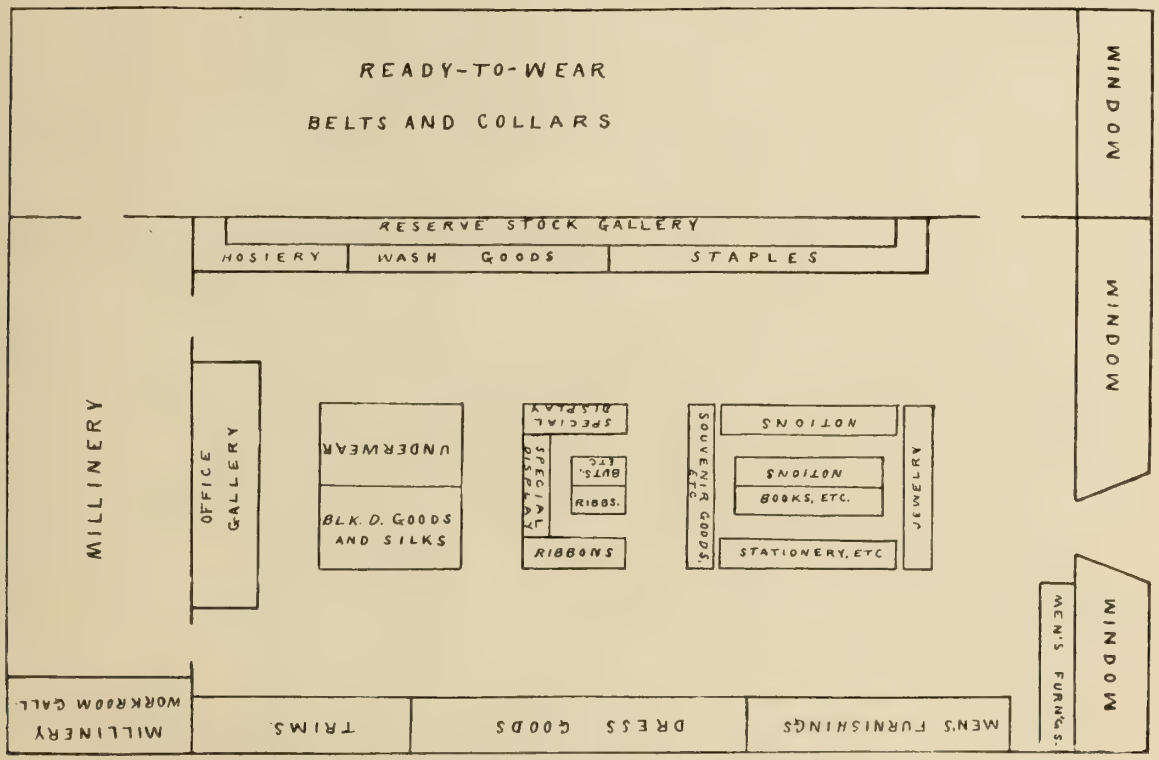
The firm does a good class of advertising. Regular space is used in the local papers, and it is filled with matter that is bound to draw trade. George Wright does all of this work, and he strives to make his matter as descriptive as possible. Only a few items are used each day, but each one of them tells. We have before us several booklets that have been issued at different times. One is entitled "The Carpet Question," twenty pages; another "House-furnishing Hints," twenty pages, and a third, "Views of Brockville and Its Greatest Store," sixteen pages. This last named is exactly what it claims to be. It speaks of Brockville as the "City of the Thousand Islands," and gives a number of cuts showing its beautiful location on the St. Lawrence, some of its public buildings, and interior and exterior views of the Wright store. When a special newspaper ad. is run copies are struck off to be inserted in booklets and parcels. These are always printed on a good class of paper, and it is found that they do good work. Mr. Wright always insists upon a certain amount of style in the setting of ads.

Friday is generally bargain day, and undesirable goods are marked down and cleared out. No special buying is done for these sales.

Each department is conducted as a separate store. There are thirty-three of them, and for accounting purposes they are designated by letters. When a shipment of goods comes to hand it is charged to the various departments receiving it. Then each day's sales from each department are credited. One girl's time is wholly taken up dissecting sales cheques. By this system it is easy to detect any weak spots very soon after they appear, and they may be quickly remedied. Some time ago it was found that the ribbon department was not paying. It was located toward the back of the store, near the millinery section, and instructions were given to have it brought up to the front. A change was noticeable in short order, and now the department is contributing its share of profits. One thing that likely made a difference also is the fact that milliners might often run down and take ribbon for the workroom and neglect to have it charged up. Thus millinery would profit at the expense of ribbons.

"We figure," said George Wright, "that we can afford to pay salespeople five per cent. of the sales. We keep track of each one's sales, and are, therefore, in a position to know just about what salary he or she is deserving of. It is quite a valuable guide."

Robert Wright, founder of the business, started out as parcel boy for a Brockville firm. Fifty years ago he entered business on his own account. His golden anniversary was marked by a special two-day sale, ten per cent. of the cash receipts of which were turned over to the Ladies' Auxiliary of the General Hospital. A window was fitted up to represent a hospital ward. The ladies had a Japanese tea room besides. Notwithstanding the fact that one of the days was very unpleasant outdoors, the percentage going to the hospital was over $200. Of course, it was not necessary to reduce any prices for this sale.



Rough Diagram Showing Ground Floor Arrangement of R. Wright & Co's Store, Brockville.

Fifteen years ago Wright & Co. had nine employes; now they have seventy-five.

The business is not entirely cash, but credits are looked after very closely.

The one price principle has always been strictly adhered to.

The firm has its own delivery outfit. Salespeople wrap their own parcels.

Last December 24, the number of sale checks filed at the office was 2922.

C. H. Post, of Brockville, succeeded Herman Shepherd about ten months ago. He sells for cash only and is progressing very well. The store has been newly fitted up, and seems to indicate a good deal of energy on the part of the proprietor.

WILL MEET ANY CATALOGUE PRICE.

Mr. Baird, in charge of the Brockville store of Baird Bros., who also have a business in Smith's Falls, has given a great deal of study to the competition of catalogue houses, and he talks about as interestingly on the subject as any merchant we have met. We asked him if he often had people quote mail order prices, and he replied, "We sincerely wish they would do so, for that would give us just the opportunity we are looking for. We will meet any price of Eaton's on any dry goods lines. In our store you will always find an Eaton catalogue, and we desire nothing better than a chance to compare figures. Numbers of times we have had customers bring in samples of goods bought through mail order, and our regular price has been slightly lower."

TABLES USED EFFECTIVELY.

When we dropped off at Lindsay, J. W. Wakely had only been in new premises seven weeks, yet he was almost completely settled. On the first floor at the front, is the millinery show room. The furniture is all of the mission style, in dark green Flemish finish, even to the mirror frames. A dark green rug completes a rich effect.

Ready-to-wear is a strong department, in fact, one of the strongest in the store. No extra charge is made for alterations.

House furnishings are located on the first floor and the dressmakers on the second.

Strictly cash and one price is what Mr. Wakely advertises. He had a good opportunity while a clerk to study the workings of the credit system, and decided to have none of it.

Down the centre of the store are six small display tables, which are found very useful. Plenty of space is left for customers to walk round them. One may, on occasion, be used for hosiery, another for underwear, a couple of others for dress goods, and so on. The ledges are kept nicely trimmed also.

When a special sale is to be put on the newspaper announcement is supplemented with hand bills. Circulars are sent out occasionally also, to develop mail order trade.

"Goods right or money refunded," is a motto of Wakely's.

NO MORE BALANCES.

C. J. Corrigan, of Kingston, conducts a cash business In five years he has not had a total of more than $30 on his books, and that amount was made up of balances

"Where there are balances after this I have decided to give it outright to the customer," said Mr. Corrigan. "One day a girl who had been in the habit of buying a good deal from me came in for a skirt, and it happened that she was twenty-five cents short of the price. I told her she could settle the difference the next time she was in. I have not seen her in here since. That quarter cost me the girl's trade."

MAIL ORDERS FALLING OFF.

O'Loughlin & McIntyre, Lindsay, stick as close to the cash basis as possible. Accounts are rendered regularly every month. Very little is lost through bad debts. Several years ago a boot and shoe firm moved there from Peterboro and refused to give anyone a cent's worth of credit. People said they would do very little business, but just the contrary has been the case. This has helped the drygoodsmen and others not a little in drawing the credit strings a good deal tighter.

Millinery is not handled. Trade in skirts and waists is good, but suits have been rather slow.

The firm has little use for bargains except for clearing purposes. They claim to have an unusually clean stock.

Mr. O'Loughlin told us he felt sure the operations of the catalogue houses had fallen very considerably in Lindsay and vicinity the past two years.

MADE FULL PROFIT FROM BEGINNING.

Newman & Shaw, Kingston, opened up in business about two years and a half ago. The first twelve months their turn-over was $32,000 and last year it increased to $42,000. They give very little credit, and that is known to be pretty safe. They carry general dry goods, ready-to-wear garments and some house furnishings. Wash goods is their specialty, and business on that line is exceedingly good. They are endeavoring to make a substantial reputation for themselves in these goods, and the idea is a good one. Such a plan, if successful, is bound to be of great benefit to their business as a whole. Ready-to-wear trade is small yet, but growing.

This firm does not believe in cut prices unless there is a very good reason why they should be offered. "We occasionally offer some inducement in a line or two so as to get the people in where they can see the goods we have displayed," said Mr. Newman. "It is our aim to get as much out in sight as possible." Speaking of the progress they had made, he said: "Some merchants in starting out have an idea that they mush sacrifice goods for a while to make the people take notice. We didn't believe in that, and have steadily followed the principle of making a fair profit on everything. The results have been satisfying.

This young firm appears to have plenty of energy and judgment behind it.

PUBLIC ABLE TO PAY CASH.

The business of R. Davis & Sons, Brockville, was established in 1876, and for many years was operated on the cash and credit basis. Now, however, the firm buys and sells entirely for cash, and since the change was made trade has increased very materially. In speaking of this to The Review one of its members said: "There should not be a dollar's worth of goods sold on credit at the present time; people generally are prosperous enough to pay cash for everything they get. We formerly did a large credit business, and are heartily glad to get away from it. Now we can buy our stock for cash, and I'll tell you the discounts amount to a substantial profit."

The lines carried are general dry goods, ready-to-wear garments, house furnishings and men's wear. Millinery is not regarded as profitable, and has not been handled. Men's furnishings and clothing are confined to the rear section of the ground floor, where they are sufficiently isolated to avoid the difficulties sure to arise when they are mixed in with general dry goods.

Some mail order trade is done, and circulars in this connection are sent out occasionally.

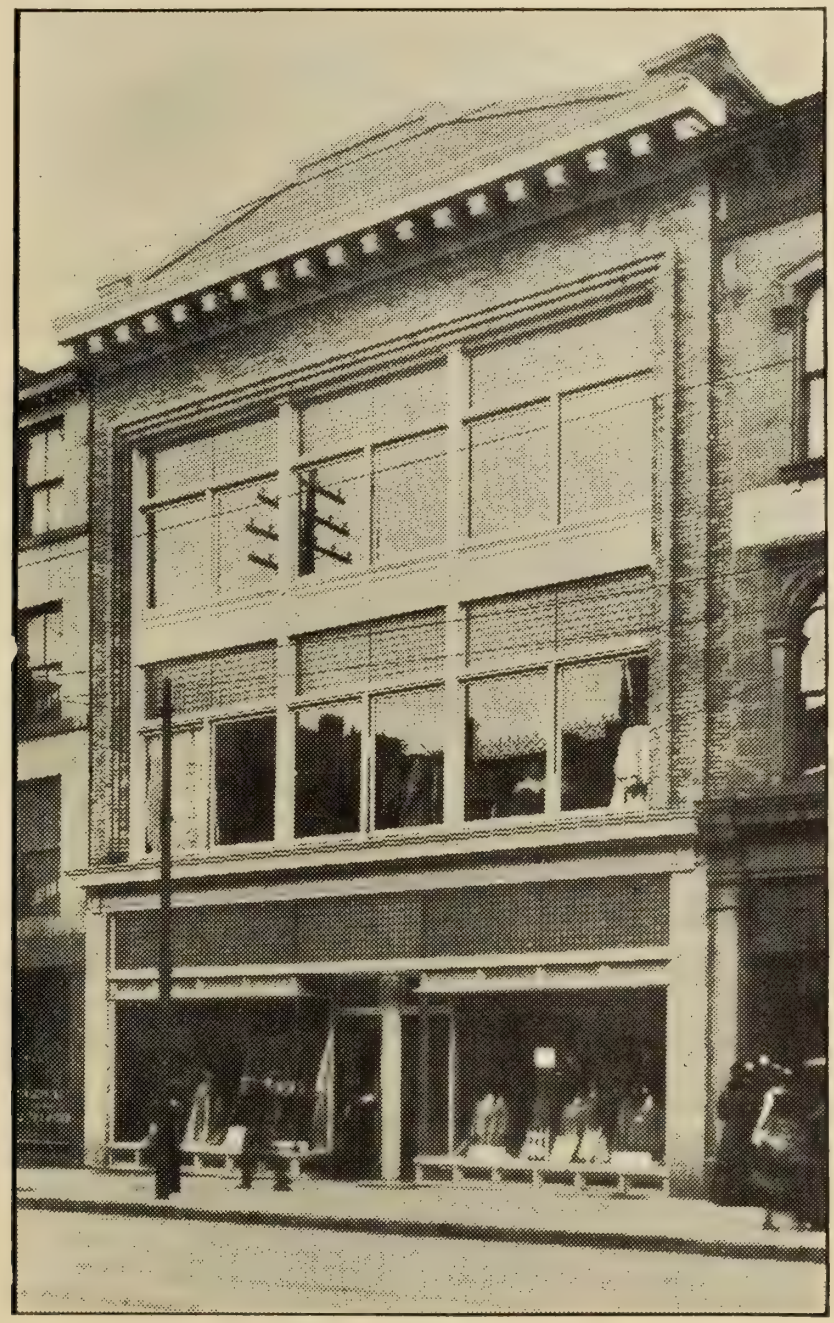
The firm has its own delivery outfit, and it is found to be a good advertisement as well as a big help to efficiency in the general service.

Bargain sales are seldom put on, and then only when it is necessary to clear out some lines. Of course, we do not mean by this that a leader is not occasionally offered in some one department of other.

Regarding knitted goods, in lines where fixed prices

prevail, it has, of course, been necessary to advance figures considerably. For instance, underwear that formerly sold at $1 is now marked at $1.25. The fact that values are not so good this season is made clear to every customer. "We let our people know exactly what they are getting, in the knitted goods department as well as every other department," The Review was told.

Stock is watched closely and when it is seen that a line is not moving it is marked down and cleared out without delay. At stock-taking, goods that are likely to depreciate in value are never reckoned at cost, but at a very conservative selling estimate.



New Store of Finch Bros., Hamilton.

NEW HAMILTON STORE.

Finch Bros., Hamilton, are very proud of their new store, which is illustrated herewith. The first floor is devoted to millinery and ready-to-wear. At the rear are the fitting rooms in connection with the manufacturing-to-order department. The second floor is given over entirely to workrooms.

The store faces north, and the three-ray prisms on each floor provide splendid light. No awnings are necessary.

The colored dress goods department has been brought up to the front of the store, and the change has made a big improvement.

READY-TO-WEAR STOCK BOOK.

The Robinson Co., of Napanee, recently purchased the block which they occupy. They employ a staff of seventy-nine people, and the lines carried are general dry goods, ready-to-wear garments, millinery, furs, house furnishings and men's wear. The last-named department is confined to an exclusive store.

No section of the business has shown a larger increase than the ready-to-wear department. It occupies a good

deal of space on the first floor. Alterations are not charged for except on goods sold at cut prices. There is an excellent system in operation for keeping record of stock and sales. When a shipment of, say, skirts, is received, they are entered singly in a stock book and numbered. There are columns also for cost mark, name of purchaser, with address, selling price, and dates both of receipt and sale. As each garment is sold the salesperson detaches the tag and marks upon it the buyer's name and address. This is filed at the office. Each evening the tags are gone over and the information which they contain is entered in the stock book. By this system a complete record is always on hand and from it can be taken the best kind of a mailing list for any literature the firm wishes to send out.

"The chief value of this system," Mr. Robinson told us, "is that it leads us to figure out why people who purchased garments from us last year have not done so this year. We keep track of men's clothing in the same way. The time required to do this amounts to very little."

Millinery pays a profit. Formal openings are held.

The day we visited this store the representative of a fur house was there taking special orders for furs. The firm urges upon its customers the desirability of purchasing in the quiet season.

In answer to a question by The Review, Mr. Robinson said he believed he did much less business than formerly in Napanee and district surrounding. This store does a mail order business itself, and sends out circulars to encourage the growth of this department.

A limited amount af credit is given, but it has to pass close scrutiny before being allowed.

The store has its own delivery wagon. A new one of handsome appearance was purchased recently.

We found the ledge down each side of the dry goods section given over to hosiery. It was the biggest display of the kind we have yet seen. The trim conveyed the idea at once that hosiery is a department of importance with this firm. We were informed that this is a fact. The advertising man won a prize in the Louis Hermsdorf ad-writing contest some time ago, which goes to show that he is well capable of presenting hosiery as well as other store news in an interesting way.

The Robinson Co. have decided to make extensive alterations in their premises. Another store will be taken in, which will allow of a good part of the present men's wear section being annexed to the dry goods store proper. A lot of new space will be opened up on the first floor, one half of which will be given over to ready-to-wear garments.

VALUE OF CONVENIENT LOCATION.

With Crumley Bros., of Kingston, millinery has hardly paid its way the last two years, and at best it has done no more than meet expenditures. The showroom is tasty, and in the centre is a heavily upholstered circular seat, surmounted by a palm.

With every cash sale a coupon is given and when they total up to a certain point they may be exchanged for a rocking chair, a piece of fancy china, or one of a variety of other articles. It is found that this plan encourages customers to pay cash

Formal millinery openings are held. The occasion is marked by special displays in all departments. A band is sometimes engaged and draws big crowds, upon whom it is desirable to make a good impression.

Carpets, oilcloths, linoleums and other house furnishings are carried on the second floor. An elevator will, no doubt, be absolutely necessary before long.

Veilings were formerly kept in the millinery department. Customers have been known to enquire for them and turn and walk out when told they would have to go to the first floor. Then a fixture was purchased and veilings have since been displayed near the front of the ground floor. Part of the stock is now carried, and more goods were sold the first week than during a whole month under the old arrangement.

Stock boxes are used for hosiery. They paid for themselves in a short time after their installation.

On the ground floor shelving was removed from one section and a rod placed along the inside of the top. Stands used for displaying waists, in boxes, are hung from this, and there is still room for another row beneath.

This store employs forty-five hands, thirty to thirty-five of whom are salespeople.

A FINE LINDSAY STORE.

Dundas & Flavelle, Lindsay, have an exceptionally fine store and we should judge that it gives a fair indication of the volume of trade which they do. On the ground floor are general dry goods, ready-to-wear garments and men's wear. The office at the rear occupies a good deal of space. Millinery and house furnishings are located on the first floor.

Men's wear is an important section. Fine, large showcases are used for the display of furnishings and wardrobes and tables for clothing. Boys' clothing is made a separate department. Some time ago a wall case for hats was purchased and placed near the entrance to the men's section. It paid for itself in a short time.

This store does a good class of advertising and always has its windows well trimmed.

We will give a diagram showing arrangement of departments in an early issue.

MAINLY HIGH CLASS TRADE.

On another page will be found a cut and diagram illustrative of the splendid store of Steacy's, Kingston. It is one of the best to be found in the smaller cities of Ontario.

This store operates principally on high class lines, and not only attracts its fair share of business from Kingston and vicinity, but gets a good deal of American trade as well. One member of the firm stated to us that very little dress goods was sold at less than a dollar a yard, and more waists are disposed of at $3 to $6 each than below those figures. A large stock of trimmings is carried, some lines running as high as $4 and $5 a yard.

The strictly cash system has not been adopted but credits are confined to people who are known to be safe, and all accounts are rendered monthly.

Millinery is a big department. It is located at the front of the first floor and the large windows shown in the cut give excellent light. Formal openings are held.

The ready-to-wear section is one of the most active in the store. No charge is made for alterations.

A great deal of attention is given the trimming department, which ranks among the best in Canada, not excepting even the large city stores. Joseph Stacey is recognized as an authority on trimmings. Eleven hundred lines are carried, and an unusually large selling space is devoted to them. A sample of each is shown in

books made specially for the purpose. A number opposite corresponds with the number on the stock box.

Dressmaking is in charge of a French modiste. Of course in itself it is not profitable, but through it a great deal of dress goods and trimmings are sold. The department is entered through a waiting-room, well fitted up. Here some high class gowns are displayed on forms. One lace gown that we saw was priced at $100, exclusive of the cost of making.

Hosiery is carried in stock boxes.

Each department is charged with goods purchased for it, and credited with the goods sold. For accounting purposes the various sections are by letters, A to O. One reason for not carrying out the department idea completely is that certain customers insist on the services of certain salespeople, no matter what they are buying.

A large number of mail orders are filled. Newspaper advertising is relied upon mainly to draw this trade, although formerly a catalogue was issued.

This store turns its stock over three times a year.

The windows are always well trimmed, and the ledges and fixtures are well taken care of in this respect also. Prices are seldom placed in the windows. "In a place the size of Kingston," it was explained, " a lady buying a dress from us would go down street and everyone who pays attention to such things would be in a position to remark : 'Mrs.——— is wearing a new dress, and it cost $—— a yard at Steacy's.' "

Parcels are all wrapped at a special desk which is in charge of an inspector and two girls. The former keeps track of all sales and the total has to correspond with the cashier's returns every evening. Parcels are delivered by the firm's own wagon.

The staff numbers seventy-five. "We get the best help obtainable," The Review was told, "and it certainly pays to do so."

Stock boxes are used for underwear. The dimensions of the store are 100 x 50 feet.

WELCOME COMPARISON WITH CATALOGUE PRICES.

Lewis & Patterson, Brockville, used to carry millinery but dropped it because profits were too small. The firm does some mail order business.

The Review had quite an interesting conversation here in regard to competition of catalogue houses. This firm would welcome comparisons by customers between its prices and values and those of Eaton's or other concerns. "Our dress goods girls generally run down to Toronto when on vacation and take a pretty thorough look around the big stores. They find no prices quoted in this line that we cannot meet."

ANOTHER CASH BUSINESS.

E. E. McGaffey, Lindsay, does an all-cash business. He carries no millinery. The lines handled are general dry goods, ready-to-wear garments, men's furnishings and clothing, and house furnishings. Mr. McGaffey is a big advertiser. He finds that his customers are demanding a better class of goods in all lines. Ready-to-wear is a particularly good section.

Lady (in draper's shop): "And is this color also genuine ?"

Assistant : "As genuine as the roses on your cheeks, miss."

Lady : "H'm ! Show me another one."

GEO. BORGFELDT & CO.

A Dominion charter has been granted George Borgfeldt & Company, Limited, Toronto, with a capital of $50,000, divided into $100 shares. The incorporators were Marcell Kahle, merchant, and Emile Kaufmann, merchant, both of New York; James Bicknell, barrister; James W. Bain, barrister, and Alfred Bicknell, barrister, of Toronto. The object of the company is "the importing, selling, buying and dealing in chinaware, fancy goods, toys, novelties, notions and other articles of domestic or foreign manufacture."

PARTNERSHIP REGISTRATION ACT.

Sixteen St. Thomas firms were served with summonses to appear in court on a charge of violating the Partnership Registration Act, by not registering their co-partnerships, and for carrying on business under a certain name for at least six months without complying with the terms of the Act. The informant gave the name of W. H. Fry, Toronto, but it is not known whether he is acting for himself or the Government. The law provides a penalty of $100, half of which goes to the informant.

BE NOT CONTENT.

Be not content—contentment means inaction;
The growing soul aches on its upward quest;
Satiety is twin to satisfaction;
All great achievements spring from life's unrest.

Were man contented with his lot for ever,
He had not sought strange seas with sails unfurled;
And the vast wonders of our shores had never
Dawned on the gaze of an admiring world.

Tiny roots, deep in the dark mould hiding,
Would never bless the earth with leaf and flower
Were it not an inborn restlessness abiding
In seed and germ to stir them with its power.

Prize what is yours, but be not quite contented;
There is a healthful restlessness of soul,
By which a mighty purpose is augmented,
In urging men to reach a higher goal.

So when the restless impulse rises, driving
Your calm content before it, do not grieve;
It is the upward reaching and the striving
Of the God in you, to achieve, achieve.

SAVING SPELLS SUCCESS.

Thoughts grow, men grow, and the universe grows, but none of these expands as easily and naturally as money.

Men with small salaries often argue that they have little chance to gain much wealth, but they overlook the principle that a man is rich or poor not because of what he earns so much as because of what he does or does not save. Little boys usually begin playing ball by making soap bubbles; but they are not satisfied until they have the largest, strongest football money can buy. Likewise young men starting out to work usually begin with meagre salaries, but if they save part of their earnings they often have a good-sized fortune before they are old.

A wise investment means a chance to double capital, while money frittered away will certainly bring its owner no return.



CARPET SECTION—Robt. Wright & Son, Brockville.



KITCHEN SECTION—Robt. Wright & Son, Brockville.

Business Management.

By HOWARD R. WELLINGTON.

The Evolution of Bookkeeping Methods.

From the earliest times those engaged in "barter" or trade have found it necessary to keep a record of their transactions for reference, especially so in the case of transactions not carried out on a cash basis. The ancients used to cut their entries in stone tablets which served the purpose of books, a crude way, and one which would not suit a few of our modern book-keepers, who are in the habit of making mistakes that require correction.

Single Entry.

Single entry book-keeping was used largely for a number of years, and is in use by a large number of concerns to-day; but the necessity of obtaining more practical information in reference to the cost of running a business and the profit of trading, has forced the adoption of the more modern double entry methods. The distinguishing feature of single entry book-keeping is that only personal accounts are kept in the ledger. This system of book-keeping contemplates only such a record, or the filing of only such documents, as will enable the proprietor to determine at any time the assets and liabilities of his business. For this purpose the practice is to journalize and post personal accounts only. Cash receipts and payments are entered in the cash book, and bills receivable and payable in the bill book. Since no accounts showing gains or losses are kept in single entry, it follows that an itemized statement of the gains and losses of the business cannot be obtained, hence the development of the double entry methods.

The net gain or net loss of the business can be determined, however, in the following manner: First, ascertain the present worth by finding the difference between the assets and liabilities, and then compare it with the investment. If the present worth is greater than the investment the difference shows a net gain; if less, a net loss.

Double Entry.

The object of modern double entry book-keeping is to determine, at any time, the true condition of a business.

The underlying principle of double entry is, of course, that every debit must have a corresponding credit entry. The general rule in making entries may be clearly stated as follows: *Debit whatever costs value or receives value, and credit what produces value or parts with value. If this rule is observed the book-keeper need never go astray in making an entry of any nature. The principal books used in double entry are as follows:

The day book, which comprises records of sales and purchases.

The cash book, which records cash and bank transactions.

The bill book, which records all bills receivable and bills payable.

The journal, which records now-a-days transactions which cannot be conveniently recorded elsewhere, adjusting entries, etc.

The ledger, which contains the final results gathered together and posted from all the other books into the various accounts.

Sales Records.

Notwithstanding the great advance made in recent years in the science and practice of accounts, it is only to be expected that in some quarters antiquated and clumsy methods will yet be found, which are dear to the merchant's heart. A book-keeper for a retail dry goods store once complained of the overwhelming amount of work he was called upon to perform. This work had largely to do with recording credit sales. The sales tickets were made out in duplicate by the salesman, the original copy of which was handed to the customer, the duplicate sheet being given over to the book-keeper to record. From these sales tickets a day book was written up by copying item by item in detail, and from the day book each item was carefully copied into a sales ledger, this being considered necessary in order to provide each customer with a detailed statement of the purchases made during the month. Naturally the next step would be to copy each item again on the monthly statement which was presented to the customer in detail on the first of each month.

Stop and think a minute! Suppose there are five hundred accounts on the books of this merchant and each customer buys from three to four times a month, each sales item being recorded four times in detail, think of the time wasted in re-copying such items. Perhaps such an illustration is unusual in the actual course of business, but there is no doubt that a great amount of thought and system could be intelligently applied to our records. A system for recording sales to the best advantage, and with the best results, will be illustrated in a subsequent issue of The Review.

The Cash Book.

The cash book with a number of columns is the most popular in use to-day. Special columns on the debit side for "bank," "cash sales," "bills receivable discounted," or any other suitable heading may be arranged. On the credit side in addition to the usual column for the bank account, the expense accounts may be sub-divided under any number of headings, such as postage, stationery, expense, freight and duty, etc., the totals of all these columns being posted at the end of the month.

The main feature to bear in mind in dealing with a cash book is that it is simply a ledger accouunt, the items on the debit side being posted to the credit of some other representative account, and the items on the credit side being posted to the debit of the respective accounts named.

THE MACFARLANE SHOE CO.

A Dominion charter has been granted the Macfarlane Shoe Co., Limited, Montreal, with a capital of $150,000, divided in $100 shares. The incorporators were: Norman Macfarlane, manufacturer, of Westmount, and Howard T. Perry, superintendent, and Chas. H. Buchanan, accountant, both of Montreal, and Edgar Gauthier, manufacturer, of Outremont, and Oscar Ethier, bookkeeper, of Maisonneuve. The object of the company is "to manufacture, buy, sell, and otherwise dispose of boots, shoes, gaiters and every sort and description of footwear."

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

The bashful lover may get there in time ; but advertising on the same plan is liable to prove a losing proposition.—Rusty Mike's Diary.

It's on record that we endorsed Rusty Mike's philosophy. He hits the nail square and true on the head, as a general rule ; but this time he merely strikes a glancing blow. A coy, young thing, newly out, may admire a heroic dare-devil, but the woman worth winning has a good deal of respect for the easy-going, bashful suitor. She feels that the bashful one is peculiarly her own. He is easier managed than a broken colt and nothing short of an earthquake ripping up a great gulf betwixt them will keep her from annexing the lad. We're not so smart as we think we are. We think that we are the whole outfit in the march to the altar, while, as a matter of fact, the majority of us are led up there to tip the parson before we realize that the lady in the case is playing all the trump cards.

The veteran lover feigns a bashfulness so like the real thing that even designing mammas are fooled. Why ? Because when it comes to making "the dearest girl on earth" Mrs. Jones, bashfulness wins every time. Young man ! if you would profit by the sweat of her father's brow—prance about as innocently as a babe in the surf and she will consider it a call from heaven to shield you from the wiles of wicked women and reveal to you the nature of a perfect lady's love. I'm not soaring into the realm of poetry and emotion ; on the contrary, I am handing out petrified facts.

* * *

The bashful lover is a sure winner and, although Rusty Mike's analogy was most unfortunate, quite a number of ads. would be more forceful if statements made in them were tinged with a little bashfulness. The brand of advertising which does not betray that bashfulness inseparable from "sweet reasonableness" is worse than it might be. Human nature is about wearied of the notoriously unwarrantable phrases and assertions of the ordinary ad-writer. The manufacturer and wholesaler, and in fact the professional adman err more in this respect than retail merchants.

"The Best on Earth !"

"Competition Defied !"

"You cannot Afford to Do Without It !"

These are familiar samples of assertions and phrases occurring in unbashful advertising, which do more to antagonize reasonable buyers than most seem to imagine. Study the publicity pages of our popular magazines and you'll be startled. There are always several Best Automobiles, Best Pianos, Best Talking Machines. Again and again you'll read of manufacturers in the same line defying competition, and, of course, there are a thousand and one articles which you positively "cannot afford to be without." Often these ads. betray literary and artistic ability, but one must infer that the writers are woefully unobservant, and about as ignorant of human nature as the inmates of a young ladies' seminary. When a man tells me that he has reasons for thinking his brand of goods the best on the market I am inclined to investigate. But when a merchant or manufacturer boldly declares that his special brand is the best on earth, or defies competition, or merely intimates that I cannot afford to do without a certain article, well, I'm inclined to show him differently. I am prepared to assert, and practically prove, that space in some of our best magazines, trade journals and newspapers would be cheap at about double the price. Month after month and year after year one sees various brands of exaggerated advertising appearing in our best papers and periodicals. These ads. do pay. But how much more would they mean to the manufacturer if the man who prepared the copy were sufficient of an expert to abstain from all too extravagant claims. You wouldn't buy a three-hundred acre farm in the wheat belt for the purpose of raising wheat on thirty acres. Nor would you cultivate the land thoroughly and then scatter unproductive grain over the most of it. And, yet, more than a few merchants and manufacturers do something extraordinarily like that. They buy valuable space and cover it with unproductive generalities. Or they fill their copy with exaggerated statements, and that's just as bad business as sowing tares among wheat. Every exaggeration reduces the effectiveness of advertising copy by a percentage in the ratio of its distance from the truth. Miraculous happenings can only appeal to ignorant people. The buyers of the world's merchandise are reasonable men and women, more or less, and they are becoming more reasonable. Even Rusty Mike will admit that his bashfulness on the august occasion was accepted by his lady as the highest form of flattery. Mike, you'll have to revise your diary ! Of course, our readers realize that the philosopher of the coast refers particularly to the man who only advertises on his wife's birthdays. A woman's birthdays are never very frequent, and there comes a time when she refuses to acknowledge them. Some business men advertise on the same plan. They never get the habit good and strong. And they abandon the game before they realize its significance in the least degree. It is this sort of bashfulness that Rusty Mike righteously deplores.

* * *

The ladies of Hamilton are bound to be considerably interested in the really good advertising of "The Right House," appearing regularly in the papers of their home city. Hamilton merchants are sometimes called slow by their brethren of Toronto ; but one has only to study

Hardwood floors
ARE modern, economical —best in every way. We handle the flooring of America's best maker. Come in. Let us tell you all about it.

THE RIGHT HOUSE

THE WEATHER: FAIR AND COOL.

Shades to order
ANY size, any color, well made and dependable, only best cloths and rollers are used. Let us measure your windows and make you an estimate.

The store with the goods and the values

THIS STORE stands in a unique position, in its exceptional ability to serve the public in a highly satisfactory manner. This fact is further demonstrated this season by the increased largeness of the stocks, the broader varieties in everything that is new and good and fashionable in spring and summer merchandise—Is conclusively proven by the immense superiority of values.

Sixty-four years of business have brought The Right House into close connection with the best manufacturers of Europe—manufacturers who will not sell to competing stores. This season many hundreds of new customers are testifying to the supremacy of Right House values—to the goodness of Right House qualities. The immense volume of our business this season has enabled us to secure from our foreign manufacturing friends many over-productions and special bargains at prices away below regular. These are here and ready for you. The warm spring days will crowd the store as never before. Shop now, early in the season and early in the day, while the best of these great special value offerings are still here.

THOMAS C. WATKINS

Beautiful and distinctive millinery—exceptional values tomorrow



BEAUTY, distinctiveness, unparalleled values and excellence of qualities have been the factors toward this season's immensely increased sale of Ready Trimmed and Trimmed-to-Order Hats. We send, twice a year, an expert millinery buyer direct to Paris to study styles and buy direct of the great manufacturing milliners there the beautiful things to make "distinctive Right House Hats." There is no question this season of where to go for one's hats—The Right House presents the largest and best assortment of becoming and practical hats, and by far the best values.

Jaunty, practical trimmed hats at only $3.50

FOR Thursday we offer a range of smart Trimmed Hats in sailor and mushroom shapes, made of rustic and mohair straw braids and trimmed with flowers, wings, ribbons and fruits. Trimmed in charming fashion by our best trimmers. These are new and effective, and would be worth elsewhere $5 to $6 each. Special sale price for Thursday, $3.50.

Tailor suit hats and trimmed hats $5

REAL value here $6 to $7.50. Other stores would have to ask $8 and $10 for anything approaching these in beauty, style and quality. The tailor suit hats are in fancy braid, mohair, chip and rustic straw shapes, trimmed with ribbons, quills, wings, tulles and ornaments. The trimmed hats are in the newest shapes and are trimmed with flowers, foliage, fruit and ornaments. No two alike. Colors to go with any costume, also black. Special Thursday price, $5.

Trimmed hats $6.50

Worth elsewhere $10. Good value here at $8. A nice variety of these stunning Right House Hats on display and sale tomorrow. All are distinctive, stylish and beautiful. New spring shades, tans, champagnes, browns, greens, blues.

Hats $8 to $11 each

A beautiful array tomorrow. We have outdone our own good value records at these prices. The splendid style, the beauty and the excellence of qualities have never before been achieved at prices so wonderfully low.



—Second floor.

THOMAS C. WATKINS

Perfect-fitting new corsets

"R and G." and "Nemo" makes, the two most comfortable, stylish and form-giving corsets we know of. They have grace in every line and curve and are so consructed as to give perfect comfort as well as graceful lines. These splendid corsets are being hailed with great enthusiasm by Hamilton women. For entire corset satisfaction get an "R. & G." or a "Nemo." Over 40 styles—all sizes. $1.25, $1.50, $1.75, $2, $2.25, $2.50 and $3.50.

Mull slips 50c

Made of fine mull in sky, pink, mauve and black, open back, three-quarter sleeves. Very special 50c.

Jap silk slips

Heavy washing quality white, sky, pink and black; open back and three-quarter sleeves. Very special and dainty each $1.25.

Beautiful new white goods and embroideries

Now comes the "rush" time for White Muslins, fine White Cottons and Embroideries for summer dress, blouse, underwear and infants' use. Recent arrivals from abroad make The Right House showing very large and varied. The values are marvelous—we fear they will be impossible again when these go. White materials are scarce and will be hard to get soon, so it is sound judgment to buy now.

Plain white lawns

Victoria Lawns in beautiful sheer finish. Finely woven to wear well. Direct from the English manufacturer, and contracted for months ago, so that considering recent price advances these prices are much lower than are possible today.

10c, 12½c, 15c, 18c, 20c to 25c

Swiss spot muslins

Sheer fine weaves in stripes, checks, sprays and floral effects interspersed with woven spots of various sizes. These were the overproductions of several Swiss manufacturers and were secured at a discount.

29c, worth 35c to 40c.
39c, worth 50c to 65c.

Infant's dainty matched sets

Dainty Nainsook and Muslin Embroideries, in "wee" patterns of various widths in insertions and edgings to match. Excellent values and large varieties to select from.

15c, 22c, 25c; 12c, 25c, 35c, up to 50c, 59c 69c.

Plain swiss muslins

Good values in plain White Swiss Muslins are becoming scarce. These are exceptional values resultant of direct purchasing of Swiss manufacturers.

Swiss Muslins, 39c, 50c, 65c.
Mercerized Swiss Mull, 25c.
Swiss Batiste, 39c, 50c, 65c.

New embroideries 8c to 10c qualities 5c

Again tomorrow we offer these lots of Swiss Insertions and Edgings of various widths in muslin and cambric in a great variety of neat, pretty worked to wear well patterns. Regular values 8c to 10c, tomorrow sale price only 5c.

Exquisite underwear embroideries

In sets of various widths of insertions and edgings, in blind and open designs. Immense variety, beautiful patterns in well worked and dainty neat designs.

7½c, 10c, 14c, 20c, 25c to 65c and 75c.

Other special edgings and insertions at 4c, 5c and 7c.

New embroideries

Further new shipments direct from Swiss makers include makes for trimming whole dresses and blouses, also for underwear and infants' use, in Swiss muslin, cambric and nainsook.

Blouse insertings

2 to 6 inches wide new patterns in wide variety. Muslin, nainsook and cambric, 7c 8½c, 10c, 12½c, 15c up.

Two very special lines at 23c and 35c.

These beautiful insertions are in a whole host of exquisite neat and effective patterns on fine qualities of materials and are well worked.

New moirette underskirts

FANCY shot effects in greys, greens, fawns, and light shades. Pompadour, overchecks and overplaids, in rich to dainty shadings. Made with deep flounce, plaitings and frills, fit neatly over hips and are very full and effective at bottom. Beautiful silk-finish English Moirettes. $5 and $6.50 each.

Black moirette skirts

Fine quality English Moirettes made with dep flounces, plaitings and frills, $3.00 to $8.50.

New val laces

Further new shipments direct from the French makers, completes our large stock. Scores of dainty patterns, in vine, floral, spot and conventional designs, in various widths to match. Round hole and square meshes, 3c, 4c, 5c, 6c, 7c, 8c, 10c, 12½c, 15c up.

THOMAS C. WATKINS

Handsome new English worsteds $1

THESE smart new English Worsteds come to us direct from England's best manufacturers. They are distinctive in pattern, correct in style, superior in quality, and are marvellous values at $1. Neat overchecks, overplaids and stripes, in the latest approved effects. Lightweight for Eton suits and tailored wear; good wide widths and a full range of spring shades, including the new tans, light browns, blues, greys and greens. Very special values at, per yard, $1.

Crisp, snappy French voiles 75c and $1 yard

They are crisp in the finish and hang well. They are the season's most popular fabric for Eton suits and dresses. Made in France, of pure all wool hard twisted yarns to wear well. Correct fine light weaves in crêpon finish, in exquisite spring shades and black. Good wide widths. Buying direct from the manufacturer enables us to offer exceptional values at 75c and $1.00.

New grey tones in Scotch suitings at 50c yard

Four patterns in overplaids and overstripes, in the new gray shades, for suits, skirts and children's wear. Correct weight and 46 inches wide. These Scotch Suitings at this extremely low price are wonderful values. Only a limited quantity.

Lawn waists $1

TWENTY-FIVE dozen Fine White Lawn Waists, specially purchased and a remarkable value. Three styles, made of fine sheer lawns, with embroidery and lace inserted fronts. Some are plaited and embroidery trimmed, others are hemstitched and embroidery or lace trimmed. Long or three-quarter sleeves and open backs or open fronts. Worth fully $1.35 each. On sale tomorrow at $1.

Black silk jumpers $2

Smart effective Jumpers, latest New York style, made of good quality taffeta silk, double straps over shoulders, girdles and small strappings. Very special $2.00 each.

$15 coats in smart tourist style $10

FASHIONABLE 42-inch English Tourist Coats, made with full backs and effectively strapped, some are plaited. Smartly trimmed collars in silk or braid. Made of stunning grey and fawn tweeds, in plaids, overchecks and stripes. Regular $14 and $15 qualities. On sale tomorrow at $10 each.

$6.95 for women's $10 spring coats

Stunning new spring styles—styles that are practical and distinctive. Long, medium and short models in tan and grey tones. Newest check and overplaid effects, in tweeds and Scotch coatings. Smart tan covert cloths, all faultlessly tailored and perfect in fit. Effectively trimmed with strappings and plaits. A fine assortment to select from.

Regular $7.50 to $10 values, sale price $6.95.

Right House separate skirts $7.50

Handsome Tweeds, stunning Panamas in popular grey, fawn, navy green, brown, and other spring shades. They fit perfectly and hang in graceful lines. Plaited styles in many exquisite new effects, walking lengths.

THOMAS C. WATKINS

1.65 long Suede gloves 1.39

A very special bargain

A SPECIAL purchase of a great French manufacturer. Note the soft quality, the fine finish, the rich, fast colorings, the beauty of style and the perfect fit. Then note the wonderfully small price.

Full elbow length, Mousquetaire style, black, tan, modes, and light browns; sizes 5¾ to 7, in full ranges. The 16-button length, fine quality suede gloves, would be excellent value at $1.65 the pair. We would advise early selecting, as they will go very fast. On sale again tomorrow at $1.39 the pair.

Stamped lawn blouses

88c, $1.19, $1.45

Stamped in pretty and effective new patterns to make up in open back and three-quarter sleeve style. Nice, fine, good qualities of blouse lawns. Already to embroider.

Embroider with the new French "D. M. C." Embroidery Cotton, 2 skeins for 5c.

New spring underwear and hosiery

THE best assortments and the best values are here—smooth-finished, perfect-fitting, good-wearing sorts that give every satisfaction in comfort and service. The values are the very best that direct purchasing from the manufacturer and fair pricing can obtain for you.

Boy's cotton hose

Fine quality 1-1 ribbed cotton Hose for boys, in fast black quality. Well-knitted, of good wearing yarns to resist hard service. All sizes, 20c to 35c.

English cashmere hose

For women. Knitted of thoroughly wear tested wool yarns; fine quality and spring weight. These are perfect fitting and exceptional values, 2 pairs for $1; or 35c pair.

"Nazareth" waists

The best Underwaist made for children's wear. Hygienic, comfortable, serviceable. Sizes to fit children from 1 to 12 years, 35c each.

Women's cotton vests

White Knitted Cotton Vests for spring wear, good heavy elastic quality, with high neck and long sleeves. Three special values for tomorrow at 25c, 35c and 50c.

Knitted corset covers

Women's White Knitted Cotton Corset Covers, button fronts, high necks and long sleeves. Nice warm quality for now wear. On sale tomorrow at 25c each.

Harvard underwear

Harvard Mills Elastic Knitted Cotton Underwear for women. Vests are high neck, and come in sleeveless, short and long sleeves. Drawers are knee and ankle lengths, per garment, 50c.

New silk shirtwaist suits

Three great specials tomorrow

JUST received, three splendid lines of fine quality Taffeta Silk Shirtwaist Suits, exquisite shades of brown, grey, reseda, navy and black. Rich finish and most effective styles. Smart plaited skirts, waist plaited to match, others have skirts in stunning new plaited effects, with fancy lace trimmed waist finished with stitchings. Three-quarter sleeves. These suits are priced extremely low for such a splendid quality of silk and such charming style. Note their distinctive air. $16, $18.50 and $22.50.

White underskirts $1.19

An underpriced offering

Made of very superior quality White Cotton, perfect fitting over hips, good, generous full sweep at bottom, deep flounce, finished with lace and insertions. These skirts would be worth regularly $1.50. On sale tomorrow at $1.19.

Butterick patterns
10c and 15c. None higher.

Cor. King E. Hughson.

THOMAS C. WATKINS

Hamilton, Ontario.

Hose supporters
Two specials, 25c and 39c

the big ad. appearing above Thomas C. Watkins' name in order that the idea may be obliterated for all time. Only progressive merchants would have the hardihood to occupy as much space regularly as some Hamilton merchants do. The big ad. we have reduced and reproduced occupied a space 21x11 inches in the Hamilton Herald of April the seventeenth—a space large enough to satisfy the most progressive and daring of merchants doing business in Canada.

This ad. conforms to the first principle of all newspaper publicity. It is attractive—sufficiently so to arrest the attention of the majority of women. Price is displayed throughout—not boisterously, but effectively. Sometimes figures are big enough in dry goods advertising to cause one to doubt the merchant's sincerity. This may be purely imaginary on my part, but I look on the too big display, as far as price is concerned, as a bluff pure and simple. I like the consistency of the typographical work throughout "The Right House" ad. and the evident care the adman has taken to produce a perfectly balanced piece of work. More attractive this ad. might have been. A few more small illustrations would have added to its eye-rivetting qualities and removed the slight symptoms of crowding that solid reading matter never fails to beget in the mind of the reader.

The editorial, or introductory, talk does not please me. It is mediocre. The man who arranged that ad. can write far more convincingly and reasonably, or I am much mistaken. The introduction is not in harmony with the fine descriptive matter to be found in the body of the ad. The writer probably only intended to boom his store and its facilities. But he has overshot the mark. "Sixty-four years of business has brought the Right House into close connection with the best manufacturers in Europe—manufacturers who will not sell to competing stores." Now, even if that be true, it is so desperately improbable on the face of it that it is a poor reason to advance for the unique position of "The Right House." Mr. Watkins has other and better reasons to advance for the position his house occupies. The fact is, the ad. would have been stronger if the introduction had been left out. There are reasons, reasons which would appeal strongly to every national being, for "The Supremacy of Right House Values" and "Right House Qualities," but I fear the adman overlooked them in a vain attempt to overwhelm the good judgment of his readers by dazzling—if not exaggerated—assertions.

This criticism might be advantageously heeded by Canada's best dry goods admen. Introductory talks rarely stand analysis. And our merchant princes may be thankful that our wives and sweethearts are so delightfully careless regarding advertising editorials. The ladies want the essential facts. The first thing to rivet a woman's attention about the ad. we've teproduced is the item: "JAUNTY, PRACTICAL TRIMMED HATS ONLY $3.50." Men are far more apt to read introductory talks than women. As soon as the average citizen—he's a pretty intelligent fellow—notes a bargain he begins to wonder how in thunder the store can sell at the prices. He searches out a reason for this price. If the store's buyers have managed to corner a manufacturer's goods he knows why "The Right House," or "The Big Store" can sell at the prices. All men are like all women in one respect. They are constantly looking for bargains. But a man wants to know the reason why behind his bargain, the woman seldom cares. Don't infer from this that all women are unreasonable and slight introductory remarks. Some women read the introduction I've criticized, and said—"Nonsense." As a matter of fact, I know two who did, which goes to prove that an introduction should contain more than mere assertions. The ideal editorial is brief. It notes special qualities and it gives the reasons for these special qualities in a humanly interesting way. Apart from this—and the error may be noted in most introductory talks—"The Right House" ad. will range well up to the front in first-class dry goods publicity. We could not easily find a better arranged ad. The descriptive matter is of a high order. And the dry goods merchants in smaller cities can safely model their advertising on "The Right House" copy at almost any time.

* * *

A circular ad. by Hollinrake & Co., Ingersoll, has reached this office. The majority of circulars are unprofitable investments, and if this one has paid Hollinrake & Co., we are content to call its publication warrantable. This particular circular is folded like a small country newspaper. Some of the copy is good. The arrangement is poor throughout. Get after your printer. You have some effective stuff in that circular and there is no excuse for its antediluvian appearance.

* * *

A very attractive little ad. comes from Hunter Bros., Newmarket and Barrie. The copy is strong—in some items the descriptive matter is excellent and the arrangement is just about perfect. Which goes to prove that the printer in small towns can do good work when the man who pays the bills insists upon it.

* * *

"A SENSATIONAL CAPTURE AND SUBSEQUENT SALE AT VICKERS'—BARRIE'S MOST PROGRESSIVE STORE."

That's the rather startling heading of a circular which comes from Barrie. The merchant goes on to say:—"This will be the most sensational of all our record-breaking sales. Think of it. Good, reliable merchandise at from 20 to 10 per cent., less than regular, right in the middle of the season when you want the goods."

Apart from the improbability of Mr. Vickers getting hold of a job lot in some of the lines mentioned in his circular, we are inclined to dub the whole business one of the most injudicial pieces of advertising we've seen. The man who educates his customers to expect a 20 per cent. reduction in the middle of the season is pursuing a bad business policy. It is lucky for you, Mr. Vickers, that you printed that stuff on a circular, because only a meagre percentage of the people of Barrie would read it. Eaton's adman would hardly dare to talk about the buying capacity of "ordinary stores" the way you do. It certainly is a relief to turn from your circular to your catalogue. The most of the copy in the catalogue is creditable and some of it good. You deserve encouragement for that kind of publicity, and I am safe in saying that you got it in actual cash returns. The women of your district should appreciate your catalogue. The arrangement is good throughout, and it's hard to imagine that you are also the author of that sensational circular. You are a little short on descriptive advertising, but The Review editor has taken up this matter and made the following interesting extracts from your catalogue and that of the T. Eaton Co., for purposes of comparison:—

Vickers' Catalogue.	Eaton's Catalogue.
Black chiffon broadcloth ..	Black chiffon broadcloth, light weight tailored suiting, finest quality wool, soft, rich finish, the vogue for stylish dresses, 52 inch .....
Ladies' white lawn and organdy waists, all sizes,	This waist is made of fine white lawn; front trimmed

open back and front, three-quarter and full-length sleeves	with rows of lace insertion and clusters of tucking, giving required fulness ; has two rows of lace insertion across front ; back tucked in two clusters of tucks ; attached collar of lace insertion, edged with lace ; long sleeves, with deep cuffs of lace insertion and tucks, edged with lace ; buttoned in back ....
Ladies' seven-gored tweed light and dark colors, plain stitched seams, sizes 36 to 44, length measure	New style skirt, made of pure all wool panama tweed, in light grey, with black over-check ; seven-gore style; front formed with double box pleat, side gore made panel effect, trimmed with stitched straps and self covered buttons, ending in inverted pleat; has side pleats all around ....
Ladies' corset covers, embroidery trimmed	Ladies' corset covers—all-over embroidery, fine quality, straps of one row of lace insertion and edges of lace, ribbon across front, pearl buttons, finished with skirt ; sizes 32 to 42 inches, bust measure ....
Nottingham lace curtains, 2½ yards long	Handsome lace curtain. This is a very handsome curtain and among our best values in this line. The foundation is woven of a hard, double and twisted thread, giving it the name fish net, and assures lots of good service on parlor, diningroom, or any window; indeed, you can find nothing better at the price. The renaissance pattern is after the sketch of one of the best artists, being worked in two insertions with pretty lace, border-edge and overlocked corded edges, the inter-panels being relieved with a pretty flower ; a plain centre gives a desirable contrast and completes the individuality of a really nice window decoration ; size, 50 inches wide, 3½ yards long ; colors, white and ivory .....

* * *

Some unique and decidedly up-to-date advertising comes from Quebec. Z. Paquet's advertising man can sling ink. He ought to have been a poet ; but then a poet should be born rich and this adman was not born rich. What the little world of dreamers has lost, the world of women has gained. This is the way our friend cuts loose :—

"SPRING IS HERE ! Once more we cast aside the dreary thought of Winter and stretch forth a welcoming hand to greet the newcomer—Gentle Spring. Soon the budding trees will burst into foliage—the birds will take up their abode among the leafy boughs and gladden our hearts with their songs of rejoicing."

The Quebec adman wrote that effusion on or about the middle of March. And he hasn't been assassinated yet. "Gentle Spring !" We had Gentle Spring with a vengeance up until pretty near the end of May. Although we would never question the veracity of a poet—a poet doesn't need to be a regular George Washington—we expect an advertising man to know what sort of weather we are going to have here and hereafter. The criticism I levelled at the introductory talk of the ad. reproduced applies to this otherwise excellent piece of advertising forwarded from Quebec. Monsieur Paquet is one of the most enterprising of our merchant princes, and he probably has the best descriptive adman in the Dominion. Certainly the ads. betray an amount of resourcefulness seldom displayed in Canadian dry goods advertising. The Saturday "Bargain Pie," "Bargain Apples," etc., would be well worth reproducing and only the press on our space keeps us from doing so. "Bargain Apples" is especially excellent ; in fact, all the advertising that this store prints is of a high order and in many respects the most effective copy appearing in Canadian newspapers.

* * *

We had intended to criticize a few more ads., but space will not permit. Moreover, the editor has been making some telling comparisons between two catalogues. He has the floor. It will pay most men to note how powerful a little extra descriptive matter can make an ad. as a trade-puller.

Interesting Extracts and Ideas

"Suits—This attractive New York style is made of fine, imported worsted suiting, with fancy overcheck. The jacket is single-breasted and tight-fitting ; front and back trimmed in yoke effect, with self strapping, and finished with ornaments of silk soutache braid ; vest formed of taffeta silk, trimmed with fancy braid, corded silk and small buttons ; full-length sleeve, trimmed with strapping of self, and three small elbow tucks ; trimming of taffeta silk and soutache braid on scalloped collar and cuffs ; lined throughout with taffeta silk ; length, 21 inches. Skirt is made in ten-gore style, panel effect, front and back formed with four box-pleats ; side gore trimmed with self strapping and fancy braid ornaments. Regular sizes."—Descriptive paragraph from the T. Eaton Co.'s catalogue.

"Heavy English Brussels carpet, 27 inches wide, a graceful scroll design, with bow-knot and festoons of lace work, the design in two light shades of green on a deeper green ground, relieved by touches of ecru and gold in the floral cluster. A tasteful and serviceable carpet, excellently adapted for use in parlors, reception rooms and bedrooms ; 22½-inch border to match. The superior appearance, finish and general excellence of this fabric deserves special notice."—Descriptive paragraph from Eaton's catalogue.

"Heavy English tapestry carpet, 27 inches wide. A strikingly effective foliage scroll design ; the color scheme is worked out by means of a pleasing background of light and medium wood shades, the design thereon being in beautiful shades of bronze, blue, rose and golden oak. A very rich, distinctive pattern, resembling very closely in style and color blendings the beautiful Axminster designs ; 22½-inch border to match."—Descriptive paragraph from Eaton's catalogue.

"Fancy worsted tweed suitings—Scotch tweed effects, new designs, latest shadings of pretty greys combined with fancy contrasting color effects in checks, stripes and overplaids, charming suitings for tailored gowns or

walking skirts, 52-inch."—Descriptive paragraph from Eaton's catalogue.

"Wool Venetian, rich velour-finished cloth, elegant material, good weight, handsome colorings, perfect dyes, 52-inch."—Descriptive paragraph.

"A handsome throw scarf or stole of curled hackle feathers and marabout, 76 inches long, 4½ inches wide at neck and 6½ at ends, closely feathered, solid white, or grey or sky blue middle with white edgings."—Descriptive paragraph from Eaton's catalogue.

"High-class silk-embroidered, plain black cashmere hose, in the very newest designs of sprays and rosebuds in a combination of colors; best grade of cashmere yarn."—Descriptive paragraph from Eaton's catalogue.

"Women's suede gloves, French make and extra fine quality, made with two dome fasteners and the oversewn seam, which adds greatly to its neatness; we will gladly vouch for the fit and wear; color range is excellent, for instance, the prominent colors are champagne, pearl, tan, beaver, grey, black, white and cream, 5½ to 7 sizes."—From Eaton's catalogue.

"Ladies' boots—Blucher style, made from fine, imported jet black dongola kid, dull calf tops, Goodyear welted soles, patent tips, very dressy for street wear and is one of our most stylish and best wearing boots, sizes from 2½ to 7, widths, C., D. and E."—Eaton's catalogue.

"Men's worsted suits—A stylish, practical, medium grey cloth. This is a genuine imported English material, and when made up into a suit has a very attractive appearance. Is strong, good-wearing article. We can supply them in either a single-breasted sack or a double-breasted sack shape. The patterns are in a grey mixed ground, with colored light stripe and faint overcheck. It is lined with a good-wearing Italian, and is cut in this Spring's prevailing fashion. The longest trousers we can supply are 34 inches inside seam. Chest sizes 34 to 44."—From Eaton's catalogue.

"Men's fine unshrinkable English flannel shirts, made with reversible collar, yoke, pocket and pearl buttons, felled seams, full bodies, neat and fancy stripes, in blue, grey, fawn and pink effects."—Eaton's catalogue.

"This stylish petticoat is made of genuine English fine black mercerized sateen, has deep accordeon-pleated flounce, lined with percaline, finished with hemstitched frill, trimmed with two rows of taffeta silk ruching."—Eaton's catalogue.

"An experienced saleslady and fitter is in charge of our ladies' ready-to-wear department, and all alterations will be made free of charge. * * * An example or two of the new costumes may not be out of place. Here is a dainty effect in a dark brown voile. The coat is prettily made in the Eton style with pleats on back and front. The collar front and neat turned cuff are edged with elegant silk braid and Persian trimmings. The skirt is in the popular pleated style. The coat is lined with serviceable silk linings. This particular style is $40. * * * Here is an elegant costume, made of neat striped grey tweed. The skirt is treated with pleats similarly to the above. The coat is made in Eton style, with grey silk linings and grey silk edging, and braid on collar and cuffs. Down each front of coat runs a pretty edging of Persian trimming. A very charming costume, we think. The price is $25."—The Regina Trading Co., Regina. This is a splendid example of descriptive advertising.

"Decided novelties in muslins—Here is a dainty, small blue line checked ground, covered with garlands of roses and small blue-dot circles in each of which centres a miniature rosebud. The pattern is very effective. Held to the light this fabric has a silky sheen."—Good descriptive advertising.

"The organdies and Dresdens are immense. One that catches the eye—It is a dainty floral effect with a shadowy moss rose pattern, over which runs a white silk stripe. Hold it up in the air—it floats. Fancy the Summer girl attired in a gown of such elegant fabric. There are others with double narrow stripes, and still others with a single wide stripe. The prevalent color tones are reds, blues, purples, and here and there a touch of green in leaf or twig. * * * We are not sure, but this one just here appears to be a muslin, a little coarser mesh than muslin, however. A white ground with a single wide stripe, made up of fine blue lines. Very smart for a new blouse, we should say."—Good descriptive advertising.

"A feature of this store is that only the best qualities are to be found here. In our buying we refuse to buy any old thing just for the sake of lower prices."—W. S. Collister & Co., New Westminster, B.C.

"A lady coming to us for a costume may always feel confident of being able to get something quite different to what others are wearing. We know there is a prevalent wish for exclusiveness, and our exertions are centred on gratifying it. The more striking the style, the fewer we have of it; in fact, so distinctive are the costume designs this season that in very many cases we have secured but one of each."—The John Murphy Co., Limited, Montreal.

"Cotton dress fabrics are the poetry of textiles."

"The hat that looks well on one man will not become another. For that reason we make a study of faces and fit your looks as well as your head."—Farthing's, Aylmer.

"On Saturday, March 30, we will repeat our Easter custom of presenting, with each pair of ladies' gloves at $1 or over a beautiful fresh-cut rose."—Ogilvie's, Montreal.

"We are very busy in our millinery department for Easter. Leave your order now. We guarantee to deliver your order by Easter."—Ogilvie, Lochead & Co., Brantford, March 28.

"Our dress goods department is our particular care and pride. Its standards of quality are so strict that just 'good' won't do. 'Best' is what's bought and sold there always."—D. E. Macdonald & Bros., Guelph.

"A millinery reception to which every lady is invited."

"These carpets are unequalled for richness of pattern, beauty of coloring and good wearing quality. * * * Axminster rugs are the most popular of all floor coverings for parlors—they are woven with such a soft, deep and silky pile, which lends itself so remarkably well to color treatment, and gives it a beauty that is hard to obtain in any other weave."

"We do not claim to show the largest variety of muslins and dress goods in Canada, but we do know that we show a really fine display of stylish, up-to-the-minute designs, and the range of prices is broad enough to suit all purses."—Crowell's, Sydney, C.B.

"A lot of belts grouped to sell at one price. They are in taffeta, silver braid, leather and fancy braid. Made in tucked, pleated or girdle effects, trimmed with fancy cords and silk-covered buttons, and buckles of pearl, gilt, oxydized or black. * * * Another lot of silk petticoats are made from good wearing taffeta, nicely cut and well-finished. The flounce is extra deep and has an extra-full flare. It is finished with shirring and small ruffles."—Good descriptive advertising of David Spencer, Ltd., Vancouver.

"Another shipment of waists, filling the gaps made by a month's swift selling."



(Designed and Fitted by Harris & Sheldon, Ltd., Birmingham.)

Costume Department of William Whiteley, Ltd., London, Eng.



(Designed and Fitted by Harris and Sheldon, Ltd., Birmingham.)

Children's Department of William Whiteley, Ltd., London, Eng.

A SUPPLY CREDIT BUSINESS

Some Interesting Figures in regard to it—The Review Suggests a Plan for the Improvement of Various Conditions.

Considerable interest is being manifested by readers of The Review in the invitation extended to them to refer questions bearing on the financial end of retailing methods to this paper for discussion. Occasionally a rare problem is discovered, and we look on and wonder how certain conditions can exist in a modern business.

The following interesting figures were recently sent in to us, and the subject introduced is of great importance to every merchant :—

Goods in stock	$20,000
Accounts receivable	22,000
Schooners (3) valued at	8,000
Equipment, etc.	3,500
Total assets	$53,500
Accounts payable	$25,000
Capital account (balance)	28,500
	$53,500

These refer to a supply credit business, all moneys being out in trade accounts. All purchases are made on "time," thereby necessitating the payment of higher prices for goods than otherwise, besides the loss of discounts which might be earned if payments were made in cash. No insurance is carried on stock, and the vessels are only insured during fishing season. The business commenced operations about sixteen years ago, at which time there were no accounts payable, a much smaller stock, and the accounts receivable about $9,000. For illustration, we might draw up the following statement, which would, apparently, be a fair estimate of the business sixteen years ago :—

Goods in stock	$ 8,000
Accounts receivable	9,000
Schooners (3) valued at	8,000
Equipment	2,000
Total assets	$27,000
Accounts payable	Nil
Capital account (balance)	27,000

The only item in this statement submitted for illustration that might be disputed is that for "Schooners, $8,000." These may have been in possession of the merchant at the time of commencing business, or may have been bought out of the profits during the period.

We understand that this business depends largely on the success of the fishing. During the year that the fishing season is good as much as $3,000 may be cleared, and, as the result of a poor season, a year may close with a loss of as much or more.

Another point of interest is the fact that no interest is paid on the overdue account for purchases, although it is altogether likely that this is absorbed in the higher prices paid for goods, which are bought entirely from one house. Similarly, we may presume that no interest is charged on sales accounts that are overdue, the higher prices covering this item as well, in fact, we understand that as long as twelve months' credit is allowed to customers. This takes us back to the earlier days of trading in the United States, when, it is said, New York merchants sold whole stocks of goods to stores at distant points, and the retailers would go to New York once a year to buy for the next twelve months, and pay for what they received the previous year.

So much for the problem. We will now endeavor to analyze the statement, and advise as to the best policy to be adopted in a business of this nature.

The first question that might be raised is : "Is the business sound in its present condition ?" In case of a forced sale there is no doubt the assets, as per statement, would depreciate considerably, and the statement would probably appear as follows :—

Goods in stock (realizable value)	$16,000
Accounts receivable (good)	18,000
Schooners (realizable value)	6,000
Equipment	2,400
Total assets	$42,400

It will be seen that after allowing liberally for depreciation, there is still a substantial amount with which to pay creditors, and, although there is, no doubt, a tremendous risk in carrying such a stock and so many accounts receivable, still, if a line of credit may be obtained for supplies, a business of this nature can be carried on successfully. As a precaution, however, we might suggest that a good insurance be carried, as a fire would prove disastrous, not only to the merchant, but to the creditor.

A Comparison.

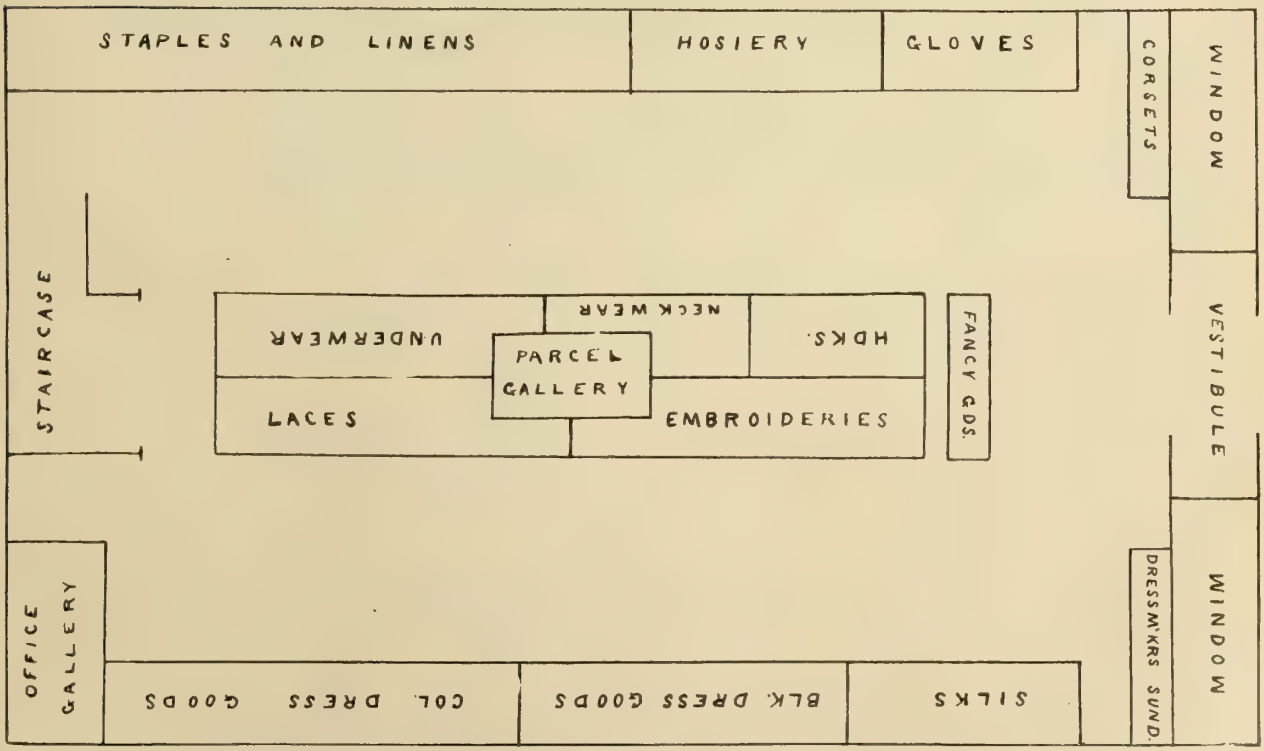
Working on the supposition that statement B is a correct representation of the business sixteen years ago, it will be seen by comparing this with the statement of affairs at the present time, that very little, if any, material progress has been made during these years. Allowance would have to be made, however, for the fact that the proprietor has been drawing his living from the business during this period, but even then, if the goods had been purchased at closer prices, and paid for so as to obtain cash discounts, there is no question that the profits would amount to considerably more, unless there have been very heavy losses on the fishing end of the business which have eaten up the profits of the trading end.

Cash Discounts and Interest.

Suppose the total purchases for a year amounted to $60,000, full price being paid for goods. It is altogether likely that an advance of at least five per cent. has been added to cover the extended period of credit, amounting to about $3,000, which, together with the cash discount of another five per cent—about $3,000—would amount to $6,000 rebate on a year's purchases. Of course, if it had been necessary to pay cash for all goods purchased, possibly so large a trade could not have been done, but it will be seen that this is no insignificant amount to lose on each year's turn-over.



STEACY'S, KINGSTON



Rough Diagram Showing Ground Floor Arrangement, Steacy's, Kingston.

While the business might be carried on successfully for years to come, it is our opinion that if it were reduced gradually to a working basis where goods might be purchased at closer prices, as outlined above, it would not only place the business on a sound and independent footing, but considerably more money would be made than at present is the case, and instead the profits being all taken out year by year, a reserve fund could be created to provide for contingencies, such as a poor fishing season.

Plan for Recording Future Operations.

The following plan might be worked to advantage in developing the business along the lines suggested above:

Separate the fishing end of the business, if possible, from the trading end, so that each may stand on its merits, and the profits or losses may be located. For instance, a separate account might be kept for each vessel, charging it with all supplies for the trip, all wages and expenses, and crediting it with the total amount realized from the product.

Vessel No. 1.

Trip No. 1.

Dr.—		Cr.—	
Wages	$ 500	Realized from sales	$2,000
Sund. exps.	100		
Supplies, etc.	200		
Gain on trip	1,200		
	$2,000		$2,000

Vessel No. 2.

Trip No. 1.

Dr.—		Cr.—	
Wages	$ 600	Realized from sales	$2,800
Sund. exps.	200		
Supplies	300		
Gain on trip	1,700		
	$2,800		$2,800

Vessel No. 3.

Trip No. 1.

Dr.—		Cr.—	
Wages	$ 700	Realized from sales	$ 800
Sund. exps.	100	Loss on trip	350
Supplies, etc	350		
	$1,150		$1,150

It would be natural for all of the vessels to have either a good or a bad year at one time, and the loss on the third vessel is for illustration only.

Vessel No. 1.

Dr.—		Cr.—	
Value	$3,000	Written off from profits	500
Equipment added since	250	Balance down	2,750
	$3,250		$3,250

Balance down—$2,750.

Vessel No. 2.

Dr.—		Cr.—	
Value	$2,000	Written off from profits	$ 400
Equipment added since	300	Balance down	1,900
	$2,300		$2,300

Balance down—$1,900.

Vessel No. 3.

Dr.—		Cr.—	
Value	$3,000	Written off from profits	$ 600
Equipment added since	250	Balance down	2,650
	$3,250		$3,250

Balance down—$2,650.

In explanation of these three accounts shown, it might be suggested that a capital account be kept with each vessel, which is debited with the original purchase price, together with permanent equipment which is added from year to year, and credited with the amount written off from profits each year. Just a word in regard to depreciation. If a certain profit is earned in a year, after dividing a portion of same with the partners, an amount should be appropriated to provide for reduction of the permanent assets, such as real estate, vessels, etc. This amount may be credited direct to the account, or a special "contingency" account created, and the full amount transferred to the credit of this account, so that when it is necessary to buy a new schooner, or replace certain parts, this account may be drawn upon for the purpose.

In further reference to the fishing end of the business, if a particularly good season should show a fair profit for each vessel, it would be a safeguard for the future of the business to open a special reserve account, and transfer a fair amount to the credit of this account, to provide for the loss of a poor year's business.

We have gone into this end of the business perhaps a little more thoroughly than is necessary, but as regards the other end, the regular trading accounts are familiar to most merchants.

NOTE.—We would be glad to have Review readers submit any questions of this nature for discussion. This department can be made a very helpful one.

ENTERPRISE WANTED.

I was always grumbling, never pleased with my position, promotion being too slow, I thought, and, to make matters worse, a junior clerk in our firm had been appointed secretary to the manager.

One day I asked the manager why a junior had got preferment over the seniors. "Oh," he exclaimed. "I will tell you this moment. Do you see that lorry? Well, it belongs to the firm, go out and inquire where it is bound for."

After I had inquired, he again asked what it was loaded with.

A second time I went out.

"When is it due?"

So for a third time I had to ascertain, wondering at the unexpected orders and their ultimate issue.

"That's all right," said the manager, as he called for his secretary to go out and find out where the lorry was bound.

The fellow was back in a minute, and said: "It is bound for Simpson and Morgan's with a half-dozen bales of American hides, and due by 12 o'clock."

"Now," said the manager, turning to me, "you see for yourself why the junior has got promotion, by being smarter than his seniors."

So to this day I have kept that lesson as my model.

A Clever Arrangement of Space

The accompanying diagrams, showing the ground floor plan of an Australian store, will be interesting to readers of The Review. We would particularly direct attention to the windows and the counter arrangement.

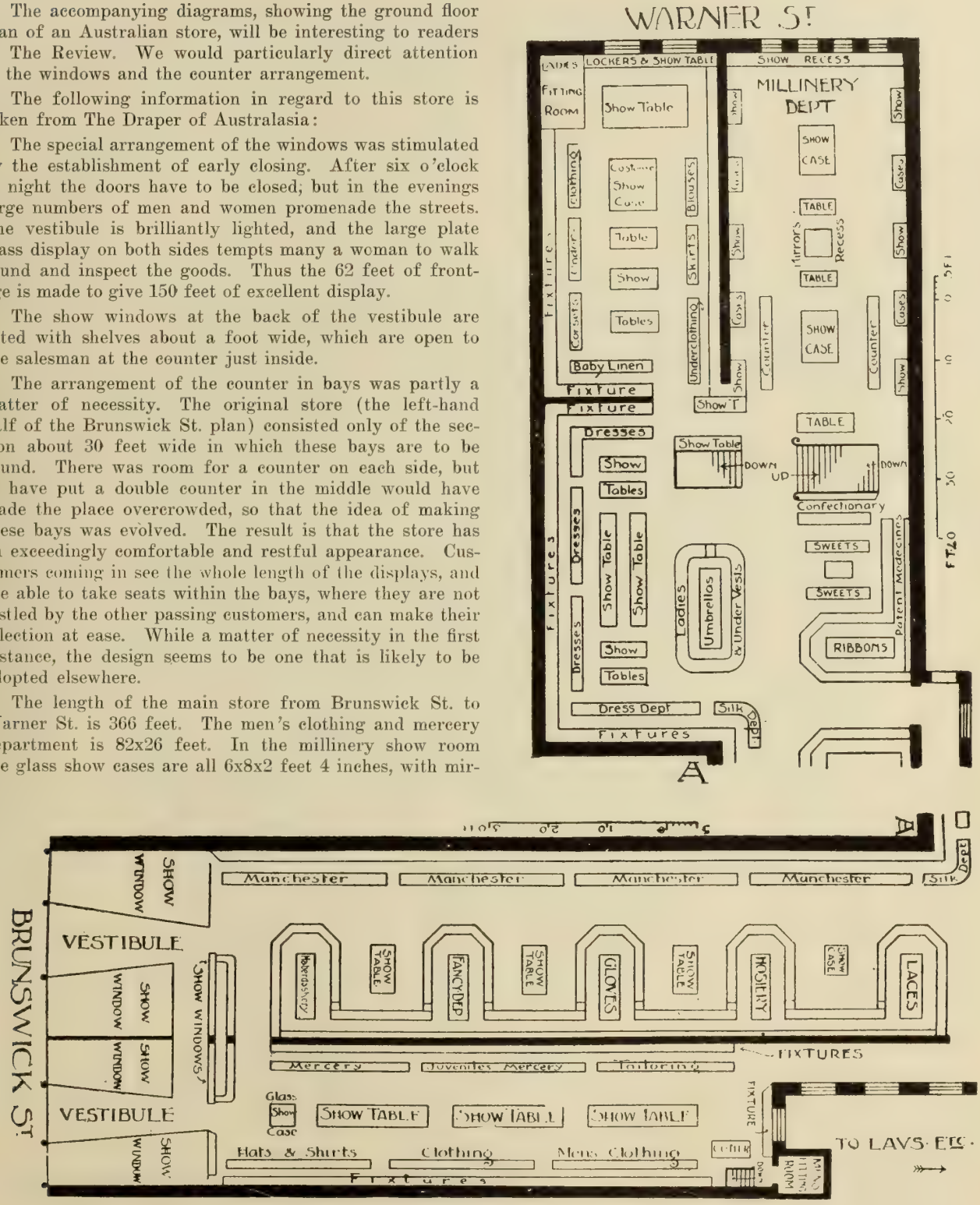
The following information in regard to this store is taken from The Draper of Australasia:

The special arrangement of the windows was stimulated by the establishment of early closing. After six o'clock at night the doors have to be closed; but in the evenings large numbers of men and women promenade the streets. The vestibule is brilliantly lighted, and the large plate glass display on both sides tempts many a woman to walk round and inspect the goods. Thus the 62 feet of frontage is made to give 150 feet of excellent display.

The show windows at the back of the vestibule are fitted with shelves about a foot wide, which are open to the salesman at the counter just inside.

The arrangement of the counter in bays was partly a matter of necessity. The original store (the left-hand half of the Brunswick St. plan) consisted only of the section about 30 feet wide in which these bays are to be found. There was room for a counter on each side, but to have put a double counter in the middle would have made the place overcrowded, so that the idea of making these bays was evolved. The result is that the store has an exceedingly comfortable and restful appearance. Customers coming in see the whole length of the displays, and are able to take seats within the bays, where they are not jostled by the other passing customers, and can make their selection at ease. While a matter of necessity in the first instance, the design seems to be one that is likely to be adopted elsewhere.

The length of the main store from Brunswick St. to Warner St. is 366 feet. The men's clothing and mercery department is 82x26 feet. In the millinery show room the glass show cases are all 6x8x2 feet 4 inches, with mirrors between 5 feet 8 inches by 6 feet. The total floor space is 64,740 square feet. In the front there are 1,750 square feet of plate glass. The basement contains furnishing, linoleum and carpet departments, main reserve, packing and despatch rooms, luncheon and cloak rooms. On the first floor are the general and private offices, mail order and pattern departments, bedding and furniture department, millinery and dress-making workrooms, shirt-making, tailoring and whitework rooms, fancy and dress department reserves.



Ground Floor Diagram of McWhirter's, Brisbane, Australia.

The plan is broken in two, as it was too long for our pages. The two sections join at A.

The World's Most Artistic Store

Wonderful Establishment of Wertheim's, Berlin, Germany — Some Features of Its System — Great Consideration for Customers.

That a dry goods store should be made as attractive, not to say artistic, as possible in its appointments, is a matter upon which too much emphasis cannot be laid. The nature of the merchandise, and the elements that enter into present-day retailing, demand it. The highest degree to which this idea has yet been carried out is represented by the accompanying illustration of Wertheim's, Berlin, Germany, probably the most artistic dry goods house in the world.



Main Entrance to Wertheim's, Berlin, Germany

This vestibule contains rows of flowers, and is adorned with remarkable carvings and frescoing. The effect is very impressive.

The following description of this wonderful store and its methods was written for The Draper's Record:

In the popular mind the name Wertheim has come to mean big. For instance, Kempinski's restaurant, serving perhaps 10,000 meals a day, and selling 3,000 oysters and 2,000 bottles of champagne daily, is familiarly called the "Eating Wertheim."

The founder of Wertheim's commenced business as a draper in the provincial town of Rostock, but afterwards opened a branch at the country town of Stratsund; but his master mind could not find sufficient scope amongst a provincial population, so he decided to establish himself in Berlin, where he commenced a fair-sized shop in Rosenthaler Strasse. He opened later a branch in Oranien Strasse, and finally a further one in Leipziger Strasse in the west end.

In the short space of 14 years this west-end business has been developed into its present mammoth proportions. It is now managed by the four sons of the founder, who are the present proprietors.

Entering Wertheim's by the Voss Strasse side, one observes that the greater part of the parcels delivery is being done by smart motor vans.

Taking an elevator to the management offices on the top floor, it is noticeable how few floors the building comprises compared with an American store.

The post order department is on the same floor, and



One of the Two Great Light Courts at Wertheim's, Berlin, Germany

This magnificent interior is representative of the architectural beauty of the German stores, and the high ceilings and very large skylights are characteristic. Everywhere is the touch of the artist.

seems considerably less developed than the magnitude of the business would lead one to expect, judging it on the basis of American and English experience. Catalogues and other advertising play a comparatively small part in business tactics; evidently German consumers prefer to do their shopping locally. This confirms what a large international advertiser told me—that while he had to spend a very large sum in the States, and some thousands in England, a few hundred pounds was sufficient for his extensive German business.

Although advertising in Germany is much less general than in either England or the States, there is evidence that the American influence on publicity which has made such progress in England is also slowly permeating German methods.

The printing of advertisements of special lines of goods on the back of customers' bills is general in German stores. This seems an idea that might be used to advantage by our own drapers.

The employes of Wertheim's number about 5,000. No apprentices are employed, but only those who have obtained some experience elsewhere. The young ladies are paid a salary of about £60 a year; the living-out system is adopted.

All assistants have the advantage of a special restaurant, where splendid meals are obtainable at cost price (a few pence), and they have also nicely warmed, large and lofty rest rooms, amply provided with lounge deck chairs.

An employes' pension scheme is contemplated. It is surprising what strides this form of socialism is making in the Fatherland. This is a contrast to the popular British notion that the German worker is badly provided for.

For protection from fire there are 113 signal boxes, which communicate with their own fire brigade, and four signal boxes connected with the public brigade. The whole male staff is trained to fire-watch service, and there are 10 permanent firemen, while 14 fireproof staircases lead directly into the street.

There are 28 elevators for passengers and goods. The power works for these, the lighting and the heating, are provided with 10 boilers and three reserve boilers, consuming three wagons of coal daily. Further, there are six dynamos, and a great accumulator battery.

A feature in the methods of buying is that it is obligatory for the buyers to see every commercial traveler. A long corridor of buying rooms is provided with



The Magnificent Garden of Palms at Wertheim's, Berlin, Germany.

This contains a choice collection of palms and rare exotics. It is entirely enclosed in glass, and reaches up to the third floor of the building.

notices telling the representatives the fixed day in each week when his class of goods can be looked at. By this arrangement only a portion of the chiefs of departments are away at one time. Special appointments can nevertheless be fixed up. The quantity of travelers seen each day is about 350. This system, which is somewhat similar to the American, seems far more businesslike than that in vogue in some London houses, where it is impossible for the representative of a new, therefore unknown, house to obtain even a look. The intuition that informs certain buyers of the novelties and values a new-comer has to show without seeing them is not possessed, or, at all events, relied upon, as a business asset by any shrewd man outside England.

As to the store itself, the building is the work of Professor Messel.

The style of architecture is designed to be in keeping with the face of the square which the building flanks. The vestibule opens into a hall 100 feet long, covered with a handsome vaulted roof paved with marble. At one end is a fountain, with a statue of a bear and cubs.

Two bronze doors give entry to the main building, the general effect of which is palatial. The walls are of marble inlaid with bronze. At the foot of the staircase are two immense trees made of beaten cooper, amongst the leaves of which hundreds of electric-lit buds glow. From the ceiling are suspended graceful festoons of electric lights. Richly sculptured and gilded columns support the upper timbers. The scheme of decoration is in marble and bronze. One salon is fitted with onyz, where against a background of glass, lighted from behind, a fountain plays, giving a wonderful iridescent effect.

The scientific and thoroughly artistic system of lighting the entire store is most original, and worth the attention of anyone interested in improvements in this direction.

It is impossible in the space at my disposal to give a circumstantial history of this wonderful building. It must suffice to say that every section and detail has been designed, decorated, and enriched with sculpture and art by the best architects and artists of the Empire.

The surroundings of the various departments are admirably planned to harmonize with the goods shown therein. For instance, the Oriental carpet salon is eastern in design, with appropriate fittings and lamps.

Amongst the special features of the house are a department of antique furniture and curiosities, a series of photographic studios, where 300 photos on an average are being taken every day, a theatre booking office, where tickets for all Berlin theatres and concerts are on sale for the convenience of customers, and last, not least, a banking department, comprehending all branches of banking business, which, although only opened a few weeks ago, has proved to be a great success.

Also, apart from the gallery of ordinary engravings and pictures, Messrs. Wertheim have the clever conception of a salon of modern painters, providing at once a real picture gallery attraction, combined with commercial profit in the sales of the pictures. The subdued light necessary to display pictures best is obtained by groups of central lights screened by white canvas.

Near the art gallery are 19 beautifully furnished and decorated rooms (including several kitchens), designed by well-known artists. These rooms have been designed by some of the most prominent artists of Germany and abroad, amongst whom we may mention Mr. Baillie Scott, of Bedford, England. This section is placed under the permanent control of the well-known architect, Professor Kurt Stoeving, of Berlin.

In England we are familiar with the somewhat similar method of showing furniture in suitably decorated surroundings, but at Wertheim's all is designed to fit a preconceived idea, and a rare aesthetic perfection is the result. The educational value of such an exhibition is not easily computed, and when we consider the Wertheim system of showing all goods in artistically suitable surroundings, one wonders how far they are responsible for the excellent taste displayed in the furnishing and decorating of the modern German home.

In writing this I have only dealt with the dry goods section, but I must mention that the provisions, grocery and butchering departments are very extensive undertakings.

The customers' restaurant, buffet, and tea rooms appear to be a thriving and much appreciated part of this universal business.

Messrs. Wertheim's consideration for their customers does not end here. They have also provided a beautiful winter garden filled with palms and fresh greenery, where a faintly splashing fountain adds to its soothing influence. Here the tired shoppers may rest at will. In summer an open garden court, approached through this conservatory, is also at their disposal.

Access to this mecca of shoppers from the outlying suburbs will be improved by the advent of the underground electric railway now in course of construction. The offer of a station under the warehouse, similar to the scheme which connects Wanamakers, New York, with the subway rail there, was rejected, as it was felt that it would bring too many mere passengers through the building. It is now arranged that the station will be just across the road.

Wertheim's have taken the world's best ideas of store construction, management and equipment, and adapted them to their own particular needs, adding to all the distinguished touch of art which marks all serious work of the remarkable Teuton.

DON'T LAUGH AT BLUNDERS.

Instead of laughing at the mistakes or blunders of others we should do all in our power to conceal any amusement we may feel, for to the one making the error it is deeply embarrassing to find that those who witnessed it are making merry at his expense.

Good manners and a good heart go hand in hand; tact, after all, is but a show of kindly feeling, and under all circumstances we should remember that we are not infallible and quite as likely to make mistakes as those whom we are pleased to ridicule.

No one is perfect, not even those who set themselves up as oracles in all matters pertaining to business life and its exactions. The day will come when flaws will be discovered even in the leader, and then those who have been laughed at will have a chance to laugh, if that will be any satisfaction.

Alter all, the gracious manner and the kindly spirit count for more than form and empty show.

ATTEND TO APPEARANCES.

In seeking to convey a good impression a man should not be above giving attention to details in his dress and person.

Men are notoriously careless in this respect when compared with women.

A civil manner and dirty finger nails appear odd; so does a dignified manner and a shabby suit.

To make the best impression possible the external appearance and the conversation and manner of a man should be in harmony and not be at war with each other, so that the favorable impression a man's manner may make may not be lost by lack of neatness in his person.

In Advocacy of the Cash System

Merchant Who Changed From Credit Basis Won Out After Six Months of Very Dull Trade—Another Merchant Addresses Himself to His Customers.

JOHN CARRUTHERS, BRACEBRIDGE.

I started business over five years ago, and as I did not have any too much capital I decided that goods were better on my shelves than in book debts. I felt that my creditors would wait if they found the goods in stock, while they would not reckon much on the assets represented by what my customers owed me.

I have refused credit to people whom I knew to be good, and sometimes have lost their trade. However I had the consolation of knowing that my profits were not going to pay the loss on some bad debts. They went to help me take my cash discounts.

You know there are lots of people doing business to-day who think that if their cash receipts for a month are big they are getting rich. Not so. Many of these people have sold goods at cost, or just about, because they have neglected to take their expenses fully into account. Then, after a few seasons, old stock accumulates, and that is why we have so many failures.

The one price plan is a good thing to incorporate into your business. You may lose a customer occasionally, but after a while they will not want to break your prices.

* * *

M. W. SUMNER, CARLETON PLACE.

My first experience in business was with the credit system—selling goods on time, and often a very long time. I liked it very well for a while, but I soon realized that I was working on altogether the wrong basis. In the first place, I may say that my stock was small. A long-timer—there were many of them—would come in and ask for some goods, and after they had been measured and handed to him, I would be requested to charge the bills. In, say, three or four days, a cash customer would call and want the same goods, the last of which had been sold to the other man. I lost a sale for which I would have received my money on the spot.

If my stock had been larger, say $6,000, I would not have felt the inefficiency of the credit system quite so forcibly, but it was small, and at the end of three years I had as much on my books as on my shelves. This was making my stock less than it should be. I could make no money on book accounts, and what could I do with an extra small stock?

I got hold of a good work the experiences of a successful merchant in the cash plan of doing business. As he put it, "A bird in the hand is worth two in the bush." He was honest in all of his dealings, very strict, but liberal, etc. I knew I would not be able to imitate such a man in every respect, but I was able to pick out enough to suit my ability. It was upon this foundation I built the business I afterwards enjoyed for twenty-five years and more.

It was strictly cash, and I handled more goods in fifteen years than I ever before expected to handle in twenty-five years.

I asked the advice of many non-business men in regard to the cash plan. The invariable answer was that it would not work. I wanted to know why. "Because the credit system is the custom of the country," I was told, and, further, that I would only ruin myself if I attempted to inaugurate a new order of things.

My first six months' experience seemed to bear out what these people had said. I got very, very little trade; but, nothing daunted, I kept right on in the course that I had mapped out for myself.. And I will say that I never knew what real happiness was until after I finally won out.

I saved my health, banished my troubles, did a good business and made money. I have never once failed in business, or in obtaining discounts and extra discounts. I can get all the goods I want, and at any time I am well able to pay one hundred cents for every dollar's worth of goods. I have never had to borrow a dollar to help run by business. Money came to me as I wanted it, thanks to the cash system.

The ordinary business man with a small stock of goods, and no previous experience with this plan, can enter into the cash system without fear of failure. A man of first class ability, a good stock, fearless character and plenty of push can, of course, do much better. He can treat all men alike, and that is the proper way to suit his style of business. The fluctuating man cannot be successful with any kind of a stock or system of operation.

The cash system that fails is like a good sermon badly rendered.

* * *

T. H. SMITH, NEW WESTMINSTER.

I started a cash store because I could not do otherwise and do the business justice. I was a stranger in the country and had not the money to finance my own business and that of my customers; so I decided that a small profit and quick turn-over for cash was the best course I could follow. The people fell in with the method very readily. I could scarcely call it a new plan, as the majority of my customers were in a position to pay cash. There is a small percentage in every community who buy on credit at home and send their cash away to the departmental stores and larger places but will come to the new store until they get their names on the books and receive the first bill. Then they have no more use for you, and find fault with your method of doing business. To these it is better to turn a deaf ear. The conditions vary in different places. Where a business is depending upon one class of industry for existence it has to be governed very much by the time the money is in circulation. In places such as this, where people are engaged in various employment, such as farming, mining, logging, and lumbering, and have pay days at intervals throughout the month, there is no necessity for other than a cash business.

TEA AND REST ROOM.

The Hudson Bay Co. recently opened a tea and rest room in its Calgary store. It is situated on the second floor, and the windows afford a fine view of the principal business street. It is nicely furnished, and each table can be separated from others by a dainty Japanese screen. In one corner of the room is a writing table and writing materials. There is also a telephone in connection.



Store of T. Lindsay, Limited, Ottawa.



REST ROOM—T. Lindsay, Limited, Ottawa.

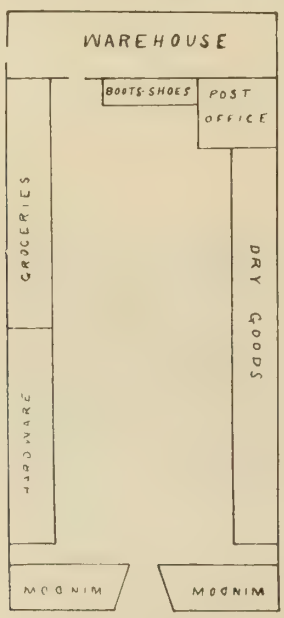
THE QUESTION DEPARTMENT

A PLAN FOR GENERAL STORE.

Editor Dry Goods Review,—Have noticed criticism in your paper regarding the arrangement of stores. As I intend building the coming Summer, I would be pleased to have suggestions as to the arrangement of departments. The store is to be 24 x 50 feet, one storey, 12 feet off rear for wareroom. The stock will amount to about $4,000, consisting of dry goods, boots and shoes, groceries, shelf hardware, harness hardware, etc.—a general stock such as would be carried in a country store. I will also have the post office in the building.—J. F. Johnson, Namao, Alta.

* * *

We are enclosing rough diagram of the department arrangement which we think would suit your new store. Of course you will have to economize space pretty well, and you may see fit to make some minor changes. However, we can recommend the general idea to you as a good one. Our object in placing the post office at the rear is to bring people through the store to get to it. For boots



and shoes a rather retired section is best. In hardware you will have many small lines, with which you can make some display, on the principle that goods out where they can be seen often suggest themselves to customers passing by. The location of the grocery department will serve to draw people through the hardware section, in the same way that the post office will act in relation to the dry goods section.—Editor.

PROFITS AND SALARIES.

Editor Dry Goods Review, As one of your regular and appreciative subscribers, we would be much obliged for your opinion on the following question:

1. On a yearly purchase of, say, $90,000 of stock, consisting of dress goods, millinery, furs and ladies' wear exclusively, what should be the yearly output at retail prices?

2. What percentage of a yearly retail business of, say, $120,000 should salaries amount to?

* * *

1. When a buyer marks his goods he must keep in mind the percentage of gross profit that will be realized when they are sold, and must endeavor to mark at such a figure as will show a percentage of gross profit equivalent to 33 1-3 per cent. on the selling price. To do this he must add 50 cents on the dollar; that is, for every article, or yard of goods, that costs him $1 laid down, to get a gross profit of 33 1-3 per cent. he must add 50 cents to cost, making the selling price $1.50. He may state that he is making a profit of 50 per cent., but the store accountant will be apt to take a different view. This basis, for obvious reasons, cannot be maintained on all goods sold, and we would say that on purchases of $90,000, if you can add 1-3, or $30,000, making an output of $120,000, and realizing 25 per cent. upon your selling price, you will have no cause to complain. There are indications in your letter that you share this view.

2. This question is more difficult to answer, as the class of business done, local conditions and other factors enter into it. A store doing a fine trade would have to employ a higher grade of help, as well as help with more knowledge and experience, and, naturally, people of this class command the highest salaries. Also, the departments on which you specialize are those in which experienced help is most necessary, and, therefore, the yearly percentage of salaries would be higher in your case than in a store where the main departments can be worked with younger and less experienced help. From 5½ per cent. to 10 per cent. is a very usual percentage for salaries.—Editor.

THE SOUL TO DARE.

There are many men who make great successes because of unusual ability or their insight into situations, but there never was a man who achieved success without possessing courage and unusual self-reliance.

When President Lincoln was once asked if he were not afraid of making enemies of a large party in the Republic by the attitude he took towards slavery, he replied:

"The man who allows his life to justify itself and lets his work speak, and who, when reviled, reviles not again, must be a great and lofty soul."

Every man wishing to succeed should have inspirations to greatness, whether he works in an office or engineers a great business enterprise, for it is the ideal that energises work just as steam does an engine.

The thought of "hitching one's wagon to a star" not only inspired Emerson, but has inspired and encouraged others in varied walks of life.

And if a man's ideal be lofty he cannot be discouraged in the struggle to succeed, if he accept Browning's philosophy:

"A man's reach should exceed his grasp.
Or what's a heaven for?"

Some Up-to-Date Store Fronts

That in a Toronto Clothing Establishment was Put in at a Cost of $1,125—Many Improvements in Dry Geods Premises.

In looking through local papers from all parts of the country we have noticed quite a number of dry goods advertisements headed "Alteration Sale," "Enlargement of Premises Sale" or "Removal Sale." This serves to emphasize the fact that retailers, from coast to coast, are showing an increasingly strong appreciation of the value of up-to-date establishments. Some are remodelling their present stores on modern lines, others are providing much-needed additional space by taking in adjoining premises and fitting up the whole in good style, while others still have built new stores, into which they have incorporated their own ideas of what a retail dry goods house should be. In all cases the desire is to provide such surroundings as the very nature of the merchandise handled demands.

Bright, well equipped stores set off the goods displayed therein, and create an atmosphere in which it is a pleasure for customers to do their buying. They exert a very considerable influence in the way of keeping trade at home, as has been often demonstrated.

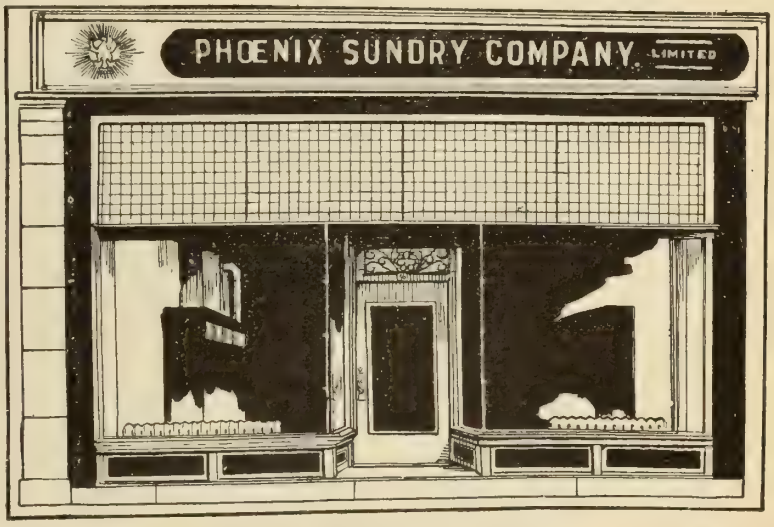
Among the store fronts illustrated herewith are those of a Halifax dry goods store and two Toronto men's wear stores. The cost of putting in one of the latter—Ed. Mack's Semi-ready Wardrobe, Yonge St.—is here given in detail:

Woodwork	$300.00
Plumbing, wiring, fixtures	73.00
Masonry	65.00
Shoring up building, and I beams	96.00
Prisms, plate glass (patent corners), ornamental glass and marblework	591.00
Total	$1,125.00

The front is about thirty-five feet wide.



ED. MACK'S, YONGE ST., TORONTO.



PHOENIX SUNDRY COMPANY.



MAHON BROS., HALIFAX.



SCORE'S, TORONTO.

Starting Business On Capital of $300

By R. McKENZIE, of McKenzie & Meldrum, Thedford

Five years ago we began business in Thedford for the second time, having, on May 9, 1902, lost all we had, even our books, by fire. Our stock had amounted to $15,000, with $6,000 insurance and $8,000 liabilities. You will, doubtless, say we were foolish in not carrying insurance enough to cover our liabilities. Our only excuse was over-carefulness as to expence. Experience is a fine teacher, but it sometimes comes high.

We met our creditors and were certainly used "white." With one exception, the wholesale firms with which we did business took what was agreed upon, and this one we owed only $38. After straightening everything up we had exactly $300.

We went to work and did our buying, and a week from the following Saturday were doing business as usual. Within eight days we met our creditors and went to Toronto, Hamilton and London to buy, and it took some hustling. Our first premises after the fire were a little butcher shop, 12 x 14 feet, with a couple of small sheds at the back. We did a good business even in these quarters.

On July 4 we started to build, and by September 26 were in our present building, which is of brick, 60 x 70 feet, two storeys high, with warehouse, 30 x 60 feet, attached. There is also a large drive-shed for the use of our customers.

Our stock is pretty general. We carry mostly every line the public wears and eats. The list is: Dry goods, clothing, millinery, mantles, furs, carpets and all house furnishings, wall paper, hardware, tin and enamelware, paints and oils, boots and shoes, crockery and glassware, groceries, flour, feed, seeds, stationery, books, magazines, patent medicines, trunks and valises. Each line is in its own department.

We make a feature of a ten cent counter, principally for articles of hardware. We find that, with the proper display, the goods practically sell themselves.

Our business is mostly cash or produce. Our book debts never exceed $800, and we try to keep them down to between $300 and $500. We use the barter money for produce, and would not want to go back to the old system of due bills.

The envelope system is used for our accounts. It is handy where a short term credit business is done.

We are firm believers in printer's ink. The best forms of advertising are, we believe, newspaper and circular. We usually put on a couple of sales a year, in February and August, when we put out about five thousand circulars, delivering them from house to house throughout the country. We find this helps to clean up, even if we do not make much profit. A few special sales are put on in between, when we manage to pick up any snaps.

We try to keep our windows well trimmed, believing that through them we get cheap and effective advertising.

During the past season we purchased a business in Arkona, about seven miles from here, and we are conducting it along the same line. "The Two Reliable Cash Stores" is a line that we use in all advertising matter.

We have always tried to use the wholesaler as we, if in his place, would like to be used. At no time, to the best of our knowledge, have we returned goods which came as per order.

We try to use the traveler the same as his house. His time is worth something, and we never keep him waiting round if it is possible to see him at once.

All during our business career we have tried to be prompt in meeting our drafts and other paper. It is as great a pleasure to meet our obligations as to get in an account.

We wish here to thank those wholesalers who came to our aid when we didn't have a dollar, and in the years to come we shall not be ungrateful for the courtesy shown.

Amalgamation of Local Merchants

Plan Adopted in Manitoba Village Proves Successful—Company Believes it Could be Extended With Advantage Throughout the Whole Province.

Some time ago we described the amalgamation of the merchants of Cartwright, Man., and the rearrangement of stocks—before mostly general—so as to establish exclusive dry goods, grocery, hardware and other stores. The object of this move was, in the first place, to fight the competition of Eaton's Winnipeg branch, and, second, to get away from the credit system of doing business, which the people had come to demand of their local merchants, while, at the same time, sending most of their cash to the catalogue houses, and admitting the existence of no good reason why the latter should be able to offer more attractive prices.

Cartwright is a little village of about 500 population, and it is said that in a single week as much as $1,200 has been sent from there for mail order purchases, and the people making them were, no doubt, on the books of town stores to a considerable amount.

Determined not to tolerate such conditions any longer six firms secured incorporation as "Merchants Limited," with a capital of $50,000.

The business, while out to fight the credit system, is not insisting upon the strictly cash plan. A customer who wants credit must secure a coupon book good for a stated amount, say, $10 or $25. In order to get this book he must give Merchants, Limited, his note for the amount; he is allowed credit in no other way. When he buys goods on credit he pays for them with his coupons. Book-keeping expenses are thus eliminated.

The new company has been operating now for several months, and one of its officers writes The Review as follows, regarding the progress which it has made:

"Up to the present we have met with considerable success. We note, in comparing the business done by the various concerns during February and March of last year with that transacted by the amalgamated interests for the corresponding months this year, that the cash trading has greatly increased. In the past cash was always a percentage—and not a large one—of the credit; now, we are happy to say, conditions are reversed.

"We are not expecting to do as large a busi-

ness as the various concerns did last year, owing of course, partly to the fact that we are restricting credits as much as possible. People are not prepared to buy as freely as when they could put off payment till fall, or some indefinite time later. However, we are getting a large portion of the best trade.

"We might also mention that we have opened a branch at Crystal City, and it is being conducted on a strictly cash basis. Returns from this point, as well as the outlook for the future, are satisfactory.

"It is needless to say that, like all other things on this mundane sphere, our plan of doing business does not suit everyone, particularly the men who have been used to running long credits. This is the class that is hit hardest, and, of course, they kick.

"There was some talk of starting a farmers' store, but up to the present it has not materialized. Nor do we think that it is likely to.

"We are more than ever convinced that the plan of amalgamation is an improvement on the old system of doing business. We would like to see it carried out on a larger scale, viz., a merger of all the best mercantile establishments in the province, with headquarters at Winnipeg. This, we believe, would be a benefit to the consumer, as well as the source of greater profit and less risk to the retailer. Such a concern would be financially strong, and would be in a good position in the world's market. Such a scheme may seem to some merchants rather high-flown and impracticable, but if the situation is studied the trend in that direction will be apparent. It could be crystallized gradually, and in a few years we should have one of the strongest and safest concerns in Canada."



R. McKAY & CO., HAMILTON.

Hawkers' and Pedlars' By-law

Retail Merchants' Association Prosecute Case at Galt—Magistrate Says By-law Restrains Trade.

In Galt police court it was charged that Wesley G. Hull, of London, he being a transient trader, or a person not appearing on the assessment roll of the town of Galt in respect to business or income assessment, unlawfully offered goods for sale, contrary to the hawkers' and pedlars' by-law.

The Retail Merchants' Association prosecuted, and was represented by M. A. Secord, and the defendant by J. H. Hancock, who pleaded not guilty for his client.

Mr. Secord said that the defendant was being prosecuted under section 3 of by-law No. 487, which reads as follows:

> Every transient trader or other person whose name has not been duly entered on the assessment roll in respect of income or business assessment for the then current year, and who may offer goods or merchandise of any description for sale by auction or any other manner, conducted by himself or by a licensed auctioneer, or by his agent or otherwise, is liable to prosecution.
>
> The words "transient trader" wherever they occur shall extend to and include any person commencing in the municipality the business in the said clauses mentioned; who has not resided continuously in such municipality for a period of at least three months preceding the time of the commencement by him of such business therein.

In the box Mr. Hull said that he was in the tea business for himself, with headquarters in London. He had regular customers, and at certain intervals he supplied these with a certain quantity of tea. He did not carry samples. Had no stationary premises in the town of Galt. He never delivered the tea at the time of taking the order and never asked for an order.

To Mr. Secord: Had standing orders with customers. By this he meant that he delivered so many pounds of tea once every two months.

Three Opinions.

Mr. Secord submitted that the prosecution had made out a case under section 3; the defendant was not a resident of Galt, not on the assessment roll in respect to business or income tax, and, finally, he had sold tea. Mr. Secord said that, all the facts considered, he would ask for a conviction.

Mr. Hancock submitted that no case had been made out. The by-law said "offer goods or merchandise for sale." At the time the tea was sold there was no offering of goods or merchandise. Mr. Hancock said the defendant simply took orders on foot and then delivered the goods. There was no provision in the by-law regarding the delivery of goods. Mr. Hancock submitted that no case had been made out against the defendant.

Magistrate Blake said that he had no doubt that Mr. Hull had both offered for sale and sold tea. The point was whether or not Mr. Hull was a transient trader. If he was not a transient trader he could peddle tea until kingdom come; if he were a transient trader he would be fined.

Mr. Hancock said that he would submit that Mr. Hull was not a transient trader, for the reason that he could not be placed on the assessment roll.

Mr. Hancock said that if there was a conviction the case would be appealed.

Mr. Secord said that a person who did not continuously reside in town was a transient trader. If a person was on the assessment roll, in addition to that, he would have to reside in town before he could comply with the provisions of the by-law.

In Restraint of Trade.

Magistrate Blake said that so far as the evidence was concerned he thought that Mr. Hull was a transient trader. The magistrate said that in his personal opinion the by-law was in restriction of trade, but that officially he would have to follow the law as laid down in the by-law. As the case was a technical one he would impose a nominal fine of $1 and 50 cents cost, which would allow for an appeal.

Mr. Hancock, at the conclusion of the case, said that an appeal would be made and the by-law tested.

Toronto's Transient Traders.

In connection with this case it may be interesting to note that sub-section 14 (a) of the Transient Traders' Act was passed in 1906 in consequence of a decision of the Privy Council in the case of City of Toronto v. Virgo (1896) Appeal Cases., p. 88.

The city of Toronto had assumed to pass a by-law prohibiting any hawker, etc., from prosecuting his trade or calling in any of the streets or portion of streets in the city of Toronto therein named. The hawkers contended that this by-law was invalid as going beyond the powers in that reagrd conferred on the city by the Municipal Act. They argued that the power to "license, regulate and govern" did not include the power to prohibit and prevent, which had been assumed by the city. Their contention was upheld by the Privy Council and the by-law was held to be in excess of the city's powers, therefore of no effect.

Sub-section 14 (a) was accordingly passed to cover this point, and under the power conferred by this amendment the police commissioners of Toronto passed, in July, 1906, a by-law prohibiting the sale of fruit, candies or peanuts from any basket or from any waggon, cart, or other vehicle upon the principal business sections of Yonge, King and Queen streets, under penalty of $50 and costs of six months' imprisonment.

The provisions following the words "peace officer" in the first proviso to sub-section 14 were also added in 1906.

LEARN TO TALK CONVINCINGLY.

Anyone who would understand to what a degree the art of convincing and persuading others can be carried should read the life of Cecil Rhodes.

A deal involving several thousand pounds was at stake Rhodes met his man by appointment, and they sat down at about 4 o'clock in the afternoon.

It was 8 o'clock the next morning before Rhodes carried his point; but he won his case.

Many times during the negotiations things appeared to have reached a hopeless deadlock.

But the skill of Rhodes as a debater, his stock of knowledge about mines and mining, and, above all, the strength of his personality were not to be overcome.

Those who aim to be successful in selling goods should know what they are talking about.

It is impossible to be convincing as to the advantages of buying certain wares if the seller is not well posted himself.

Most failures in selling goods resolve themselves into a lack of knowledge of the goods, and want of grasp on the existing conditions in a certain trade.

Local Merchants v. Catalogue Houses

The Review Makes a Comparison of Prices on a Number of Staple Lines — In Many Cases Catalogue Figures are Higher and Qualities Inferior — Quotations from Cities, Towns and Villages.

As we have remarked before now, the only successful way to meet the competition of catalogue houses is to study the reasons why your customers trade with them, and give them better reasons for trading at home. Many merchants are following this course, and with good results, while others sit around, fold their hands, indulge in blue thoughts regarding the business that is going by them to the larger centres, and make no effort to better their positions. Numbers of the latter do not believe that they can compete with catalogue prices, and, at the same time they have no definite idea as to what catalogue prices really are.

In previous issues we have gone into the mail order question in its different aspects pretty fully ; this month we are going further and comparing the prices of a big catalogue house on various lines, with those of a number of local merchants. This information should be of interest and value to every retailer in Canada. It is calculated to inspire confidence in those who are inclined to be discouraged, and incite them to close study of the situation, followed by serious efforts to conserve the trade of their home markets.

The Review chose sixteen staple lines from ——'s catalogue, and had a mail order sent in for quantities of each. We cut up the various materials into samples and sent them out to a number of merchants, requesting that they give us their regular selling prices on similar goods in stock. None of them were given any idea as to where the samples came from, or for what purpose we desired the information. The lists of prices follow :

CATALOGUE HOUSE PRICES.

1.	Black wool voile	(44 in.)	$0.75
2.	Black broadcloth	(52 in.)	1.00
3.	Navy blue panama	(42½ in.)	0.39
4.	Black taffeta	(20 in.)	0 50
5.	Navy louisene	(20½ in.)	0.75
6.	Fancy worsted, medium grey stripe	(52 in.)	1.00
7.	Victoria lawn	(45 in.)	0.12½
8.	Nainsook	(37 in.)	0.15
9.	Navy and white dotted duck	(27 in.)	0.12½
10.	Bleached longcloth	(36 in.)	0.08
11.	Navy and white striped duck	(27 in.)	0.12½
12.	Apron gingham	(36 in.)	0.09
13.	Unbleached table damask	(60 in.)	0.23
14.	Linen damask, half-bleached	(60 in.)	0.40
15.	Black taffeta ribbon	(4 in.)	0.20
16.	Black duchesse ribbon	(3 in.)	0.20

A Bristol & Son, Picton.

1.—		$ .50
2.—		1.00
3.—		.50
4.—		.50
5.—		.75
6.—		1.00
7.—		.12½
8.—		.10
9.—		.12½
10.—		. 8
11.—		.14
12.—		.10
13.—	(56 in.)	.25
15.—		.18
16.—		.12½

G. B. Ryan & Co., Guelph.

1.—		$ .75
2.—		1.00
3.—	(44 in.)	.40
4.—		.60
5.—		1.00
6.—		1.00
7.—	(32 in.)	.12½
8.—		.15
9.—		.10
10.—	(34 to 36 in.)	. 6
11.—		.12½
12.—		.10
13.—	(56 in.)	.25
14.—		.35
15.—		.20
16.—		.20

George Vickers, Barrie.

1.—		$ .50
2.—		1.45
3.—		.50
4.—		.50
5.—		.75
6.—		.75
7.—		.15
8.—		.15
9.—		.12½
10.—		.10
11.—		.12½
12.—		.12½
13.—		.25
14.—		.35
15.—		.20
16.—		.20

R. Briscoe, Galt.

1.—		$ .50
2.—		1.00
3.—		.50
4.—		.50
5.—		.75
6.—		.60
7.—		.18
8.—		.18
9.—		.12½
10.—		.10
11.—		.12½
12.—		.10
13.—		.25
14.—		.35
15.—		.20
16.—		.20

Smith & Ash, Sarnia.

1.— ..... $ .75
2.— 1.00
3.— ..... .50
4.— ..... .50
5.— ..... .75
6.— ..... .75
7.— ..... .15
8.— ..... .20
9.— ..... .12½
10.— 12½
11.— ..... .10
12. ..... .12½
13.— ..... .20
14.— ..... .50
15.— ..... .20
16.— ..... .15

The Jas. D. Tait Co., St. Catharines.

1. Nothing in stock that is so open.
2. ..... $1.00
3.— Nothing so low as this.
4.— ..... .50
5.— ..... .75
6.— 1.00
7.— ..... .20
8.— ..... (35 in.) ..... .10
9.— ..... .12½
10.— ..... .10
11.— ..... .12½
12.— ..... .10
13.— ..... .25
14.— ..... .30

Thomas Stone & Son, Chatham.

1.— ..... $ .75
2.— 1.50
3.— ..... .50
4.— ..... .50
5.— ..... .75
6.— ..... (54 in.) 1.25
7.— ..... .20
8. ..... .15
9.— ..... .12½
10.— ..... .10
11.— ..... (32 in.) ..... .15
12.— ..... (40 in.) ..... .12½
15.— ..... .25
16.— ..... .20

W. T. Lee, Owen Sound.

1.— ..... $ .75
2.— 1.75
3.— ..... .50
4.— ..... .50
5.— ..... .75
6.— ..... .75
7.— ..... .15
8.— ..... .20
9.— ..... .12½
10.— 12½
11.— ..... .12½
12.— ..... .10
13.— ..... .25
14.— ..... .30
15.— 20
16.— ..... .15

Unsigned.

1.— ..... $ .75
2.— 1.75
3.— ..... .60
4.— ..... .50
5.— ..... .75
6.— ..... (54 in.) 1.25
7.— ..... .15
8.— ..... (42 in.) ..... .18
9.— ..... .12½
10.— 8
11.— ..... .12½
12.— ..... (40 in.) ..... .15
13.— ..... .25
14.— ..... .40
15.— ..... .15
16.— ..... .20

D. V. Sinclair & Co., Belleville.

1.— ..... .90 to $1.00
2.— 1.00
3.— ..... .50
4.— ..... .75
5.— 1.00
6.— ..... .75 to 1.00
7.— ..... .15
8.— ..... .15
9.— ..... .12½
12.— ..... 8 to 10
13.— ..... .25
15.— ..... .25
16.— ..... .20

Chase, Campbell & Co., Port Williams, N.S.

1.— ..... $ .35
2.— 1.00
3.— ..... .50
4.— ..... (36 in.) 1.00
6.— ..... .75
7.— ..... .15
8.— ..... .17
9.— ..... .14
10.— ..... .10
11.— ..... .12½
12.— ..... .14
13.— ..... .25
15.— ..... .17

A. Beattie & Co., St. Marys.

1.— ..... $ .75
2.— Better quality, (54 in.) 1.25
3.— Better quality, (44 in.) ..... .50
4.— Better quality, (22 in.) ..... .50
5.— Better quality, (22 in.) ..... .75
7.— Better quality, (40 in.) ..... .15
8.— Better quality ..... .20
10.— Better quality (36 in.) ..... .10
12.— 6
13.— ..... (58 in.) ..... .29
15.— ..... .15
16.— ..... .18

J. Wickett & Son, Port Hope.

1.— ..... $ .50
3.— Not so good as our 50-cent line.
4.— ..... .50
5.— ..... .75
8.— ..... .12½
9.— Do not carry so cheap a line.

The H. S. Falls Co., Simcoe.

1.— ..... (46 in.) ..... $ .75
3.— ..... .50
4.— ..... .50
5.— ..... .75

6.— ..... (42 in.) ..... .75
7.— ..... .20
8.— ..... .15
9.— ..... .12½
10.— 8
11.— ..... .12½
12.— ..... .10

J. R. Inksater, Paris.

1.— ..... $ .75
2.— 1.50
3.— ..... .50
4.— ..... .50
5.— ..... .75
6.— ..... (54 in.) 1.00
7.— ..... .15
8.— ..... .15
9.— ..... .12½
10.— ..... .10
11.— ..... .12½
12.— ..... .12½
13.— ..... .25
14.— ..... .50
15.— ..... .20
16.— ..... .20

The T. S. Ford Co., Mitchell.

1.— ..... $ .75
2.— 1.25
3.— ..... .40
4.— ..... .50
6.— 1.00
7.— ..... .20
8.— ..... .20
9.— ..... .10
10.— ..... .15
11.— ..... .12½
12.— ..... (40 in.) ..... .12½
13.— ..... .30
14.— ..... (68 or 70 in.) ..... .45
15.— ..... .20
16.— ..... .15

W. M. Thompson, Penetanguishene.

1.— ..... $ .50
2.— 1.50
3.— ..... .50
4.— ..... .50
5.— ..... .75
6.— ..... .75
7.— ..... .15
8.— ..... .15
9.— ..... .12½
10.— ..... .10
11.— ..... .12½
12.— ..... (with border) ..... .15
13.— ..... .25
15.— ..... .20
16.— ..... .25

Newcombe's, Clinton.

1.— ..... .60 to $ .75
2.— 1.00
3.— ..... .50
4.— ..... .50
5.— ..... .75
6.— 1.00
7.— ..... 10 to 12½
8.— ..... 10 to 12½
9.— ..... .12½
10.— ..... .15
11.— ..... .12½
12.— ..... .12½
13.— ..... .25
14.— ..... .50
15.— ..... .20

P. Slavin & Co., Deseronto.

1.— $1.00
2.— 1.35
3.— ..... .36
5.— ..... .75
6.— ..... (40 in.) ..... .50
7.— ..... .12½
8.— ..... .10
9.— ..... .12½
10.— ..... .10
11.— ..... .12½
12.— ..... (40 in.) ..... .12½
13.— ..... .25

McKenzie & Meldrum, Thedford.

1.— ..... $ .50
2.— 1.00
3.— ..... .50
4.— ..... .75
5.— ..... .75
6.— ..... .50
7.— ..... .15
8.— ..... .12
9.— ..... .12½
12.— ..... .10
10.— ..... .10
13.— ..... .25
14.— ..... .35
15.— ..... .25
16.— ..... .18

J. J. Mullin & Co., Bedford, Que.

1.— ..... $ .75
2.— 1.50
3.— ..... .68
5.— ..... .75
6.— ..... .75
7.— ..... .18
8.— ..... .16
9.— ..... .12½
10.— 12½
11.— ..... 10 to 14
12.— ..... .10
13.— ..... .25
14.— ..... .50

Over-measurement by Catalogue House.

The goods from ———'s came to hand promptly, and, as regards wrapping, etc., in the best possible condition. A customer receiving this package could have no complaint upon the score of measurement, for all goods went at least 37 or 37½ inches to the yard, and in the case of the fancy worsted 38½ inches were given. We were rather surprised that, in an establishment which prides itself upon the exactness of its system, such a leak should exist. If even a small percentage of mail order customers receive the same liberal measurement that we did, the loss must be very considerable. The indications are that ———'s help in this department is inefficient; in fact, it consists mainly of young girls, who are constantly changing, and who cannot be expected to have much knowledge of merchandise or merchandising.

Two items in our order were English print and galatea, and in each case we received duck. As these materials were ordered both by name and number, possibly



Store of A. Bristol & Son, Picton.



AN INTERIOR VIEW — A. Bristol & Son, Picton.

someone in a higher position than the clerks was to blame.

We asked for navy blue broadcloth and received black.

Matching is clearly not a strong point. We requested that the louisene and panama match, and they were of totally different shades.

Comparison of Values.

The T. S. Ford Co., of Mitchell, sent us samples of some goods in stock on which they quoted the prices given above. This gives us an opportunity to compare values with those of ———'s. There is little or nothing to choose between the two samples of black taffeta, though, perhaps, ———'s silk is nicer to handle, and has a softer finish. Price and width are the same. No difference is found in quality or width of the grey worsted fabric, but, while the price is $1 in each case, Ford's sample is by far the more desirable in color and pattern. His black voile is four inches wider, and is in every way a better material. It is a chiffon voile, priced the same as ———'s, but of higher quality, and is a better black besides. Ford's panama is 6 cents higher in price, but it is two inches wider and of a much superior quality and finish. He gets the same price for galatea as ———'s charged us for duck—12½ cents per yard.

Some Comments by Merchants.

Following are some comments made by merchants in sending lists of prices or explaining why they could not do so :

The T. S. Ford Co., Mitchell.—"There are a few lines we do not handle, but we have marked the price at which we think they should be sold, in comparison with similar goods in stock, and of which we enclose samples, with regular selling prices."

J. J. Mullin & Co., Bedford, Que.—"We can only approximate. It is not always easy to get at actual values."

W. T. Lee, Owen Sound.—"Some of the lines we have nothing near, but have judged them to the best of our knowledge."

Smith & Ash, Sarnia.—"We do not carry a line as low as No. 13, table linen, at 20 cents."

A. Bristol & Son, Picton.—"We find that, generally speaking, the articles submitted are a little poorer quality than we usually sell, but we have marked the prices opposite each item, which would be our selling price for same quality if kept in stock."

Thomas Stone & Son, Chatham.—"We have attached list of prices at which we consider we would retail goods equal in value to the samples submitted."

Richard Hall & Son, Peterborough.—"As the class of goods is of entirely a different grade to what we handle, we are unable to give you the selling prices as requested."

Dangerous Line to Sell.

We also secured from ———'s, through mail order, three pairs of hosiery at 50 cents. Following are a couple of the comments received from merchants to whom samples were sent :

A. Beattie & Co., St. Mary's.—"Have nothing to match this hose. It is nearly all shoddy, will have no wearing qualities, and would be a dangerous line to sell in a good established trade. It is worth about 19 cents retail."

T. H. Smith, New Westminster, B.C.—"We regret that we are unable to give selling price for similar line of hose, as we do not stock, and have no demand for, such a poor quality."

G. B. Ryan & Co., of Guelph, say that this line should sell at 18 cents per pair.

Lists from Towns and Villages.

Among the places from which The Review received lists of prices are towns, and even villages. It is interesting to note the population of some of them : Thedford, (McKenzie & Meldrum, general store) 700; St. Marys, 3,700; Port Hope, 5,000; Simcoe, 3,500; Paris, 3,200; Mitchell, 2,000; Penetanguishene, 2,900; Clinton, 2,700; Deseronto, 2,000; Bedford, Que., 1,364. We would draw attention particularly to the showing of McKenzie & Meldrum in Thedford, a village of only 700 people.

Local Retailer's Advantages.

We will leave comment on the comparison of prices to the editorial pages, and, in conclusion, urge local merchants to study their natural advantages over the catalogue houses, which advantages we would enumerate as follows :

Location.

1. He knows the peculiar demands of his local trade, and can supply the exact goods wanted.
2. He can have a wide personal acquaintance with customers.
3. He can add new goods and new styles almost daily, where catalogue houses publish a general list but once or twice a year.
4. He can do a credit business, if he wishes, with responsible parties, while catalogue houses demand cash in advance.
5. His clerks can draw trade by their personal acquaintance.

The location of the local merchant makes the consumer desire to buy from him, because :

1. He can see the goods he is purchasing.
2. He can get the article as soon as needed.
3. He can purchase without the inconvenience of writing a letter and getting a money order.
4. He can exchange any article not satisfactory without delay.
5. He can be waited on by a personal acquaintance.
6. Prices being equal he feels it a civic duty to patronize home industries.

Store.

1. He shows the goods, not pictures or descriptions of them.
2. He can use show windows to attract trade.
3. He can cultivate the shopping habit among customers by making his store attractive.

Transportation Charges.

Goods are received by him in such quantities that freight or express charges per item cost consumer less than when shipped from catalogue houses.

A REGINA DEPARTMENT STORE.

The store of R. H. Williams & Sons, "The Glasgow Warehouse," Regina, which is illustrated in "Men and Methods." is 55 x 90 feet and two storeys high. Thirty-five hands are employed. The lines carried are: General dry goods, ready-to-wear, men's furnishings and clothing, carpets and house furnishings, furs, boots and shoes, trunks and valises, groceries and provisions.

Visitors to England may use The Review's London address, 88 Fleet street, E.C.

A Profitable Millinery Department

Views and Experiences of Some Merchants Who Have Dropped the Formal Opening — The Advantages of This Plan Explained.

BARRY & CO., TRENTON.

Your inquiry, as to the best methods of making a millinery department profitable, opens up a pretty broad question, and it would be impossible, in a short article, to cover the ground, or to suggest any scheme that would meet various conditions in different localities. However, if a brief outline of the plan we have adopted is of any service we cheerfully give it.

The first, and, we think, the most essential thing, is to secure, at any reasonable cost, an experienced and practical head milliner, as very much detail must necessarily be left to her.

The next requirement, in importance, is a well-bought stock, not too large, which must be kept clean by clearing it out at the end of the season, always being sure of getting good profits on new stock.

In our town of about 5,000 population, in the centre of a good district, we believe the department should be kept open the year round. The elaborate openings should be dispensed with. As in our case, have the new stock each season in early, and let as much preparation as possible be made then. Immediately on the milliner's return from the regular wholesale openings, announce to the public that you are ready with the new season's hats. It is better not to have too much of a display of expensive stuff. Have just enough to show the new styles, and a lot of nice, practical, natty hats for early wear, and let the trimmer have lots of fresh ideas up her sleeve to suit your exclusive customers.

From time to time, as the season advances, have the head trimmer visit the wholesales and large retails, making it a point to let the public know of the fact. Have something new all the time, as it is freshness the buyer is looking for.

A clean, well-furnished room should be devoted to millinery. The first is preferrable to the ground floor, as it is more private.

If similar lines to these are followed, with modifications to suit different localities, millinery should become a paying department, instead of a drag on a business, or merely a drawing card.

MADILL & ANDERSON, ST. CATHARINES.

There are many features which enter into the matter of making a millinery department profitable. Some points do not require mention, while on others there is sure to be a difference of opinion. However, accepting as a basis, good equipment and competent skill, both in



Tea and Rest Room, Hudson's Bay Co's Store, Calgary.

workroom and showroom, there is also great need for well-defined policy and invariable continuance of same.

1. Find out the features of the season before buying season's requirements.
2. Avoid trimming and finishing for sale all the stock for an opening day.
3. Do not speculate to please customers' whims.
4. Avoid exchanging goods that have once been worn.
5. Arrange so that new stock will be on display every week. (Express charges cost less than surplus stock).
6. Require the workroom to report on every item of merchandise entering into completion of an order.
7. Insist that nothing leave the showroom until paid for or reported on at the office.

E. R. BOLLERT & CO., GUELPH.

We have pleasure in responding to your request for our views regarding profitable millinery methods. We believe some elements of success are :—

1. Buy sparingly.
2. Show goods early.
3. Buy Fashion's newest fancies.
4. Buy constantly as you sell.
5. BUY SPARINGLY.
6. Avoid jobs and "clearing lots."
7. Keep stock up-to-date, but not beyond date.
8. Get a decent profit.
9. Avoid loss in workrooms.
10. Finish the season with empty shelves.
11. And again we say BUY SPARINGLY.

Millinery values are short-lived. Fashion is fickle and changes often. There is little or no value to millinery goods. The shape, the shade, the material, have only value while the breath of fashion is in them, and that is for a short time. Hence, the danger, generally speaking, of having large quantities of anything, no matter how low, apparently, is the price.

Several years ago we became convinced that the conventional "opening," so far as business and profit were concerned, was a delusion and a snare, and we dropped it. Instead of the usual method of keeping the season's new designs and materials under cover for several weeks after the openings of the wholesale houses, we show them simultaneously. Instead of keeping our staff busy preparing models for the "opening" display, we put forward each day's product into the show room to sell. Instead of the usual confusion and turmoil of opening days, before which, and during which, little or no business is done, we have had several weeks of selling.

Much of the millinery shown on opening days has to be reconstructed before it is sold. We avoid all this, and enjoy the gratification of early and increasing sales. We have "millinery opening" every day, from the beginning to the end of the season, and are well pleased with the results.

PRACTICE INDUSTRY.

One is too apt now-a-days to disregard the slow and sure signs that are to be realized by honest industry.

Man is endowed with faculties and powers of well-nigh limitless capabilities, but it is only by diligence in the exercise of these powers that he can hope to attain any degree of success.

Again, at what success can a man expect to arrive who has forfeited his reputation for integrity.

He will find that nothing will serve him; neither truth nor deceit—perhaps hardly his industry.

But let him practise industry, and make use of truth and sincerity in all his words and actions, and they will carry him through to success when all other arts and qualities will fail.

These two fundamental qualities of industry and integrity, acquirable by all—even those of the meanest capacities, are the only sure and natural roads to success.

Factory Children

Quebec Law Requires that They be Able to Read and Write—Compulsory Education.

There have been some important changes in the Quebec laws relating to the inspection of factories and boilers, and in order that they might be fully understood, and proper arrangements made for putting them into effect, a meeting of the factory and boiler inspectors was held at Montreal, Hon. W. A. Weir, Minister of Public Works, presiding.

The most important of the new regulations is one referring to the employment of boys and girls in factories. This regulation is undoubtedly the first step towards compulsory education in the province, for it provides that in future every child and young girl under sixteen years of age employed in an industrial establishment, and not able to read or write, shall, so long as he or she continues to be so employed, or until he or she is able to read and write, continuously attend a night shool; and in future no employer will be allowed to receive a child into his establishment without ascertaining that such child can read and write, or, in default of this, without a certificate from the principal or other teacher of a night school that such child is attending the same.

A further regulation which has just come into effect is that in future no children under the age of fourteen shall be employed in factories. The age previously fixed was thirteen years.

The Hon. Mr. Weir, in a brief address to the inspectors, spoke with gratification of the fact that the legislature unanimously passed the new laws relating to the employment of children in factories. It was bad morally, physically and intellectually for children to go to work in factories at too early an age. Mr. Jobin had reported to him cases in which fathers had stayed at home and lived in idleness on the wages which their children earned in factories. That was the sort of thing that they wanted to stop, and he was glad that the legislature had now given the inspectors power to require an affidavit from the parents, in support of a certificate of age.

In the discussion which ensued, James Mitchell said something should be done to prevent children from working for more than ten hours a day in factories, in order to make up for the half-holiday on Saturday, and he thought a law should be passed regulating the hours of employment to fifty-four hours a week instead of sixty hours, as at present.

Mr. Weir said if the people would only agitate for this, he would be pleased to submit it to the legislature, and he was sure it would be passed if he were fortified by their votes.

NEW BLEACHING PROCESS.

George Pearson, an English bleacher, who for years was connected with the firm of Joseph Pearson & Son, Nottingham, is in Toronto interesting flax dealers in a process of bleaching, which he says will produce the purest white from Canadian flax.

Successful Ready-to-Wear Department

Views of a Peterborough Merchant, and of the Manager of this Department for John Ogilvy, Sons & Co., Montreal—Many Important and Interesting Points.

A. W. CRESSMAN, PETERBOROUGH.

We would place first what many look upon as an after consideration; that is, competent help. By this we mean that your sales force must be specially adapted to the department. Very often successful salespeople in other departments are failures when it comes to selling ready-to-wear garments. This naturally suggests the question, "What are the qualities required?" In answering this we would say: First, patience; second, enthusiasm. With a very average stock and enthusiastic, patient salespeople, you can make a success of the department, but with an up-to-the-hour stock and an indifferent sales force the department will not be a success. So we would put the matter of competent help in this section above every other consideration.

Next we would mention alterations. Have a satisfactory alteration department, and do the work free of charge. We know this is a disputed point, but there is no doubt in our mind regarding it. Practically every woman would prefer paying $11 for a garment and have it altered free, than $10 and have to pay 50 cents for alterations. The cost of the alteration department should be charged to stock and allowance made in marking the goods.

Then we come to the matter of stock. Two features here, in our estimation, are important to-day. These are exclusiveness and the showing of new goods all the time. Have all lines confined. Leave alone those that you cannot confine. The stock should be kept at a point where it is possible, without overloading, to pick up new things as they come out.

Here are a few "Don'ts" that appear to us to be important in conducting a ready-to-wear department:

1. Don't send out a misfitting garment, no matter what the temptation.
2. Don't sell an out-of-date garment unless it is sold as such.
3. Don't hurry your customer to make a selection. Most women enjoy "shopping" in this department.
4. Don't refuse to exchange a garment or refund money when it is requested.

There are many other matters which require a great deal of attention, such as overloading of stock, cleaning up at the end of the season, etc., but these are all so well known and understood that they scarcely require mention.

In conclusion, we would say that, in our judgment, the ready-to-wear department in the dry goods business of to-day is the one which offers the largest field for expansion. There is practically no limitation to its growth. It is a department that appeals to the woman from every point of view. It is the one which should show the largest net results at the end of the season.

R. McRAE, OF OGILVY'S, MONTRERAL.

The successful conduct of a ready-to-wear department depends largely upon the following essentials: Right goods, right prices, right salespeople. While there are other and important points, these are, so to speak, the backbone. At a casual glance they may seem a simple combination, easily acquired, but upon a closer examination of what these terms really imply, one will readily observe that a depth of meaning underlies each of them. In this short article I will attempt a fuller explanation of their true significance.

"Right goods" implies a thorough knowledge of values, both as to garments and their materials, a natural taste for the beautiful, an artistic idea of color combinations, a close relationship with Dame Fashion, and an intimate conception of the requirements of the people who form your clientele.

"Right prices" implies the possession of sufficient knowledge of departmental expenses to enable you to form a correct estimate of the margin of profit necessary to make the department a paying investment; also the possession of a faculty for knowing what your competitor is doing in this regard.

"Right salespeople" means a staff of employes who are well conversant with the garment business, so that when they talk to a customer they do so intelligently; also that they should have a knowledge of human nature, so that they will be able to study the peculiarities of a customer. Besides these points, there are tact and courtesy, with an abundant supply of patience, perseverance and energy, to be taken strongly into consideration.

Salespeople cannot too strongly be impressed with the fact that it is a positive detriment to the welfare of a department to force goods on a customer. This failing is all too common with energetic salespeople, and nothing is more certain to drive trade away. A pleased customer is your best advertisement.

"Right salespeople" implies, too, proper and careful keeping of stock—well kept stock is half the selling. It frequently happens that stock badly arranged prejudices the mind of the customer, and the sale of an otherwise desirable article may be lost.

Among the other points necessary to the success of the department two might be mentioned, as being the more important, viz., advertising and clearing of slow sellers.

Use all the newspaper space you can get, and as often as you can get it. It is hardly necessary to impress upon present-day department managers the necessity of truthfulness in their ad-writing, but just one word in this regard: when you depart from truthfulness in advertising you immediately start to undermine your department.

Departmental displays as an advertisement cannot be too strongly emphasized. Display! Display!! Display!!! However, do it with care and judgment, so as to get the best possible effect in the arrangement of figures, etc. The old phrase that "seeing is believing" might be changed to "seeing is buying," and applied here.

The disposal of slow-selling lines is a most important item in the up-to-date department, and in this connection a very few words will suffice. The moment you relegate a garment to the slow-selling category is the moment in which the price should be cut, and the fact advertised. Don't wait, hoping against hope. Remember that the first loss is always the smallest, no matter how great the price reduction may be.

DRESS GOODS PROBLEMS

By W. B. MOWATT, Buyer, The John Murphy Co., Montreal.

Buying and Selling Methods — Advertising—Some Essential Qualities in the Successful Manager.

Twentieth century departmental store retailing may, logically, be placed among the fine arts. In no other branch of commerce is refined agression, practiced diplomacy, good breeding, a knowledge of human nature and sound common sense used to such advantage.

Knowledge is Power.

The successful manager can never know too much, and he should always be eager to listen to and entertain any new scheme or idea that will place him one better than his competitors. He should be thoroughly grounded in his business, and know his assistants and what they are capable of doing, from the boy who dusts the counters to the most brilliant salesman in the department. The commander in the field of battle has no greater strategic problem before him than the aggressive manager has in placing his staff and his goods so as to secure the best possible results. Every department requires a leader, both in goods and the clerk to sell them. They set the pace for the others to work up to. After the manager come values and clerks with ability. If you have these you have a strong argument to win success with.

Buying Goods.

To buy goods well is to secure as far as possible, what is salable. Of course, a progressive buyer must, necessarily, sometimes be speculative, but even then the man of sound judgment will (to put it paradoxically) see the goods sold before he makes a plunge. Staple goods and colors, in a full range of prices, should always be well looked after in a dress goods department. It is fatal to business to be without any wanted cloth or shade. If you only carry small quantities, and repeat often, the wisdom of buying what the public require, and selling at the lowest possible profit, is sound business logic, and a proverbial business builder. In buying fancies and ultra-fashionable goods, I believe in always having the very latest on the market. Buy in dress lengths or small quantities, from a large range of designs, each design to have a distinct contrast and character of its own. Exclusiveness and fashion in the matter of advanced styles is one of the strongest ads. to be had in toning up the class and character of the goods carried. See all the goods that are shown, but never buy against your better judgment. It never lowers the status of even the smallest buyer to refer some sample that has appealed to him, to his clerks behind the counter for their approval. They know what is wanted, and what they can sell, and the mere fact of having a say in the matter fills them with enthusiasm, which is a powerful help in the selling staff.

Selling Goods.

The strongest points in selling goods are to have what is required, at the right time, bought in the best market, and ready to sell at the lowest possible profit. I believe, when marking goods, in asking myself, "What is the lowest possible price at which I can sell these goods?" instead of the old-fashioned method of figuring how much profit could be made. There is a great difference in the meaning of these two phrases, and following one plan many businesses have prospered and grown, while rejecting it, many others have gone to the wall. Have the best possible staff of sales clerks obtainable, as a good clerk will always pay for himself, while an incompetent one may lose the salaries of half a dozen.

Advertising.

To advertise means to make known, and, therefore, there are various ways of advertising, and different ideas as well as different classes of goods. We will say, for instance, your new Summer dress goods and silks have arrived. You advertise the fact that they are new, and in this cause you request the public to come and look over the latest and most fashionable goods on the market. Then, you take the ad. that has for its object the character, quality, style and value of the goods you are offering. You elaborate on the style and exclusiveness of your fancies, advanced styles and weaves, and come out strongly on the best staples you have at the lowest possible price. Emphasize the quality, price, and the full range of colors you carry. Then you come to the cleaning up or jobbing ad. You have certain lines of goods to sell at a price which is below the regular trade figure. If you have a reason for selling these goods at this price, tell it in the most forcible, straightforward manner you possibly can. Let the public into all the secrets concerning these lines, and the more you do so the better friends they will become to you. They will be sure to tell friends of the genuine sales to be had at your store, because you have a reason for holding these sales. When possible, back up all your ads. with as many window displays as you possibly can, and always have your department showing a large display, representative of what you are advertising.

Have everything ready for business before the store opens in the morning, make your clerks acquainted with what is expected of them, look for results and your success is assured.

GLADSTONE'S METHODS.

There are men who can do many things and do them well; they have genius for accomplishing much in a short time.

Gladstone is supposed to have accomplished more in a day than any other man, but he never worked in a hurry.

A friend was visiting him in his study one day, and after watching him work for some time said:

"Why, it would take me a week to do what you have done in a morning."

Nonsense," came the answer; "I have had every bit of this work planned before I started. If my work differs at all from that of some other people I know, it is because I work with great caution. One thing at a time, and that done well, is all I can manage."

The History of the Empire Gown

When the public read in the society news that Lady A.——, or Mrs. B.——, wore a dress made in Empire fashion, or that the latest sweet June bride was gowned in an Empire robe, they may conclude that Empire styles are the newest in Paris and New York.



GREEK.



ROMAN.

But, after all, Empire styles, or what we term Empire styles, are not so new, and it is only the ceaseless revolving of the wheel of fashion that has brought them up from the dead and almost forgotten past.

Two thousand years ago or more, when British belles were clothed in a few skins and a little blue paint, ladies of fashion in Greece and Rome were wearing Empire gowns, or at least gowns that were similar to those worn to-day, allowing for the differences caused by habit and environment.

Just to show how close the analogy comes, an artist lecturing recently in Chicago, somewhat startled his hearers by declaring that the differences between the ancient and the modern gown were so slight that a lady of that remote period, robed in the "latest out" of her day might comfortably take a walk down street. Provided she didn't get too much in the way, as she gazed into the store windows, she would attract little notice. Chicago folks would scarcely stop chasing the almighty dollar long enough to give her a second look. Even her sandals would pass muster, for she might be some sort of a walking footwear ad.

After the ladies of Rome dropped the classic gown it had a long, long rest. Even in the renaissance period, when fashionable dames turned to Virgil and Homer, for light reading, its revival was never considered. Perhaps it was too free and unsophisticated to find favor with the ladies of that day, who preferred the stately pomp of buckram and steel—the farthingale, stiff bodice and ruff—and gold-embroidered brocades and heavy velvets, rather than lawn or gauze.



MODERN EMPIRE.



FIRST EMPIRE (Time of Napoleon I.)

It was not until Napoleon, in the dying years of the eighteenth century, dreamed of another world-wide empire, that loose, classic draperies appeared upon the scene. This was in the day of that wise and philosophic lady,

Josephine's dressmaker, who, declaring "Nothing is new but that which is old enough," turned back into the past, for elegant novelties, with which to turn the heads, and fascinate, the Parisians of both sexes.

The cyclonic changes in the Government made a quick change in the dress of the people. Head-dresses tumbled down, and instead of mountains of feathers, false hair, frizzes and powder, the hair of both sexes was cropped a la Titus. Flowing trains gave place to scant skirts, short enough to show, not just the feet, but a good deal of the limbs also. The swimming pannier gowns became mere straight sheaths, almost waistless.

Small wonder that the fashionable woman was dubbed a Mervielleuse, for dress of that period outdid antiquity, and it is difficult to conceive of its being worn in any place but the seclusion of the wearer's apartments. That women did brave both the elements and the public gaze in such costumes is a matter of history. A gown was little more than a second chemise, and sometimes only a first one, worn over pink fleshings, or at most a transparent tunic which clung to the wearer's form with every movement. Not content with even this light attire, leaders of fashion had these slight robes slit at the sides, from the hips down.

Paris then, as always, was the arbiter of the world's dress, and the French styles were soon copied and modified by other nations. Just how pleasing these modified Empire gowns could be is shown by the portraits painted by the artists of the time, and it is to these portraits, in a great measure, we owe the present revival of Empire styles.

With the end of the nineteenth century came a flood of Napoleonic literature, freely illustrated with portrait reproductions, among which were the justly celebrated ones of Josephine and Queen Louise, after David, of Madame Recamier, after Gerard, and other celebrated women of the time.

The centenary of Nelson and of Trafalgar brought more reproductions, chiefly after the charming Romney and Hoppner portraits of Lady Hamilton. Romantic plays and operas of the period followed, and Paquin and his confreres evidently felt that the time was ripe for the revival of the Empire gown.

With the gown came a host of old-new novelties, the wearing of much jewelry, for instance—jewelry that owes its chief charm to color and workmanship, rather than the value of the stones—the many necklets, bracelets, high carved and jewelled combs, etc. The balatine, or reticule, ornamented with beads, spangles or embroidery, was the direct forerunner of the shopping bag of to-day, and was worn for the same purpose—to take the place of a pocket, which it was impossible to insert in the plain, flat skirt. The floating veil and the lace scarf are the other features, and the way in which gold and silver tinsel keep to the fore is certainly due to the influence of Empire styles.



(Designed and Fitted by Harris & Sheldon, Birmingham)

An Interior View—Bobby & Co., Ltd., Leamington, Eng.

The Fancy Goods and Notions Dept.

By the Managers of this Section in Two Large Montreal Stores — The Training of Salespeople is Important — Location and Display, Etc.

R. N. B. READMAN, THE JOHN MURPHY CO.

The question of trained help has a great deal to do with deciding whether goods are salable or not. There are, of course, many articles in a well kept stock which practically sell themselves. There are also many which require selling, even though they are known to be good. Take, for instance, a belt and waist adjuster. These are several of these on the market, one about equally as good as another. A customer asks for a certain brand, and if it is not in stock she will, in most cases, refuse a substitute, unless—and here is where the trained salesperson will prove herself—she be shown the good features of the brand in stock, and how nicely it can be made to serve the purpose, when on really knows how to adjust it. "Why," she says, "it is just as satisfactory as the other; I had no idea it would be so good." Department managers in any store will find that the reason goods that are demonstrated sell is because they are demonstrated. If salespeople are shown the use of, and know all about the goods they handle, they can demonstrate anything. You may say, (speaking principally of a notion stock)—"Any woman knows how to use these simple things," It's just this : Customers know how to use certain articles, and know them by their particular names, but if another thing, which may be almost the same, is shown as a substitute, they will invariably turn it down, because they do not know the value of the article. They must be shown, and unless the salespeople are trained to show them, many so-called bad stock items will be kept lying around, to be either sold at a partial loss or regarded as absolutely dead.

When a new hand comes on it is a good idea to have her placed under a reliable salesperson, and have every article she handles thoroughly demonstrated to her, so that she, in turn, may know how to explain their merits to a customer. Salespeople should be trained to the knowledge that they personally, as well as the store in general, can have regular customers. Many of the clerks in an up-to-date departmental store fail to consider that customers get the habit of dropping into stores where they are best treated. Even though at times they ask for articles not kept in stock, a courteous answer and interested demeanor go a long way in reminding them of something at hand that they require. It is natural that they should return to the department of the store where they have been well served, and look for the clerk who attended them before.

In smallwares, especially, is prompt attention required. Salespeople should be taught to know that a shopper is likely to say of any notion article : Oh, I can get it almost any time, it's such a little thing," and she won't wait. More than likely she will see it at the next store, and if she is waited on promptly the sale is lost to you. It was lost by a salesperson in your store not realizing that a few seconds' time meant a sale.

Have your help trained to know the goods thoroughly. to not take for granted that a customer knows all about the goods, and to attend to customers promptly and courteously.

W. A. ROGERS, THE W. H. SCROGGIE CO.

While the sales in this department are not so large as in many of the others, it can, if conducted properly, be made one of the best paying sections, for the number of people to be found at its counters during a day is fully ten times that at any other department in a store. It is of the utmost importance that the manager see that everything is done to bring sales up to the highest possible figure. In order to do so he must examine his stock carefully every day to see that the numerous articles carried are always provided for, and also that novelties may be constantly added. It is his duty to see that the stock is kept scrupulously clean, and that it is displayed in the most attractive manner.

The manager cannot be too particular about the way in which his salespeople are trained to keep stock. Each one should have a certain section to look after, and be held responsible for the same. Have stock properly dusted and well assorted. Cleanliness costs but little and pays big profits on the investment. Always maintain as large a variety as possible—the greater the variety the more chance you have of getting the public interested, thus drawing many purchases that otherwise would not have taken place. A good way to attract interest is to have several employes demonstrate certain lines of goods, such as hair curlers, belt fasteners, collar supporters, etc.

Special five and ten cent sales prove very satisfactory. In many cases the lines offered are those which are required every day, and they are certain to bring people to the store.

The fancy goods and notion department requires even more attention than any other. It cannot be allowed to stand still a single minute, and it is a winner for itself and the rest of the business.

Goods should be kept on the move, so that the display will look different to the various customers on entering at different times. If there are ever so many new goods arriving, and they are put in the same old places day after day, in nine cases out of ten they will not get credit for being anything but old stock. Goods should be changed around ; if this is done the department will always have a neat and new appearance.

A great deal of the success of the department is due to its location and appearance. It should be as close to the main aisles as possible. It can be made attractive by neat display. One of the best investments that can be made is the purchase of several display stands, suited to each line of goods.

FARLEY PHILLIPS, LIMITED.

A Dominion charter has been granted Farley Phillips, Limited, Montreal, with a capital of $45,000, divided into $100 shares. The object of the company is "to carry on the business of manufacturers and merchants of, and of wholesale and retail dealers in, cut glass, pottery, silverware, plated ware, cutlery, china, delf, crockery, bric-a-brac and glass, marble, wooden and metal ornaments and similar ware."



W. L. Kane & Co., Halifax.

Points Regarding Knitted Goods

By P. B. Lyon, with The John Murphy Co., Montreal — Keeping Stock Clean — Special Sales, Change, Wrapping — Expansion of the Department.

The enormous demand of the last few years for fine and more fancy grades of all lines of knit goods, particularly hosiery, has doubled and tripled the sales in this department, making it one of the most profitable, and in most cases free from undesirable stock.

Keeping of stock simply means knowing thoroughly the lines carried, having same correctly and plainly marked, the boxes or packages free from dust, and so arranged that the goods can be promptly shown. Some salespeople spend—or would if permitted—all their time arranging stock, and feel that they are earning their salaries. Then again, some so-called good stock-keepers are very backward about exhibiting different lines, if one can possibly be made to do. One reason for this is the extra work required in re-arranging. To-day it is results that are wanted, and while a well kept stock will assist wonderfully, the keynote is sales. Keep the stock neat and clean, but sell the goods.

Real special sales are a great benefit to any department, and knit goods, such as hosiery of the right sort, properly displayed and advertised, bring good returns. It may be that you are overstocked, have got hold of a set of manulacturer's samples, or certain lines may have come your way by a special purchase—any of these will move quickly and prove valuable advertising.

July sales, as carried on in some establishments, make the month, which, a few years ago, was considered the quietest of the year, now one of the best, and in some departments the best. If you are not overstocked, and think you have nothing to clear out of your own stock, how about some of your wholesale friends? Have they been so fortunate?

In many cases the very important matter of wrapping is not given nearly enough attention. No sale is complete until the customer has received the goods, either over the counter or at her home. Goods poorly wrapped or crushed are sure to create a bad impression. Such are often sent out even by stores employing girls specially for wrapping. This should be carefully watched.

In the making of change on a very busy day, or during special sales, a temporary cash box or register, near or at the busy sections, will greatly relieve, not only the customers, but the salespeople as well. Customers waiting for change are only taking up space that would otherwise be occupied by prospective purchasers.

The large and well assorted stocks carried to-day do away with a great deal of the special order business; in fact, it is hardly necessary at all, providing stock, sizes and qualities are carefully looked after. A book should be kept in the department for special orders. Whenever possible the department manager should be consulted before any such are taken, that he may know exactly what is required, when it is wanted, and who it is for.

Goods once entered on the G. O. list must go, or else the list fails to answer the purpose for which it is designed. Before entering any lines they should be given every chance to move. It may be that they have not had a fair trial, due to being overlooked, or not being fancied by the salespeople. Bring them to the front, and a counter display, a window or an ad. may move the lot. If not, you may know that they are not required in stock and they must go on the G. O. list, which is made out as illustrated.

According to the above item, a line of grey all-over lace hosiery, stock No. 2,000, cost $5.50 per dozen, with original selling price of 65 cents, is reduced first to 50 cents and then to 35 cents. In this way, by taking stock of a new line or lines every few days, undesirable goods are cleaned out, if not at the first, a second, or, if necessary, a third cut.

Hosiery.

Stock No.	Cost.	Size.	Color.	Price.	Date.	Price.	Date.	Price.	Date.	Remarks.
2,000	$5.50	9	Grey	.65	6/4/07	.50	6/5/07	.35	1/6/07	All-over lace.

INCREASE IN EXPORTS OF AUSTRALASIAN WOOL

The Canadian commercial agent in Australia writes: The Australasian wool exports for the period as from July 1, 1906, to March 31, 1907, as compared with the corresponding period of 1905-6, show a net increase of 213,808 bales, of which Australia contributed 181,969 bales and New Zealand 31,839 bales. The exports for the nine months ending on March 31, 1907, are as follows: from Australia 1,555,030 bales, from New Zealand 366,408 bales, thus making the Australasian total 1,921,438 bales, of which the bulk was sold in the local markets. Prices continue firm, in fact upon a somewhat improved basis, as the demand remains as active as at the opening sales of the season.

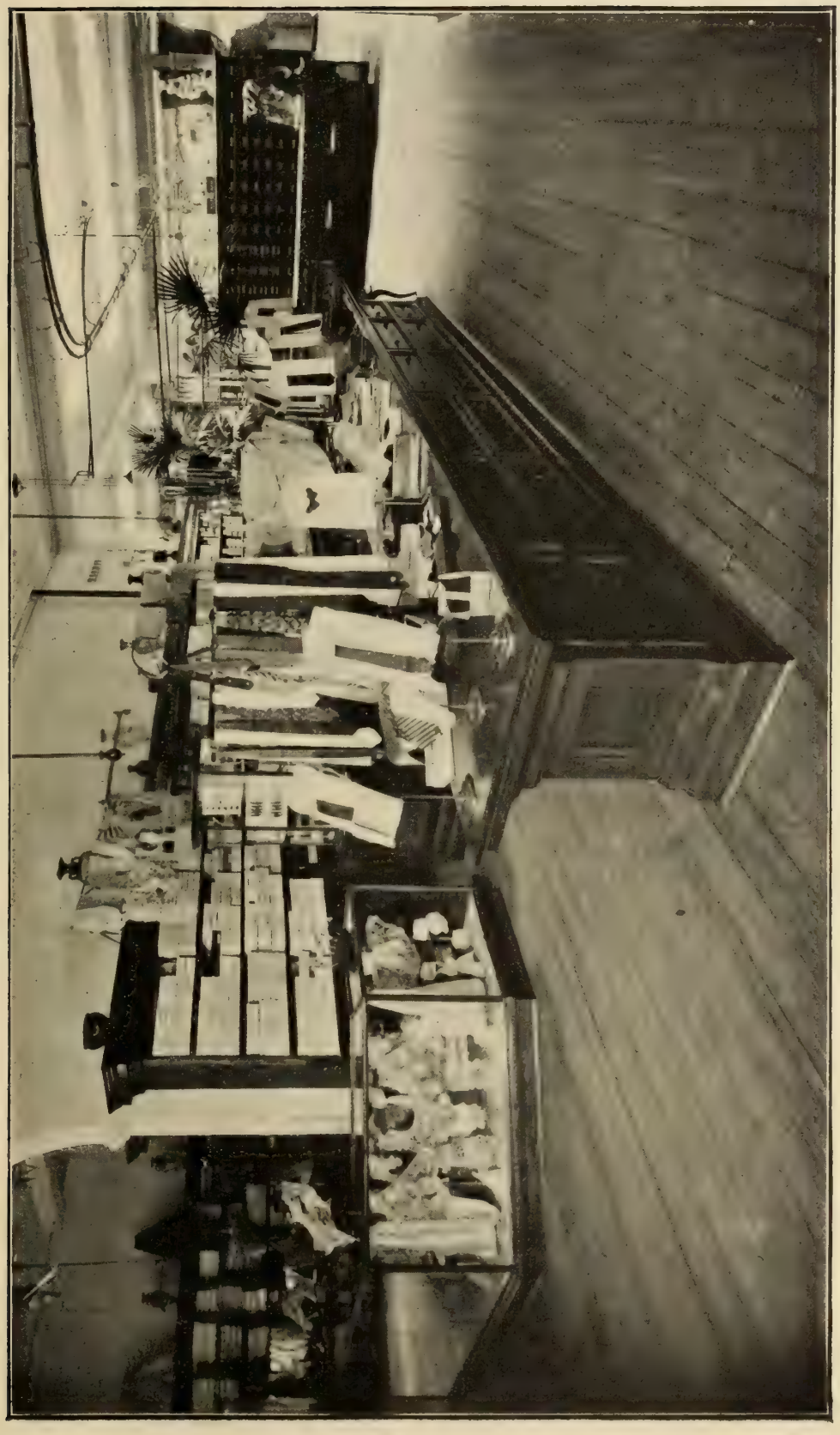
EARLY TO BED.

No one can do his best work if his mind is woolgathering. If the employe is thinking about the races he can't do good work for his master. If he is in the habit of being up late at night he cannot concentrate his mind and bring out the best there is in him. Nothing is so good for the hard worker, nothing will stand him in as good stead, as plenty of sleep.

Get to bed early, get lots of sleep every night. You will be ready and strong for the fray of the morrow. If you get plenty of sleep you can do three times as much as the man who doesn't get enough sleep.

Sleep builds up a strong body and makes your brain clear. Your thoughts are better. The character of your work averages higher, and you are worth more money to your business.

Lack of sleep means a waste of your energies.



W. L. Kane & Co., Halifax.

Management of The Staple Department

By R. J. Farnon, Buyer of Staples for The W. H. Scroggie Co., Montreal —Location, Advertising, Salespeople, Return Goods, Display, Sales, Etc.

The proper location of this department, in a progressive departmental store, is on the ground floor, as the number of customers is large, and many people do not care to use the elevators. Then the goods are of light color, generally speaking, and make a nice, bright showing that quickly catches the eye.

Keeping of Stock.

When goods arrive they should be checked and marked ed off in the receiving room, then sent to the department to have ticket bearing stock number, cost and selling price attached. Samples should be cut, a half yard off each pattern, and sent to the mail order sample room for distribution to mail order customers. The goods, then sorted out according to color and price, are placed in the fixtures, and clerks should be instructed to keep them neat and in rotation.

Slow Selling Goods.

The stock should be gone through and the slow sellers sorted out. The next thing to do is to advertise them at about 25 per cent. less the regular value, and get rid of them. If they still do not move, sooner than return them to stock, reduce them to half price, as it is more profitable to lose 25 per cent. now than 50 per cent. later.

The Money Back Policy.

The return of purchase money is advisable in some cases only. For instance, a customer buys 14 yards of muslin—a dress length—and when she gets home finds that she is not perfectly satisfied with the goods. If she should decide to have a ready-to-wear dress instead, it would be advisable to return the money, as the goods could be sold again at full price. On the other hand, if a lady buys a 5-yard length, and is not satisfied, it is bad policy to refund the money. However, if the customer's explanation is satisfactory, it might be advisable to exchange goods for something else in the department, as a 5-yard end has, in most cases, to be sold as a remnant. If this plan is carried out you will find it satisfactory to both the customer and the firm.

The Advertising Question.

You will find that good advertising is the foundation of success. In the busy season of the year you should advertise regular goods only. When business is dull it is good policy to reduce a special line to 25 per cent. less regular price. This will undoubtedly draw the public to your store. It is good policy to show in your window the goods advertised, calling attention to them in the ad. In this way you give the people a better idea of what the materials really are. When you advertise cut prices make them genuine bargains and you will get a reputation for reliability.

Can Customers Judge Values?

In the majority of cases customers are not well posted regarding the value of goods, and, therefore, the salesman should be ready to make any explanations. As 90 per cent. of the people rely on the salesman's statements in connection with weaves, etc., the latter should know his business from A to Z, and be able to answer all questions asked. Where the salesmen are competent and strict attention is paid to customers, business is sure to increase.

Making Visitors Comfortable.

When a visitor enters the store there should be a man appointed to show her through the different departments and give all desirable information. Quite a number of visitors enter a store merely to look around, but the same attention paid to them, and the same courtesy displayed, as if they were purchasing, is sure to leave a good impression, and sooner or later draws trade.

How to Treat Help.

When a salesman is engaged he should be shown to the department, where the man in charge should go through the stock and explain everything of importance. The new hand should read the rule book, and have its importance impressed upon him. It will be found good policy for a manager to place a certain amount of confidence in his clerks, as this is sure to encourage them. He should go around frequently and inquire about the condition of the stock, how such a line is selling, etc. The advice of salesmen, in many instances, may be asked with advantage. If they are encouraged along this line they will develop more confidence in themselves, and the management will find their counsel valuable.

CANADIAN TWEEDS AND UMBRELLAS.

Canada's commercial agent in the West Indies writes regarding dry goods: "The business with Canada is very small. While the bulk of the trade is now being done with Great Britain, that with the United States is largely increasing, especially in cottons. Canada might get some of this. Canadian umbrellas, and tweeds of light weight, are well spoken of."

THE MAXIMS OF FRANKLIN.

Eat not to fulness; drink not to elevation.

Speak not but what may benefit others or yourself; avoid trifling conversation.

Lose no time; be always employed in something useful; cut off all unnecessary actions.

Use no hurtful deceit; think innocently and justly, and, if you speak, speak accordingly.

Tolerate no uncleanliness in body, clothes, or habitation.

Be not disturbed at trifles, or at accidents common or unavoidable.

Early to bed, early to rise, makes a man healthy, wealthy and wise.

He that hath a calling hath an office of profit and honor.

Buy what thou hast no need of, and ere long thou shalt sell thy neccesaries.

Keep your eyes wide open before marriage, half-shut afterwards.

They that won't be counselled can't be helped.

A man may, if he knows not how to save as he gets, keep his nose all his life to the grindstone, and die not worth a groat at last.



Anticipations Anticipated



Indications point to an exceedingly prosperous Fall business and the large amount of selling we have accomplished is a sure sign that the retail trade is optimistic of the coming season.

Our preparations for 1907 having been made on a more extended scale than formerly, practically including "everything for Fall," we are still in a position to help out merchants who are belated in their buying on price—terms that will bear the closest scrutiny and comparison.

In this connection, we would draw attention to the following lines, quick delivery of any of which is well assured:

Venetians
Broadcloths
Sedans

French Serge
West of England
Cheviot Suitings

Panamas
Poplinettes
Ottomans

Velours
Satin Cloths
Peau de Gant

Clan Tartans
Sombre Checks
Novelty Suitings

Batistes
Taffetas
Rhadames

NOVELTIES FOR EVENING WEAR.

Silk Crepe de Chenes
Silk Crepe de Poplin
Silk Radium Liberty

Silk Sublimes
Silk Eolienne
Silk Voiles

Silk Warp Santoy
Plush Fig. Silk Eolienne
Silk Emb. Voiles

BLACKS: Our Range of Specials in Staples and Novelties in Black Goods has been added to and is an unusually wide one.

WAISTINGS, FALL 1907 NOVELTIES.

Velvets
White Bearskins
Black Caracul

Chiffon Velveteens and Costume Cords

Tweed and Beaver Coatings

COMPLETE RANGE OF

Gloves
Hosiery
Underwear

Braids
Buttons
Trimmings

Ribbons
Laces
Fancy Goods

BROPHY-CAINS, LIMITED

Victoria Square, MONTREAL

WHOLESALE DRY GOODS. QUICK SHIPPERS

Co-operative Stores

Drapers' Record:—The pretentious claim that the co-operative stores movement is based on noble ideals no longer carries conviction to sensible people. We all recognize that at the outset the promoters of the co-operative idea were inspired with lofty visions of the brotherhood of man. So much credit is certainly due to them; their intentions were excellent. The co-operative movement is now, however, a matter of history; it has a long record of years behind it; it is to be criticized not by its aims but by its deeds. That the movement has been a success of a kind is beyond doubt. The enormous figures to which we are treated at the co-operative congresses are eloquent evidence of the fact that a great section of the public, more especially in the north of England and in Scotland, has fastened on to the system with enthusiasm. Dividends have a potent charm for us all, whether we are co-operators or non-co-operators. There is nothing inherently contemptible in dividends, so long as they are earned on sound business lines. A distinction, however, must be drawn between "divi" and dividend. The root difference between co-ops. and non-co-ops. is that the former draw their "divi" with unwarranted references to idealism and to the brotherhood of man, whereas the latter draw their profits without deception and without any sugared platitudes. A few leaders of "the movement," and some amiable, but unbusinesslike, divines may still harbor the delusion that co-operative stores have brought us nearer to the millennium. The practical man, who faces facts as they are, has long ago rid himself of any of these delusions. The very manner in which the advocates of co-operative stores treat criticism is proof of their lack of even the rudiments of fraternal charity. Recently our contemporary, the Weekly Scotsman, has been giving considerable space to arguments pro and con the co-operative stores. The correspondence was started in the interests of truth and fair play, and equal opportunities were given to both sides to state their views. The result has been that a co-operative journal has charged the editor of our contemporary with concocting the letters which were published against "co-op." Needless to say, the editor of the Weekly Scotsman repudiates this gross charge of falsehood, fraud and wilful imposition. The very fact, however, that the charge was made is evidence of the state of mind of these men who cry aloud that they are conducting business on noble ideals.

There is little need for us to inform our readers that the idealism with which co-operators attempt to vest their stores is not justified. Nor need we tear a passion to tatters in condemning this claim. Rather is it better to accept the fact that "co-op. divi," based although it is on ignorance of business principles, is favored by a certain section of the public. It follows that the private trader might, where the exigencies of co-op. competition render it necessary, attempt to adapt his own business to the craving for "divi." Strip the co-operator of his shams, and we find he is a shrewd business man, who takes full advantage of the fact that his customer is not influenced by love for his fellowman, but by love for himself. However much we may be opposed to the "divi" system, the fact that it appeals to a certain class of customers must be taken into account. If they cannot appreciate the direct business method of selling an article at bed-rock prices, after allowing sufficient margin for expenses and fair profit, the private trader must of sheer necessity adapt his system to suit them. One method is to change discounts into dividends. It is known that the private trader can sell as cheaply as the co-operative store. He can buy better, and he can manage his shop better. So far the competitors meet on fair fighting terms. The only advantage that the co-operative store in reality possesses is its method of returning a part of the purchase money to the customer. Why, some people are now asking, should not private traders combine among themselves, and also arrange to return to their customers a part of the purchase money? The suggestion is being made that private traders should form co-operative societies among themselves, and agree to give their customers dividends instead of discounts. Not only the co-operative store, but also the trading stamp system and the clothing club system—both of which have some strong features of resemblance to the co-operative system—can, it is believed, be most effectually combatted by these means. Retailers are, in short, being invited to fight these competitors with the competitors' own weapons.

The formation of a co-operative private traders' society will be, it is argued, an effective counter-blast to all these forms of competition. The weakness of the trading stamp system and the clothing club system lies in the fact that they represent intervention between tradesman and customer in the interest of some outside third party. Now a co-operative private traders' society, properly conducted, would intervene only in the interest of the members of the society. Already societies of this kind have been formed, and we wish them success so long as they are organized on the right lines, namely, lines of mutual benefit and not of profit to outside third parties. They should be societies in which all private traders are eligible for membership without distinction, provided that they are willing to contribute their share to the expenses. We should regret any proposal to allow only one retailer in each class of trade to join, leaving operative society, but merely a society to give one particu- trade. A society which singles out certain tradesmen for participation in its benefits is not a whole-hearted co-operativesociety, but merely a society to give one particular tradesman an advantage over another. It does not seem to offer any real or lasting solution to the problem of the competition of the co-op. stores. It is merely adding confusion, and making the lot of the private tradesman, regarded as a class, more difficult and more complicated. We trust, therefore, that this new method of meeting co-operative and other competition—a method which is already taking shape in certain districts—will be a genuine co-operative method among all private traders without distinction, and not merely a society which is a clique, and which, while ostensibly fighting the co-operative stores, is in reality tending to crush out other private traders who are not privileged to join the clique. Where retailers are invited to join societies which are not open to all bona fide private traders without distinction but which are open only to one retailer of a particular trade, we should advise them to refuse the application. The societies which should be joined are those which are conducted on lines similar to the many mutual plate glass assurance societies throughout the kingdom —societies which hold an "open door" to all bona fide traders in the district.

Jackson: "No, I never take the newspaper home. I've got a family of grown-up daughters, you know."

Friend: "Papers too full of crime, eh?"

Jackson: "No; too full of bargain sales."

John Knox Company, Limited

LETTER ORDERS

Send us your letter orders to secure quick delivery of your hot weather requirements.

Travellers have full range of samples of all lines for Fall. Place early. Advance lists are being received from manufacturers every week.

Wholesale Dry Goods
Hamilton - - Ontario

IMPORT

We are booking import orders for Lace Curtains, Laces and Embroideries. You will save from 10% to 20% by placing now.

White Parasols

A complete line of these scarce goods in stock at

$9.00, $11.50, $15.00, $16.50, $18.00, $20.00, $24.00 and up to $60.00 per doz. for immediate shipment.

THE

Irving Umbrella Company

LIMITED

79-83 Wellington St. W., - Toronto

J. Y. SHANTZ D. B. SHANTZ



MANUFACTURERS OF

FINE LINES OF BUTTONS

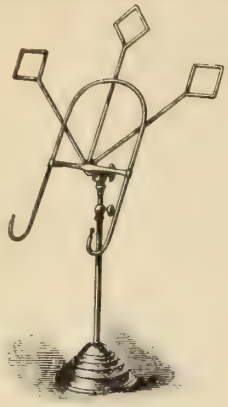
IVORY, HORN, PEARL, PEARLETTE

All leading Wholesale Houses handle our goods in Canada, and leading button houses in the United States, who recognize our goods as of the best manufactured on the continent.

THE Jacob Y. Shantz & Son Co. LIMITED

BERLIN, ONTARIO

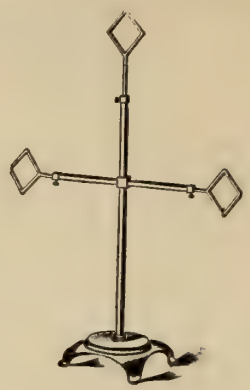
Factories: Berlin, Ont.; Buffalo, N.Y.
Warehouse: Chicago, Ill.



Shirt Easel and Tie Stand.
Adjustable. 12 to 20 in.
and 18 to 30 in.



Modern Haberdashery Stand,
with glass top 4x8 in., polished
edges, 7-in Grecian base.



Counter Stand, fancy Roman
cast brass base, square standard,
cross bar and diamond
ends adjustable.

TORONTO BRASS MFG. CO.

17-21 Temperance St., TORONTO

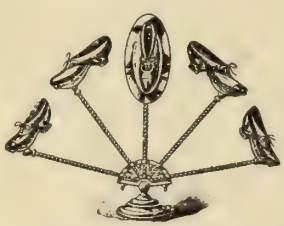
wish to draw the attention of the trade to a few of their latest

Display Fixtures

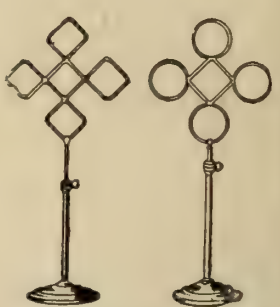
If you require something out of the ordinary, write us for quotations. We have every facility for prompt deliveries.

Write us for prices and catalogue.

Our fixtures are made of the finest materials — guaranteed to maintain their original brightness.



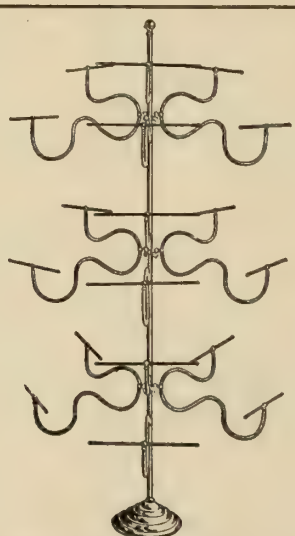
The Latest Shoe Fixture,
with oval mirror 7x12 in.
in centre.



Original Stands for the display of
Gloves, Handkerchiefs,
Cravats, etc.



Highly Polished Wood Hosiery
Display Forms.
Will stand up without support
and guaranteed not to
injure delicate hosiery.



Window Tree. Height 6 ft. 6 in.
Spread 4 ft. 4 in.
Base 11 in. diameter



The "Crescent" Shoe Stand,
suitable for large or small
windows.
Shows eleven shoes.

WINDOW DRESSING

THE ART OF DISPLAY

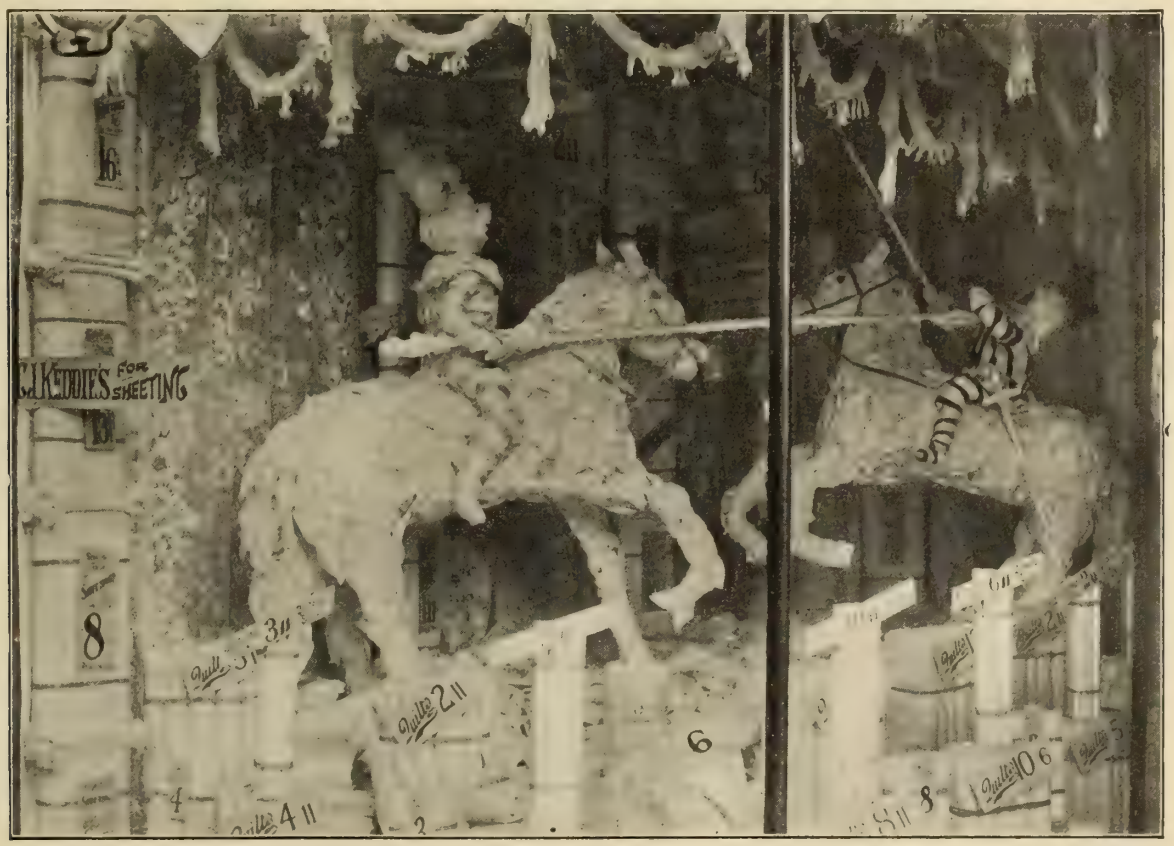
INTERIOR DECORATION

Fall Trims

The Value of Making Preparations Some Time Ahead—Suggestions for Backgrounds, etc.

The Review has emphasized several times in former issues the advisability of preparing displays well in advance. We cannot urge this point too often as we are aware that four out of every five trimmers leave all details until almost the last minute and trust to their ability to bring them out all right. Many a hard hour's work and worry can be saved by preparing ahead of time, thereby knowing just exactly what is going to be done, and how the display is going to look when finished. Every trimmer knows about the time certain lines are to be displayed, and should have no excuse for not being prepared to put up a creditable show when the time comes. What would you think of a contractor who engaged his men and sent them to work on a building without plans and specifications, and who had not arranged in advance for brick, etc.? Naturally you would say he was a failure in his capacity. So it is with the window man; he can seldom get proper results without lots of forethought.

Now the object of these remarks is to help you and your employer on to greater success, and you will pardon us if at any time you think we are (to use the term) "knocking" you. Such is not the intention, but, on the contrary, we want to point out faults which we know exist, so that they may be realized by you and remedied for your own welfare. We want to help you in any way possible. If you are aiming toward perfection you must rectify your faults, and this fault of non-preparation should be remedied. You'll find your work will be made more pleasant and easier for it.



An English Linen Display.

In Canada such a window could hardly be expected to pay for the time—a day and a half—and trouble, expended in trimming it.

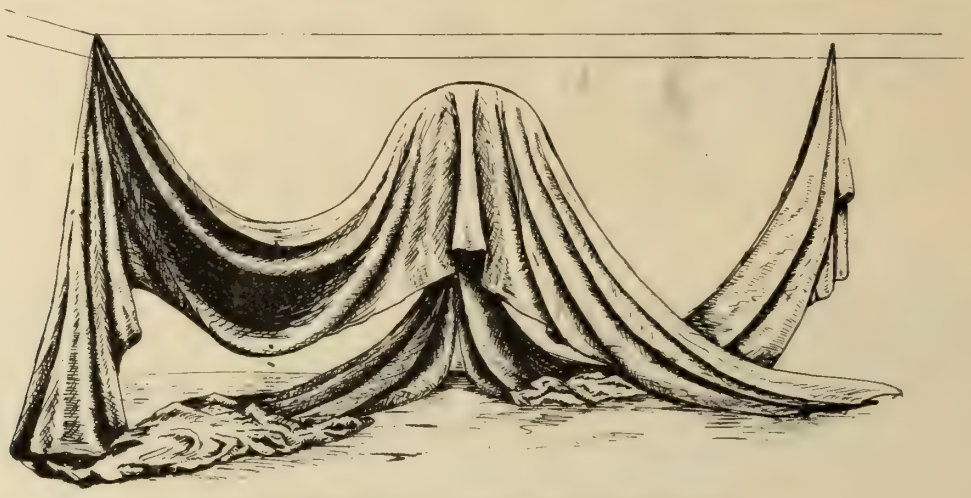
Backgrounds.

One of the first questions to be considered in deciding on a plan for a window is that of a suitable background. There is a natural tendency to overdo a background, thus detracting attention from the goods on display. We advise the trimmer to watch this point.

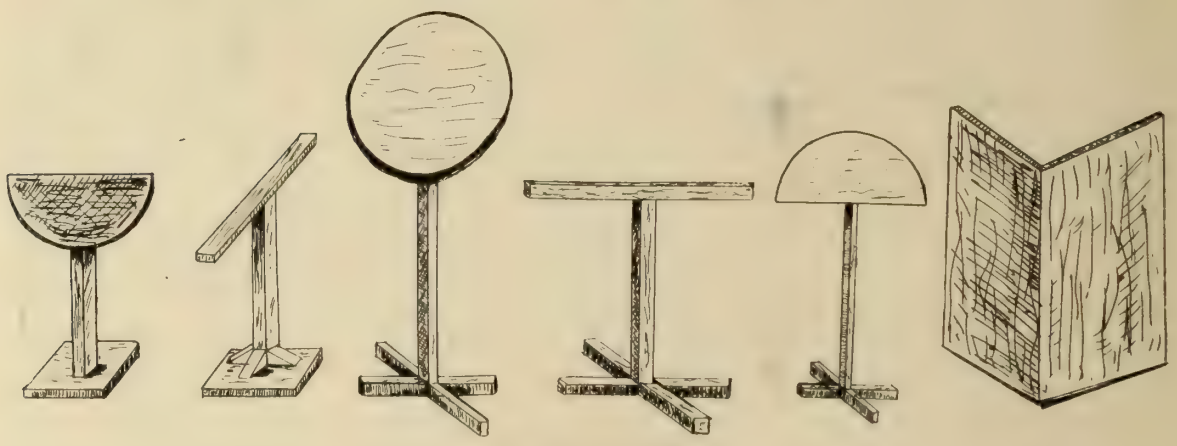
Make the background attractive but as plain as possible, keeping in mind the fact that it is the goods we are selling, and not backgrounds. The background is simply a setting to enhance the appearance of the goods. The best way to plan it is to find out what color or colors the goods on display will be, then consider that the color of backing must harmonize or blend with the goods in the foreground. Dark goods require a light background, and light goods a dark color or a light shade neutral to whatever is in front of it. The Fall dress goods, for instance, will be dark in color, such as browns, myrtles, navys, the wine shades, etc. In order to throw these colors into prominence light neutral shades must constitute the background. For instance, if you are showing browns a suitable color for a background would be a light tan, light green, light blue, lilac, cream or white. Navy blue requires a pale blue, old gold, cream, tan or light gray. The dark shades of green require lighter greens, cream, rose, white or ecru. The wine shades, those that blend from a dark cardinal to the lighter shades, show up well against a background of buff or deep cream, any shade of light green, tans or fawns.

This color study is very interesting, and there are many window trimmers who are lacking in this respect. Combination and color harmony is easily acquired and is the most fascinating part of window dressing, to the trimmer who has any conception of art. A suggestion along this line for anyone to take will be to get all the shade cards, such as those of spool silk, silks, sateens, etc., and study the color harmony contained therein. By cutting them out and placing them side by side, and by adding and subtracting one with or from another, you will be surprised how your "feeling for color," so to speak, will develop. Study nature in your walks. Observe the beautiful blends and contrasts when gazing on a flower bed or while strolling through a conservatory. It is certainly a fascinating study and one that every window trimmer has to know something about, otherwise he will never become proficient in his art.

We offer some good ideas in sketch No. 3 for a backing for a Fall costume window. The explanations are plain and can be readily understood. The bullrushes with the cat tails are the principal decorative feature. These can easily be got in the vicinity of almost every town where there is a marsh. They keep green for a long time. The way they are used in this sketch is only one of the many ideas that can be carried out with them.



Drape Originated by A. A. Garon, with Z. Paquet, Quebec.



Home-Made Fixtures.

You can probably see many ideas in this sketch that you can use in conjunction with those of your own. We do not always advise that our sketches be reproduced in every detail, but merely offer them trusting that some one idea can be conceived from it that will start a plan or idea of your own. There are always good ideas to be taken from these sketches that can be improved upon and they can be utilized in innumerable ways.

There is nothing that lends an air of Autumn or Spring to a display more than the introduction of flowers and foliage. They are being used more extensively by the large American houses each year. We illustrate a few of the Autumn vines and leaves that are appropriate for Fall trims. We will furnish the names of the dealers in these goods on receipt of any inquiry. The leaves can be got singly and if put on branches or switches (you can



No. 1—Silks and Paris Gowns. Trimmed by H. Robinson for R. McKay & Co., Hamilton.



No. 2—Paris Costumes, Etc. Trimmed by H. Robinson for R. McKay & Co., Hamilton.

get these anywhere) can be worked into the backgrounds with good effect.

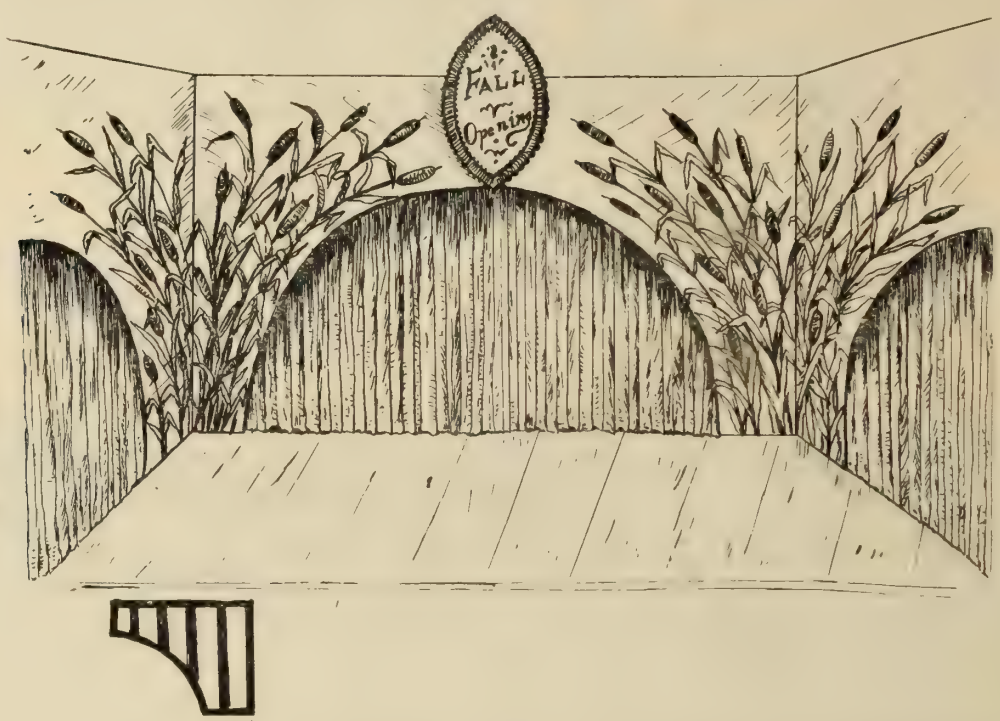
Displays of Notions.

One line of goods that is generally overlooked in the matter of display by the average merchant, is the notion stock. One reason why the window trimmer very often overlooks this line is that he knows it is, without a doubt, the hardest stock in the category to display. Trims of this kind take a lot of time, owing to the nature of the merchandise. The shapes, sizes and colors are so varied that it taxes the skill and patience of the trimmer, but if a little planning ahead is done, whereby time can be saved, or a respectable showing is given these little articles, especially if every line bears price tickets, the time and space given to a notion stock will be amply compensated for in dollars and cents. It is surprising what big results are obtained from a trim of notions. These little things, at little prices, are actual necessities that every housewife must have, especially during the Fall months when the average woman has a lot of sewing on hand.

Try a few of these notion windows during the coming Autumn and test the idea. If you do so a big return is assured to the notion department direct, and, indirectly, to other departments.

Home-made Fixtures.

For displays of dress materials—in fact, for all fabric displays—there is nothing that is an improvement on the home-made fixture. The Review has illustrated, from time to time, the various wooden stands that are in vogue in the best window displays everywhere. The tendency in fabric displays, in the principal stores throughout the continent, is toward long, loose, sweeping folds. This idea improves the appearance of the fabric a great deal. Very little pinning is required and this can be done on the selvage of the goods, with no injury whatever to the materials. With a few scantlings, about one inch by two, and a few dress goods boards, candy pail lids and odds and ends of lumber, easily constructed fixtures can be made by any trimmer handy with saw and hammer. If he is not, it is preferable to get a carpenter to make a good set of these fixtures. The cost is comparatively small. The rough sketches show the principal stands used by the leading trimmers. See also the sketch showing how a neat drape can easily be made on the "trough" fixture.



Sketch No. 3—Suggestion for a Fall Background. Frame in two sections, six feet high, covered with white felt. Bullrushes put on with pins. Curtain of tan or light brown cashmere. Half section of frame, rear view.

PHOTOGRAPHING WINDOW DISPLAYS.

The Review has often, regretfully, to lay aside window photographs, simply because they are so dim, or so confused with reflections, that it is impossible to make cuts from them. The first essential in the making of a good cut is a good photograph. When the details in the latter are vague it is practically useless unless it can be greatly improved by retouching, which is an expensive process.

It is a comparatively easy matter to take a good window photo, provided the proper means are used. Patience seems to be the chief requisite. The photo must be taken after dark, between ten o'clock and midnight being the best time, as the streets are comparatively free from traffic. The window must be as brilliantly lighted as possible, and a long exposure must be given to the plate—say fifteen to twenty minutes. Should any person pass during this time, or even stop to look in the window for a moment, it will not appear in the photo.

The taking of the photo at night and the long exposure are the essential points to observe.

The plate used should be a large one, as the reduction necessary greatly helps the cut. As 6 x 4 is a very usual cut size, 6 x 8 and 8 x 10 should be the size of the plate.

A HAT WINDOW.

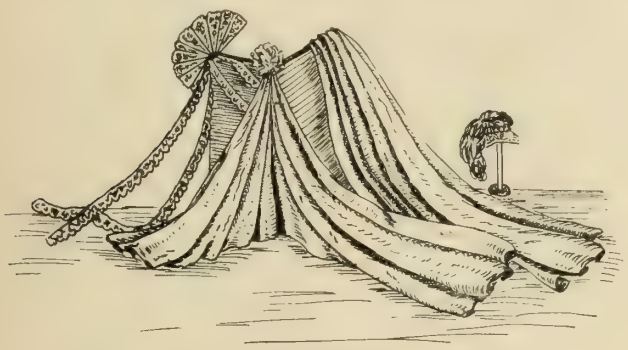
A photo of a hat window, dressed by F. A. Best for Oak Hall, Guelph, has been received, but, unfortunately, it is too dim for reproduction. The display includes only

straw and outing hats. Some of these were placed on a framework of wood, covered with cheesecloth, the edges draped with common straw. Around the edge of the window was a heavy braid of straw. The display attracted a lot of attention.

TWO WINDOWS OF A HIGH ORDER.

Following are descriptions of the two splendid window trims by H. Robinson for R. McKay & Co., Hamilton:

No. 1.—Silks and Paris gowns; size 19 x 7 feet. Back-



Drape Constructed with Home-Made "Trough" Fixture.

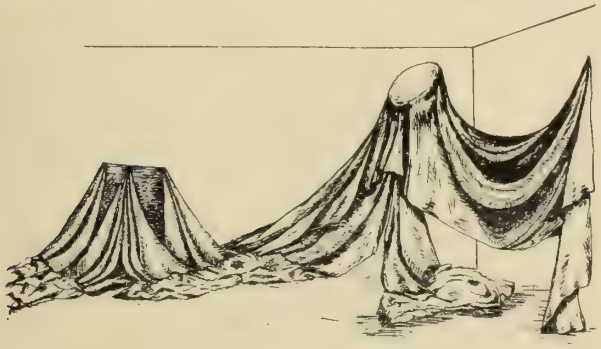
ground was made to represent a garden wall with an iron gate in the centre. The upper background was made of two drops of green fish net covered with crimson rambler.

No. 2.—Paris costumes, etc.; size 12 x 7 feet. This window was made to represent a green reception room and every detail was carefully carried out.

HOW PIERPONT MORGAN SAVES TIME.

Pierpont Morgan never wastes a moment. On his way home at night he reads the papers on the car, instead of losing that time, and when he gets home he is ready for his dinner, a book and pipe, or the theatre.

He has also set in motion a system of absolute punctuality in keeping appointments, and reckons that each day he saves almost an hour by being present promptly at the



Drape Originated by A. A. Garon, with Z. Paquet, Quebec.

time he has set, and in insisting that his subordinates do likewise.

His watch is his mentor, and he has discovered that while there is nothing so easy to squander as time, there is at the same time nothing which, saved up frugally, pays such heavy returns.

He commends his system to those busy men who say that they haven't time enough to do all they should. He says that there is plenty of time, but the principal trouble is that men don't economize in its use.

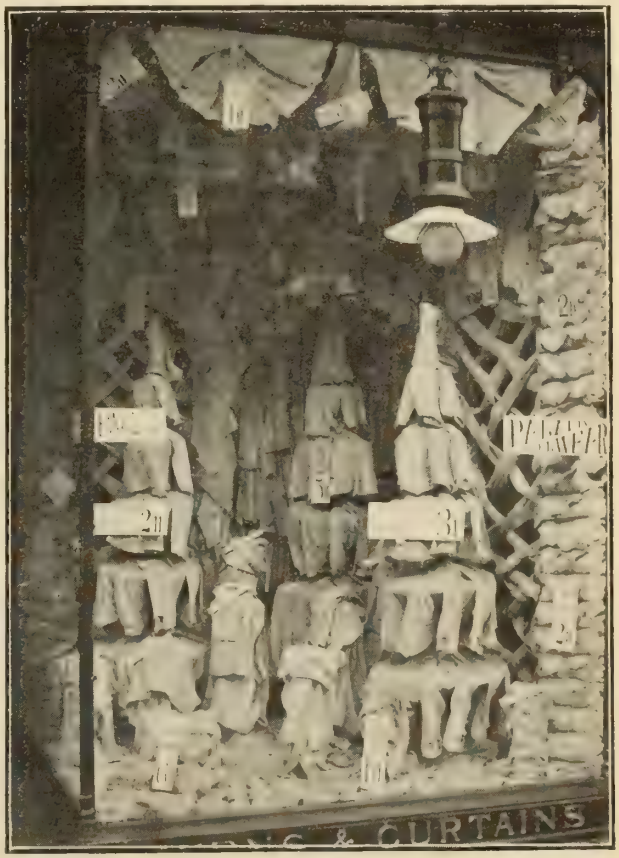
THE BATTLE OF LIFE.

Life is a fight. Millions fail. Only the strong win. Failure is worse than death. Man's internal strength is created by watching circumstances like a hawk, meeting every rebuff stiff and straight, laughing at her pitfalls,



Foliage Suitable for Fail Trims.

which in the beginning of life are excess, excess and always excess, and all manner of dishonor. Strength is created by adversity, by trying to win first the small battles of life, then the great; by casting out fear, by



An Example of the Best Type of English Window Display. By A. Maitland Keddie, for G. J. Keddie & Sons, Southend.

training the mind to rule in all things—the heart, the passions, the impulses, which if indulged in make the brain the slave of the master. Success, for which alone a man lives, if he is honest with himself, comes to those who are strong.—Gertrude Atherton, in Rulers of Kings.

Manufactures of Canada

Remarkable Expansion of Industry Between 1901 and 1906—Some of the Figures.

A return of the manufactures of Canada was issued recently by the statistical branch of the Dominion Government, which furnished striking evidence of the remarkable expansion of this department of Canadian industry between 1901 and 1906. In the former year the value of manufactured products in Canada for works employing five persons and over was $481,053,375, whilst the compilation just completed shows that for the year 1906 these products were valued at $712,664,835.

Prince Edward Island, which has never been a manufacturing centre, is the only part of the country in which manufacturing has declined. On the other hand, in the Territories, including the two new prairie provinces, the manufacturing output has increased in the past five years from $1,964,987 to $7,594,600.

Figures by Provinces.

The returns show the following figures in the five years :

Ontario, $241,533,486 to $365,692,144, increase $124,000,000.

Quebec, $158,287,993 to $217,244,073, increase $59,000,000.

Nova Scotia, $23,592,513 to $32,545,939.

New Brunswick, $20,972,470 to $22,133,681.

British Columbia, $19,447,758 to $38,013,515.

Manitoba, $12,927,439 to $27,609,268.

Prince Edward Island, $2,326,708 to $1,851,615.

The manufacturing returns of Canada for the last fifteen years have been as follows :

1891	$368,696,722
1901	481,053,375
1906	712,664,835

The increase in 1901 over 1891 was $112,356,652, or 30 per cent. in 10 years.

The increase in 1906 over 1901 was $231,611,460, or 48 per cent. in five years.

Nova Scotia, which held third place among the provinces for the value of its manufactured products, has now given place to British Columbia, which in 1901 was only sixth.

New Brunswick, which stood fourth in 1901, is now seventh, both Manitoba and British Columbia having come in ahead. Manitoba climbs from seventh place up to sixth.

Ontario Does Well.

Ontario's increase in the five-year period amounts to 51 per cent.; Quebec, 36.7 per cent.; British Columbia, 94.7 per cent.; Nova Scotia, 38 per cent.; New Brunswick, 5.5 per cent.; Manitoba, 113.8 per cent.; and the new provinces, 287.7 per cent. In other words, Manitoba, Alberta, and Saskatchewan have more than doubled. British Columbia, too, has almost doubled.

In Eastern Canada, Ontario has made the heaviest gains. There are 114 cities, towns, and villages in Ontario alone that enter into this return of manufactures, 42 in Quebec, 20 in Nova Scotia, 10 in New Brunswick, 9 in British Columbia, 5 in Alberta, 4 in Manitoba and Saskatchewan and 2 in Prince Edward Island.

Montreal Leads Way.

The manufacturing centre of the Dominion, of course, is Montreal, the product of whose workshops last year was given as $99,746,772, compared with $71,099,750 five years before. Increase over $28,000,000. Next comes Toronto, with manufactures valued at $84,689,253, as compared with $58,415,498, increase $26,000,000. The expansion, however, is relatively larger in Toronto than it is in Montreal.

If Maisonneuve, St. Cunegonde, St. Henri, St. Louis, be included with Montreal, the total for the latter would be $18,000,000 larger than the above figures show. On the other hand, Toronto Junction's manufacturing output would add three and a half millions to the total for Toronto.

Hamilton is Third.

Hamilton is the third manufacturing city of the Dominion, with a factory and mill output that amounted last year to $24,625,776, as compared with $17,122,346 five years before.

Winnipeg takes fourth place, with an output of $18,983,290, as compared with $8,616,248 in 1901.

London is fifth in the list, with $12,626,844.

Peterboro is sixth, with $11,566,805.

Quebec is seventh, with $11,388,045.

Vancouver is eighth with $10,067,556 ; St. John, $6,918,628; Brantford, $8,545,679; Chatham, $3,590,220; Guelph, $4,814,925; Kingston, $4,329,607; Ottawa, $9,336,024; Peterboro, $11,566,805; Sault Ste. Marie, $5,225,663; Sarnia, $3,825,470; Stratford, $3,524,586; Maisonneuve, $6,866,107.

A MERCHANT TO HIS CUSTOMERS.

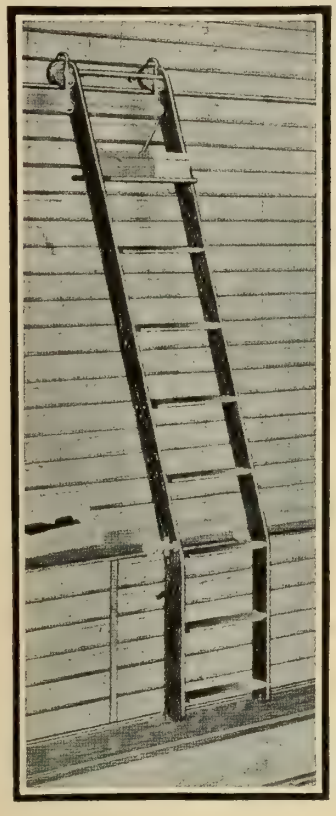
A general merchant sent the following circular letter to his customers announcing his change from the credit to the cash system of doing business:

"After twelve years of successful merchandising, I have sold my interest in the old store and stock, thereby putting myself in a better position to serve you. I now have a clean new stock of general merchandise, bought for cash at close competition between the largest wholesale houses. In opening my new stock for your inspection, it is my purpose to so shape my business policy that all will receive like treatment, and there is but one way in which that end can be reached—by selling strictly for cash.

"You can readily understand how it is impossible not to discriminate when a credit business is being done, when its workings are explained to you. 'A,' a cash customer, buys $200 worth of goods in a year. 'B' buys $200 worth on a year's credit. Money being worth 6 per cent., 'B' pays only $188 for the same amount of goods that 'A' pays $200 for. In other words, the merchant pays 'B' a premium of $12 for not paying cash (out of money that ought to go to 'A')—besides the expense caused by 'B' in bookkeeping and the loss in bad debts. These premiums, amounting to $1,200 on $20,000 credit business, together with extra expenses and losses, as above, I propose to pay in dividends to all my customers, by pricing my goods so much below what I would have to get for them were I doing a credit business.

"A few years ago a strictly cash system would hardly have been the thing, while to-day modern merchandising conditions, as well as the financial conditions of our people demand it. I need make no exceptions to my rule, as my price concessions will confirm you in the belief that I am right. The price of every article in my stock is marked in plain figures, and that is the price to all. I take this opportunity to thank all old patrons for the confidence they have heretofore placed in me, and trust they will be able to take advantage of my price concessions."

"DO NOT MOVE"



If you need more room, simply build your shelving to ceiling, which you can conveniently utilize by installing a system of the

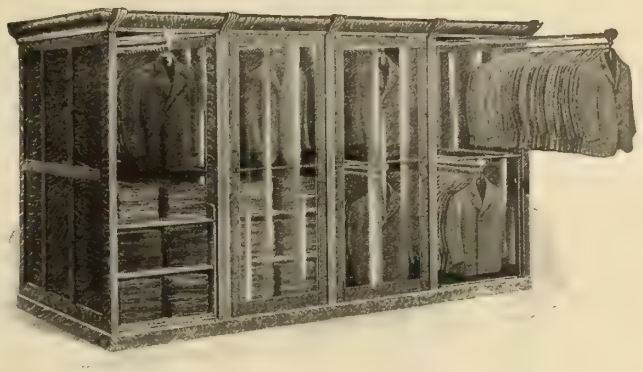
Milbradt

Rolling Step Ladders

They cost but little and enable you to utilize space now vacant.
Save your goods and fixtures.
Save time and clerk hire.
Add to the beauty of your store.
We make ladders to order and to fit any shelf arrangement. A fully illustrated catalogue will be sent on request.

Milbradt MFG. CO.
1450 N. 8th St.
St. Louis, Mo., U.S.A.

The Whole Story Told in a Nutshell



Our 20th Century Sectional Clothing Cabinet No. 50

GRAND RAPIDS SHOW CASE CO., DAYTON, O., May, 9, 1907.
Grand Rapids, Mich.

GENTLEMEN,—I have to-day placed my order with your Company, through your traveling representative, for 131 sections of your "Twentieth Century" Clothing Cabinets. I will thank you to get this order out by the date mentioned in contract, as I am in urgent need of them.

I wish to congratulate your Company upon having gotten up such a thoroughly practical cabinet. It may be of interest to you to know that before placing my order for this outfit, I personally investigated the respective merits of the different Clothing Cabinets on the market, and went so far as to send two of my representatives to Cleveland, Columbus, Detroit, Rochester, Chicago, Lansing and Grand Rapids, and can conscientiously say that your cabinets are superior from every standpoint.

Yours very truly,
(Signed) MOSE COHEN

At Kansas City, Mo., about the 1st of May, a competitive demonstration of the different clothing slides was held by the Besse system of clothing stores. We secured the order.

Capper & Capper, of Chicago, recently made an exhaustive investigation of the different clothing cabinets on the market. They placed this order with us, stating: "Your system solves the problem."

Write for catalogue "D" showing our "20th Century" Sectional Cabinets.

If interested in floor cases write for our DEPARTMENT STORE CATALOGUE F. Special prices quoted to Canadian trade to offset duty.

GRAND RAPIDS SHOW CASE COMPANY, - GRAND RAPIDS, MICHIGAN
New Office, No. 714 Broadway, New York City.
(Under our own management.)
The Largest Show Case Plant in the World



A. S. RICHARDSON

SOLE MANUFACTURER IN CANADA OF

WAX FIGURES

Increase the sales of your

Millinery and Costume

departments by efficient display. We can supply figures to suit all styles.

STORE FIXTURES

We lead the trade in ***Originality of Design*** and ***Quality of Workmanship.***

Write us about your requirements and we will send you quotations.

A. S. RICHARDSON

62 Hayter Street, TORONTO
239 St. James Street, MONTREAL

THERE IS ONLY ONE

LUXFER PRISM

We are the Manufacturers

—Write for Information—

Luxfer Prism Co. Limited, 100 King St. W., Toronto



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

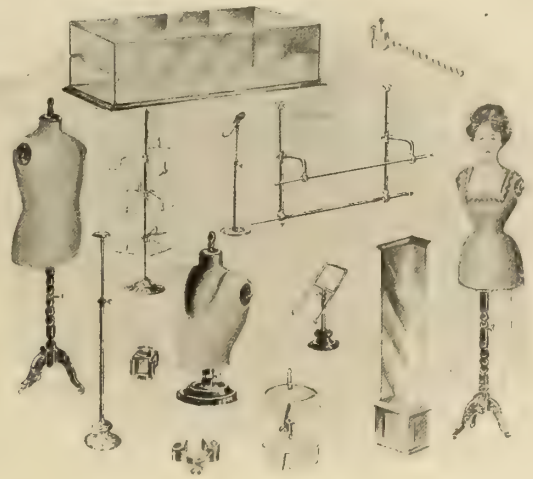
Head Office and Factory: **Mount Forest, Ont.**

U. S. Factory: **Mason City, Iowa**

HARRIS & SHELDON LTD

THE ACTUAL MAKERS OF STORE FITTINGS OF EVERY DESCRIPTION

ILLUSTRATED CATALOGUE MAILED FREE ON APPLICATION



ENGLISH BRANCHES

LONDON: 70 Wood St.
MANCHESTER: 38 Thomas St.
GLASGOW: 71 Queen St.
DUBLIN: 15 Wicklow St.

DEPOTS

CAPE TOWN: 94 Hout St.
JOHANNESBURG: 102 Fox St.
BERLIN: 40 Krausenstrasse

SHOPFITTERS, BIRMINGHAM.

ENGLAND

Our New Decorations for Summer and Fall



will add greatly to the appearance of your window and store. Every up-to-date merchant will decorate his windows and store; it will draw the trade. If you are in the market for the best line of decorations, write to Dept. B. for our new catalogue, which will be sent to you free.



THE
Botanical Decorating Company
(INC.)
271 Wabash Ave., - CHICAGO, ILL.



Suit Form 69 P.

"Window Dressing and Display"

A host of hints about the above in our latest catalogue.

560 pages and each one contains something written apparently for you alone.

Important changes in our stock numbers. Get posted.

Complimentary Copies for Canadians.

Mention Catalogue 15 L.

J. R. Palmenberg's Sons

FACTORY 89 and 91 W. Third St.
710 BROADWAY, **NEW YORK, U.S.A.**
(ESTABLISHED 1852)

PROFITABLE DISPLAY FIXTURES

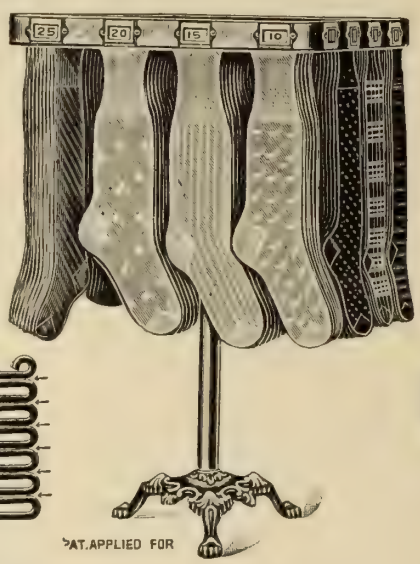
PRACTICAL HOSIERY RACKS

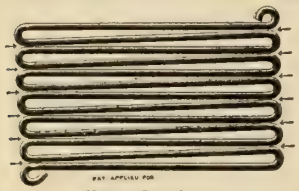
Made of steel, nickel-plated.

Slip the stocking in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.





The Spring

PAT. APPLIED FOR

No. 1 34 ins. high, 16 ins. wide. Has 4 springs. Capacity 72 pairs hose **$5.75**

No. 2 34 ins. high, 17 ins. wide. Has 8 springs. Capacity 120 prs. hose **$6.75**

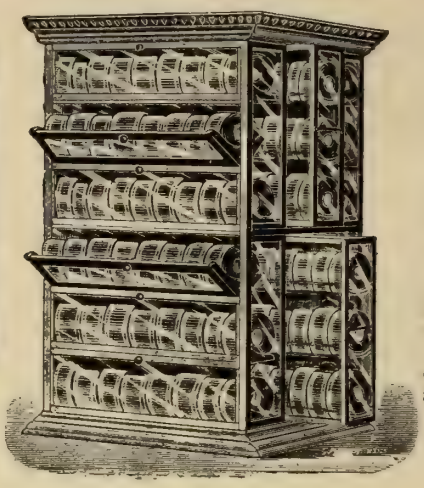
No. 2—Price, $6.75

Sold by the Leading Jobbers of Dry Goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers.

A. N. RUSSELL & SONS CO., Ilion, N. Y., U. S. A.



No. 3 Ribbon Cabinet.

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¾x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK

Sold by the leading jobbers of dry goods and notions.

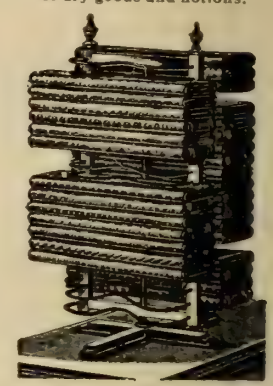
Practical Piece Goods Fixtures.

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50

Practical Floor Fixture, height 5 feet. Price.....$7.50

For full description of the practical Display Fixtures send for a Catalogue to the manufacturers.



Counter Fixture.

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

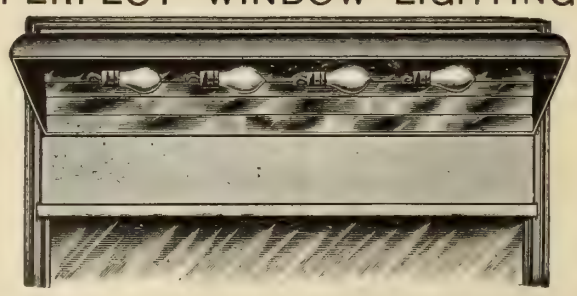
ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

PERFECT WINDOW LIGHTING



This powerful reflector placed at top of the window doubles the capacity of each lamp and reflects an even light on the entire window. Made in lengths to fit any window and ready to put up. It will pay you to write for our illustrated catalogue.

AMERICAN REFLECTOR AND LIGHTING CO,
199-201-203-205 Van Buren St., CHICAGO, ILL.

Special Note to All Window Dressers.

Now is the proper time to consider remodelling and adding up-to-date fixtures for the Fall season. Consult us promptly, that we may assist you in your requirements.

A postal-card will bring you our catalogue and supplement.

DELFOSSE & CO.

Canada's Greatest Fixture Factory

5 Hermine St., - MONTREAL

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address:

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc,	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc.	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St.
New York, 1 Broadway

DO YOU KEEP PROPER BOOKS?

"Any man who fails and who has not for five years before his failure kept proper books, shall be liable to a fine of $800.00 and one year's imprisonment."

That's the law.

You will notice that the law makes distinctions— it assumes that there is a difference between properly and improperly kept books.

The law distinctly specifies that a man must keep proper books.

* * * * *

Business Systems mean proper bookkeeping.

BUSINESS SYSTEMS LIMITED
SYSTEM THE SECRET OF SUCCESS TORONTO

Business Systems prevent errors creeping in, and make it possible for a man to tell where he stands at a moment's notice.

Business Systems form the line that separates failure from success—show you how everything is going and enable you to provide for any contingency which may arise.

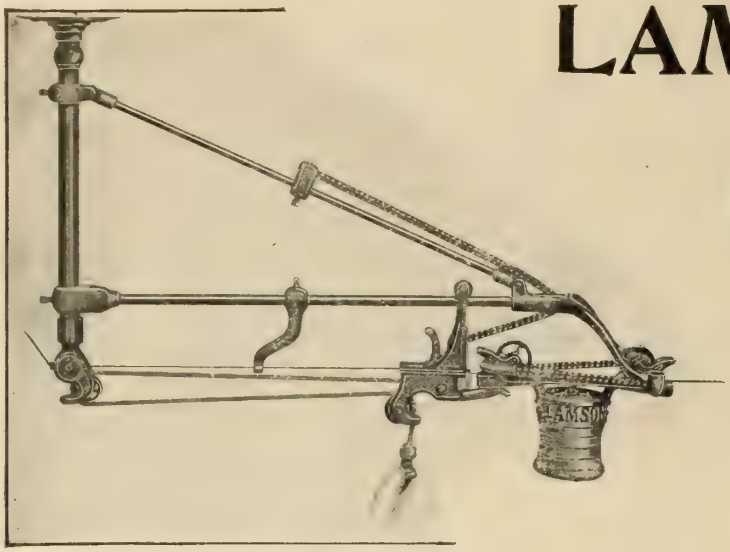
* * * * * *

You can ask us more about this without having to buy.

A post card will bring you detailed information.

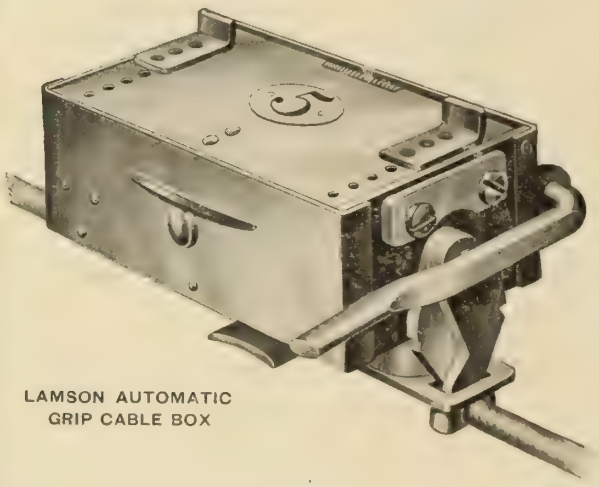
BUSINESS SYSTEMS LIMITED
83 SPADINA AVENUE
TORONTO - - - CANADA

861



LAMSON RAPID CASH CARRIER

The most universally used cash centralizer in existence.
Silent, speedy, direct, simple, sturdy and durable.
"Rapid" Cash Desks may be elevated if desired, thus economizing floor space.
The only Single Wire System that has stood the test of time.



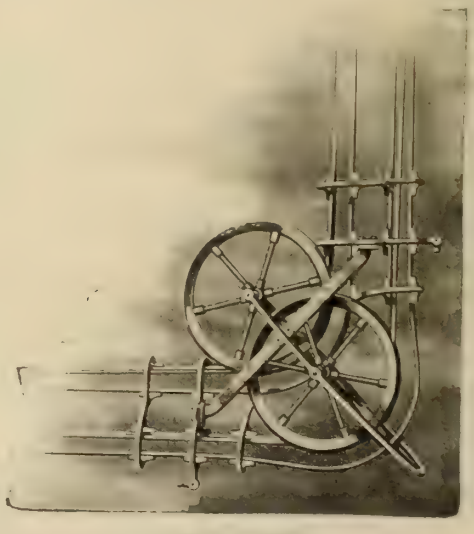
LAMSON AUTOMATIC GRIP CABLE BOX

LAMSON ELECTRIC CABLE CASH CARRIERS

A system that returns the greatest results for the smallest outlay in stores where corners or grades must be negotiated or separate rooms connected.

Especially adapted to service of quick-trade stores. Improved construction.
Minimum expense for power.
Cash Desk may be located on any floor.

Plans and Estimates free of charge.



CABLE CORNER

Lamson Consolidated Store Service Co., 126 Wellington Street West, TORONTO

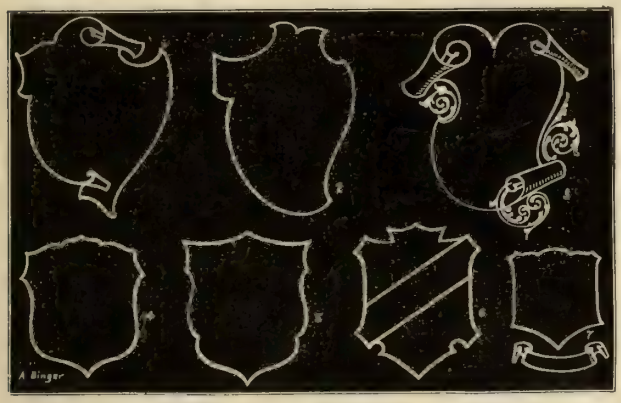
SHOW CARD WRITING

BY CRAFTSMAN. (Continued from June Number.)

Scrolls and Panels.

To more clearly indicate the brush strokes in the construction of the scrolls, we have engraved them on a black background. It will interest the student and all professionals to see the wonderful versatility of our artist, and to learn that every line on these plates was executed with a brush, and, with the few exceptions mentioned, freehand.

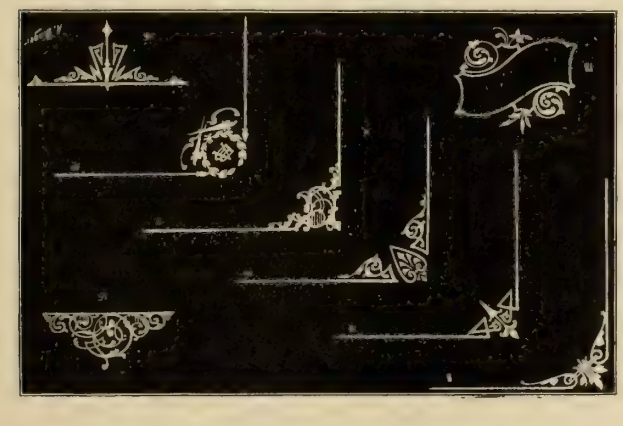
It is advisable, at the beginning, to use a drawing pen for all straight lines, which will then be of uniform



thickness, and, guided by the edge of the ruler, they will be exactly straight. Figs. 1, 2, and 3 were constructed freehand with a No. 7 brush. Figs. 4, 5, 6 and 7 are drawn from shapes cut from paper. Fold a sheet of paper; draw on the right side of the crease one-half of the design; then cut out the double-folded pattern with a scissors. Mark out the pattern by laying it flat on your card, using a pencil. Such patterns can be used for small price tickets, trade mark panels, initial centres, or, when mortised, after having your photo engraving made with black lines, can accommodate any kind of type. These panels, cut from thin card, can also be used to advantage for spray or spatter work in any size desired.

Atomizers.

Atomizers used for spraying designs can be bought in any artists' supply store. One kind is operated by apply-



ing one end to the mouth and blowing steadily through the tube, which meets another at right angles. One end of the latter extends into the bottle, holding the spraying liquid. Another kind has a rubber bulb, which is pressed in the same manner as in perfume sprayers. You should place a large sheet of paper on your table to prevent it from being stained, as the liquid sometimes spreads further than one might suppose possible. The atomizer should be held at a distance of from six inches to one foot from the card. A little practice will enable you to show light and dark tints as desired. Professional card writers use an air brush to do this kind of work.

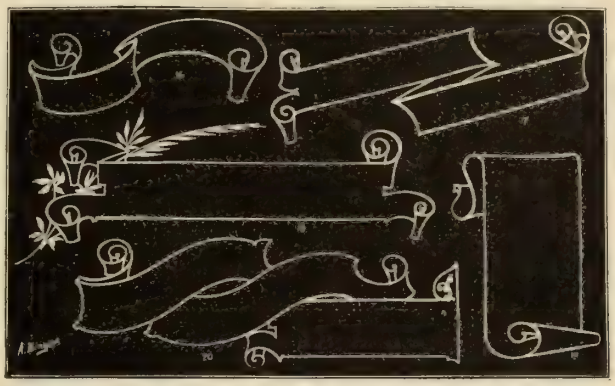
The best, cheapest and most effective color mixture for spraying is any of the standard lettering inks. Use about eight parts of water to one of the ink.

Spatter Work.

A primitive and inexpensive method for producing spray effects, but of coarser appearance than that which is accomplished with atomizers, is to use an old tooth brush and a small stick like a toothpick. Dip the brush into your diluted color, and shake out the color so that it does not drip. Hold the brush with the bristle side within six inches or a foot from your table. Draw the stick across the bristles while holding the brush in your left hand. Fern leaves, letters cut out of any kind of design on card or paper, are laid flat on the paper or cardboard to be ornamented, small weights are placed thereon, and by liberal spattering around the design the card will show a plain surface when the pattern is removed, and the design will stand out clearly.

Lettering on Mirrors or Glass.

If you desire temporary signs on mirrors they can



readily be written by using any of the white or water-color mixtures. If you wish them to remain on the glass any length of time mix the paint in the same manner as for card work. It can be removed by using hot water. If the sign is to stand for a few days, add only a few drops of mucilage to the water-color. Flat brush strokes are the best for this purpose. If you wish a temporary sign on the inside front of your show window, trace your sign on the outside with chalk or soap; then follow these lines from the inside of the glass. Any colors may be used.

Ribbonettes.

These designs are intended for use on stationery or box labels, and can be used to good advantage as corner designs on show cards. In the latter case the show cards should be tinted, the outlines in black, white, or gold.

Duplicating Cards by Engraving

When large quantities of the same card are desired, whether it is a small ticket or a full-sheet card, it is advisable to make one carefully lettered design in black on

a white card ; then send the design to the photo-engraver, in order that a zinc etching may be made from it. The desired quantity of cards may then be printed in any color or combination of colors, on any kind of plain or colored card. Comparatively few printers are equipped to handle cards larger than quarter-sheets, 11x14 inches. Many cards are printed in this manner, and the first or "initial" letter is afterwards painted by hand and finished with scroll-work. Others are printed entirely on tinted cards, and only the shading of some of the words is done by hand, giving the card a much better appearance than if printed from several plates.

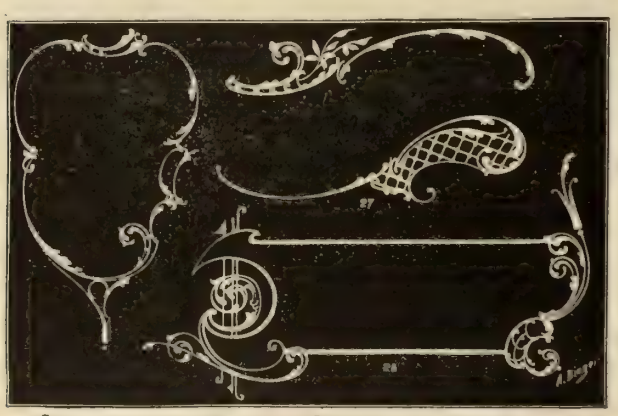
Another method is to engrave the displayed lettering



(that is the bold letters), then print and fill in the undisplayed words by pen hand-work. The displayed letters can, of course, be shaded by hand, which, to the average person, creates the impression that the printed letters are also hand-work.

Scrolls.

Figs. 21, 22 and 23 show the simplest construction of scrolls. The beauty of designs 24 and 25 will appeal to the most ignorant and untrained eye. Scroll-work should not be designed with a pencil. It should be practised often. From the very beginning make your strokes as rapidly as possible. You will soon be astonished at the endless variety of designs that you will originate. It is very much easier to originate scroll designs than to copy



them. By practising Figs. 24 and 25 and gradually joining them, as in Fig. 23, you will become acquainted with the construction of intricate designs.

SHOW CARDS.

People like to see other people work, especially if it is work that requires some particular skill. Why wouldn't it attract a crowd if the store's show card writer should do his stunt one afternoon each week in the show window? Fix him up an easel and let him turn out bold legible cards as rapidly as he can. The crowd will take notice. They'll spell out each word as it flows from the artist's pencil, and if the phrases are apt and striking they will get the full advertising value out of them.

If you doubt the drawing power of the plan, just look out for the next bulletin painter you see at work and notice how many other people are watching him. The knack of making letters is not common enough to fail to attract attention.—Advertising World.

IMAGINATION IS WORTH CULTIVATING.

The man who can read easily and intelligently holds the key to all human knowledge.

If he reads with imagination alert his mind will be progressive.

He will become more and more self-reliant, and will become self-confident in result of his realization of his imaginative powers.

He will each day become more valuable to himself and to his employer, because he is alert and receptive and because imagination will permeate all his ideals, his thoughts and his activities.

The man with imagination is equal to all emergencies, for when one way of accomplishing a desired result proves inefficient he will think of another.



The imaginative gift broadens his outlook and creates resourcefulness.

To the artist, the student, and the philosopher the development of the imaginative faculty is of the greatest value, but to the worker in the business or mechanical world its value is little less.

The man who has imaginative strength never can be downed, for, when one of his schemes has failed, he always has another ready, and will derive a living from it.

SOMETHING VERY UNUSUAL.

A Georgia cotton mill has taken a step rarely heard of in the history of the cotton trade. This mill has just ordered 500 bales of cotton shipped back here from Liverpool, at an expense of nearly two cents a pound more than the market price in the United States. It is claimed the order was placed as a result of the scarcity of unsold raw cotton in the States. Cotton has been shipped back from Liverpool to New York and New Orleans for speculative purposes; but so far as is known this is the first instance in which a mill has had to place abroad an order for the staple.

The Methods of a Show Card Writer

By T. E. Weaver, with Crowell's Department Store, Sydney, N.S.—Some of His Work Illustrated — Purpose of Cards is to Sell Goods.

The sole purpose of show cards is to sell goods. They should be very plain and readable to catch the eye of the passer-by. It is needless to urge the value to the window of snappy, attractive cards. People will pass by a window with just a glance, but put a card in, and it in some way stops them.

One of the greatest difficulties the beginner has to contend with is the lack of good tools. Without such the work is trying and discouraging. In a small city or town proper materials are not often sold. However, catalogues of card writer's needs are issued by several firms in the large cities, and from these one can select the necessary outfit. With the following one can handle all ordinary work. Red sable rigger brushes Nos. 1, 3, 5, 9 and 12, camel's hair brushes Nos. 1, 3, 5 and 9, water and oil colors, ruler, knife, T square, scissors, sponge rubber and white chalk pencil. Red sable brushes should be used for water colors only, and camel's hair brushes for japan or oil colors.

To clean water color brushes, simply wash them in clean water and squeeze the water out with a dry cloth. The oil color brushes are cleaned with turpentine or benzine and vaseline worked into the hair to keep it soft and pliable. Before using them, clean the vaseline off with turpentine. When putting brushes away see that the hair is straight ; lay them flat on the table or desk. Care should be taken that the color be not allowed to dry in the brushes. If you want to produce good work, take good care of your brushes.

For mixing and filling the brushes with the right amount of color, I find the palette very useful. One may be bought very cheaply at art stores. I made one out of a hardwood board one-eighth inch thick, sand-papered it smooth, and gave it three coats of shellac. The best water color ink I have found for show card writing is the prepared sort that is always ready to use. These dry quickly and spread smoothly. They can be had in several colors, also in white and black.



All of these preparations, being water colors, are not suitable to use on cards exposed to dampness. For such signs I use drop black ground in japan and thinned with turpentine. When properly mixed it makes a dense black and dries without gloss.

Designing the inscription or wording to go on the card, sign or poster is very important, and requires much practice and study to produce a nicely balanced piece of work. A show card looks much more attractive and readable with a wide margin than one with little or

none. Let us take a card 11x14 inches in size ; first draw a faint line 2½ inches from the edge of the card, leaving a space 6x9 inches for the wording. When the card is lettered a neat border can be added by using the No. 1 or 3 brush and drawing a line around the card about half way between the lettering and the edge of the card. There are many attractive borders that can be used. They should be neat and not too heavy, serving as the frame to the picture, to help throw out the inscription the better.

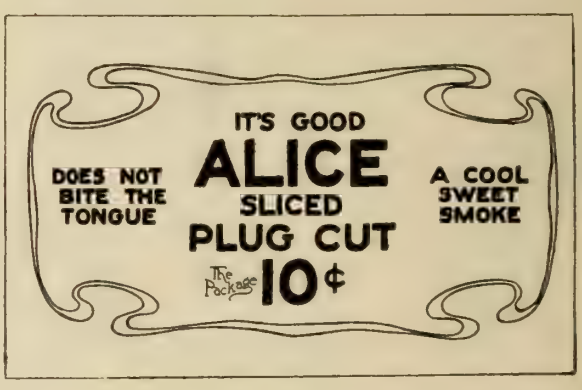
By watching the current magazines and trade journals many suitable borders, scrolls, corner pieces, etc., can be clipped. They will suggest ideas that can be used. I have a scrap book in which I paste attractive designs that I get from the source already mentioned. I also clip reproductions of show cards that appear in The Review and several other papers. These I carefully study and note their good points. I have obtained valuable help in this way.

Now we come to the lettering, the most important part of the card, and right here I want to say, boil down the inscription. Let your words be few, but to the point. People have not time to read a long story. The reading matter on the card should be indicated by making crude markings so that you can tell the letters and spacing and to see if they will fill the space evenly. For this purpose use a hard lead pencil if the card has a smooth, hard surface, or soft pencil for rough surfaces, and white chalk pencil for dark colored cards. Rule lines across the card to denote the height of the various letters. No rule can be given accurately to guide the letterer as to the space to leave between the various letters. The important words of the inscription should be brought out in good large letters, while the less important words may be quite small, or one-third as large as the chief display lines. With special sale cards the price should be the most prominent feature. A good style of letters to use are Egyptian, round full block, Roman and antique Roman. Show cards can be made more attractive by the use of illustrations taken from the numerous trade journals. Apply to the card with photographer's paste. They should illustrate the subject of the card as near as possible.









A HAMILTON COMPANY.

An Ontario charter has been granted the City Laundry of Hamilton, Limited, with a capital of $40,000, divided into $100 shares. The object of the company is "to acquire, take over and carry on the business of The Beaver Manufacturing Company, Limited, and to do business as a laundryman, renovator, cleaner and dyer, and to manufacture, buy, sell and deal in shirts, blouses and other wearing apparel."

FAILURE YOUR OWN FAULT.

Young people are too prone to feel that the men of the past and present generation have had greater advantages in acquiring education and amassing fortunes than can ever come to them; when the facts are that success in the professional and business world has opened up many new avenues and made it possible for all who are so inclined to not only repeat these achievements, but to exceed them.

Never before in the history of this country has the prosperity of a generation rested so absolutely with themselves as at present.

One has only to watch the development of young business men to realize that in nine cases out of ten failure can be traced to a lack of proper application, sobriety, and intensity of purpose; while, on the other hand, untiring energy, correct habits, temperance, and integrity have been abundantly rewarded when perhaps there was not as much talent possessed by the successful as by the "failures."



TORONTO BOOST CLUB.

The boost fever has now reached Toronto and a club was formed there on June 7. The organization meeting took place in a room at McConkey's restaurant, and was attended by nearly twenty men, filled up to the brim with boosting enthusiasm. The new club expects a brilliant future. The following are the officers: Arch Booster, C. E. Peabody; Festive Booster, C. E. Haight; Glad Hand Booster, D. O. McKinnon; Scribe, W. F. Ralph; Coin Keeper, Rex Croasdell; Boost Committee, Dudley A. Landall, John B. Mill, T. J. Tobin and Harry A. Watts.

The Boost Club, the fame of which has gone far afield, had its inception at a noonday meeting in New York of four men brought together by a community of thought and interest, who pledged themselves to let no opportunity to pass by that they could use to help—boost—one another. For three years its spirit and purpose has kept banded together a group of men, who, undismayed by reverse and criticism, have gone pushing ahead supported by the knowledge that the Boost Club had an excuse for existence and a right to claim some day a brilliant future.

To-day the Boost Club has realized to a great extent the fruition of its early promise and stands, with clubs at New York, Chicago, St. Paul, Los Angeles and Eustis, Florida, at the threshold of success, only needing the support and brotherly work of old members and the infusion of fresh enthusiasm of new members to stand pre-eminent as an organization of great power for good.

It has no other gospel than the kind word and helping hand; it has no other purpose than to make one's daily life fuller of that happiness that comes of doing good to others, and the bringing together on one democratic level all men who enjoy goodfellowship in all that the highest interpretation of that term implies.

The motto of the Boost Club is this:—"We pass through this world but once; if, therefore, there be any kindness we can show or any good thing we can do for our fellow-being, let us do it now; let us not defer nor neglect it, for we shall not pass this way again."

SUCCESS STATISTICS.

Professor E. G. Dexter, of the University of Illinois, has studied success from boyhood. The following are success facts that he has accumulated:

Musical talent matures the earliest, and therefore musicians achieve success at the earliest age.

Inventors must wait long for success. They rarely attain it under fifty-five.

Scientists succeed early, if at all. If they are not noted at forty they never will be noted.

The actor's success comes to him at thirty.

Authors achieve success between thirty and thirty-five.

A business man's success is usually assured at forty. Thereafter, unlike the success of the writer, which is apt to wane, the success of the business man grows steadily till death.

Only one-fifth of the world's successful men are college graduates.

To women success comes later than to men.

SMALL'S

Letter Patterns

make it possible for anyone to produce perfect Show Cards or Signs of any description without practice or experience.

The beginner can accomplish just as artistic work as the experienced sign writer.

Not stencils, but clear cut patterns made of extra durable straw board. Outfits from 15c. up.

Show Card Paints

made expressly, and ground by special machinery, for ***brush lettering*** on ***display signs, show cards, price tickets,*** etc. —sets firm, will not scale or crack. Put up in six colors. Only Water Color Show Card Paints that will ***show*** up ***in full strength*** on ***any colored surface.***

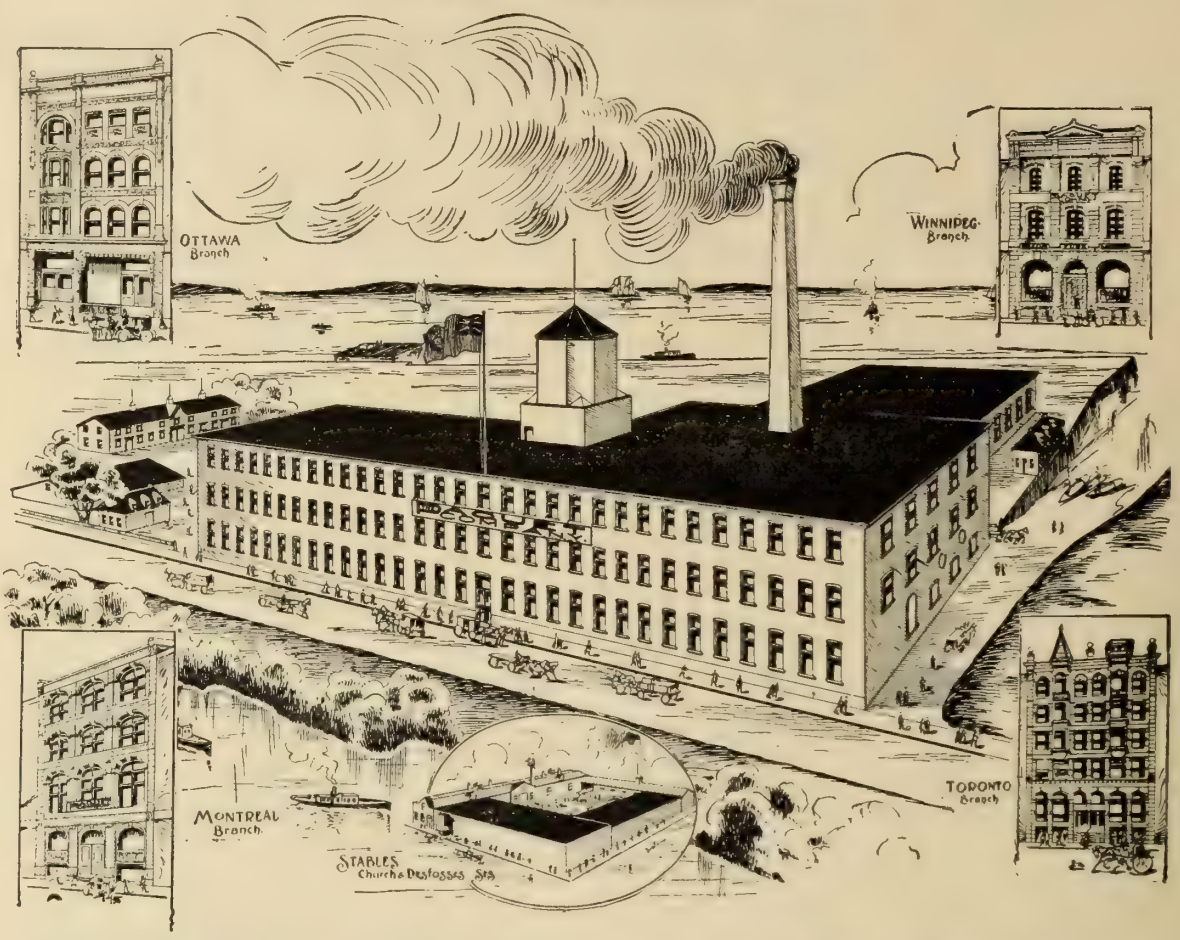
WRITE FOR ILLUSTRATED CIRCULAR

SMALL'S

Cor. College and Dufferin Sts., TORONTO

THE PAQUET COMPANY LIMITED.

WHOLESALE DIVISION



The Largest Fur Factory in the Dominion

THE well known house of J. Arthur Paquet, which will hereafter be known as The Paquet Company, Limited, Wholesale Division, was established in the year 1892 by the late Honorable J. Arthur Paquet, Senator.

The Fur Factory, which is by far the largest establishment of its kind in Canada, and one of the largest in the world, is the only fur factory in AMERICA where every process, such as dressing, tipping, dyeing and finishing of furs, from the raw skins to the finished garment, is conducted under the one roof.

Year by year, this branch of the business has expanded, until to-day there are no less than eighteen travellers employed, covering the entire country from Newfoundland to the Yukon.

In 1895 was laid the foundation of the immense Hat importing business, which has grown to be a very important branch. Here is the source of supply of the renowned "**Carter**" and "**Wilkinson**" **Hats**, which are now famous from coast to coast. These are the most widely advertised Hats in Canada. More than 190 painted signboards are used along the lines of the great Canadian railways, from Halifax to Vancouver; and thousands upon thousands of attractive booklets, showing the principal styles, have been mailed direct to the customers of Hat dealers in every part of Canada. A series of newspaper advertisements is now running in a strong chain of papers which practically covers the entire country. Dealers are given every possible aid in advertising and selling: such as Ready-made Ads, Free Newspaper Cuts, etc. The remarkable increase in the sales of "**Carter**" and "**Wilkinson**" **Hats** is the best possible proof of the soundness of this policy.

Shortly after the Hat Department was an accomplished fact, the Glove Factory was established. Here are manufactured the famous "**J.A.P.**" **Gloves** and **Mitts**, which are now handled by the majority of Dry Goods and General Stores throughout the country. Over 2,000 different styles are made, from the finest of ladies' kid gloves to the strongest of workingmen's mitts.

The total floor space occupied by the Wholesale Division is 97,402 square feet, not including the branches at Vancouver, Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

Over 400 people are employed in all departments of the wholesale division in the City of Quebec, exclusive of the branch offices, in each of which a separate staff of clerks is employed.

The Winnipeg branch occupies a handsome building of its own, and carries a complete stock of **Furs, Hats and Caps, Gloves and Mitts**, to meet the demands of the rapidly increasing Western trade. The Montreal branch also occupies an immense building, which is used as a distributing point for that district. In Ottawa, Toronto and St. John, N.B., commodious suites of offices are maintained, and the new branch office at Vancouver, B.C., was formally opened last week.

We take this opportunity to thank the Retail Merchants of Canada for their hearty support and co-operation in the past, and to solicit a continuance of the same.

Head Office and Factory: QUEBEC, P.Q.

Branches at Vancouver, Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

To insure prompt attention, please address ***Wholesale Division***

The Paquet Co., Limited

G. A. VANDRY, General Manager

THE CANADIAN FUR TRADE

Advance Orders Placed for Fall have, Generally Speaking, Been Good.

Fur travelers have nearly all been over their grounds and their reports are good. Out west, particularly in Saskatchewan and Alberta, trade has been splendid in all lines. As has been usual for some time now, the business booked in southern Manitoba was away below the former average. In the Maritime Provinces business has, with a few exceptions, been slow. Some firms, with established connection, say orders are good from this section. Ontario and Quebec are, generally speaking, only fair.

Manufacturers are receiving very little fresh business, although factories are all busy on goods already ordered for Fall.

Prices are firm, and deliveries are expected to be good, if merchants place early.

Small Pieces in Favor.

Buyers have shown increased confidence in muffs and neckpieces. The tendency in the cities seems to be toward large shapes in these goods. They have had a big run in Paris and across the line. Smooth furs in flat muffs are also fair.

Heavy Coats in Demand.

The business in all fur garments, with only about one exception, is up to the standard of a year ago. Ladies' fur-lined coats are much talked of. A fur-lined cloak is very comfortable, with its wide, full sleeves, and is, withal, a fashionable garment..

Some manufacturers, making a feature of ladies' fur-lined garments, claim that they are displacing the staple Persian lamb jacket, which remains very firm in price to-day. Last year the short supply of Persian lambs stiffened the market considerably and prices are high this year. However, advance orders have been satisfactory with many firms, and the assured position of the Persian lamb jacket has not been materially weakened.

Fur-lined coats for men, with muskrat linings and otter trimmings, are just as good as ever. Coon coats continue popular also, notwithstanding the high prices asked.

Quality Counts.

The tendency among a lot of merchants to be swayed by the idea of big discounts and low prices is one that should be checked. These considerations lead them, very often, to buy much larger stocks than they can handle, and they soon become discouraged in regard to their fur departments.

Year by year merchants are coming more strongly to desire quality, perfect finish, and exquisite style, without, at the same time following an extreme vogue. Good, reliable articles bring a valuable reputation to the retailer, and his customers are willing to pay a little more when they feel assured that the goods can be depended upon.

Money in Furs.

There is money in furs, if a merchant will carefully watch what the general run of customers keep asking for, and also what seems to sell easiest. At the same time he should keep his eyes open for novelties, and new ideas. While he may only buy a few of these lines, they always tend to give a new look to the department. However, he must be careful not to overstock, as the carrying over of furs ties up a good deal of money, and entails not a little risk and trouble.

THE PAQUET COMPANY, LIMITED.

The fur factory of J. Arthur Paquet, and the retail business of Z. Paquet, Quebec, have been sold to the Paquet Company, Limited, recently organized with an authorized capital of $1,500,000, the total assets representing more than $1,600,000. The management remains unchanged and the business will be carried on as before.



G. A. VANDRY.

A few details as to the personnel of the company are here given:

George Alfred Vandry, the president and general manager, who is 41 years of age, was educated partly at the College of Ste. Anne de la Pocatiere, where he followed the classical course, and partly, on deciding to follow a business career, at the Quebec Commercial Academy, where he took the complete commercial course. In 1898 he entered the service of the Paquet house as bookkeper, so distinguishing himself in this position by his ability and business expertness that later he was made manager of the fur factory at Hare Point. Appreciating his talents at their just value, the late Senator Paquet soon singled him out as his "right-hand man," and thus Mr. Vandry was brought into such close touch with the retail business that on the senator's death he was at

once chosen to succeed him as general manager of both establishments. He has filled the position of president of the Quebec branch of the Canadian Manufacturers' Association during two terms, and at the Winnipeg convention last year he was chosen as vice-president of the association for the Province of Quebec.



J. O. PAQUET.

Joseph O. Paquet, the vice-president of the new company, is the second son of the late Z. Paquet, the founder of the house, and is 52 years old. Educated at Levis College, where he took the full commercial course, he



DR. LAURIN.

entered his father's employ immediately upon the completion of his studies, and has been closely connected for the past thirty-five years with the establishment.

Dr. Victor de Lotbiniere Laurin, is one of the directors of the company. Dr. Laurin succeeded the late Hon. V. W. Larue, who died last December, as one of the executors of the late Senator J. A. Paquet. He is 60 years old. Educated at Levis College and the Nicolet Seminary, he graduated as a physician from Laval University, Quebec. He has long been one of the most prominent in military circles, holding the rank of lieutenant-colonel in the militia. He was formerly commander of the 87th, or Quebec county battalion, and saw service during the Fenian Raids and the second Northwest rebellion.

Forcing Trade in July

Push and Keep Pushing During the Mid-Summer Season —Some Suggestions.

During July and August business has to be forced, and one suggestion is that special attractions, such as bargain counters, etc., be provided day by day. Many stores find it profitable to conduct a cheap jewelry sale in which souvenir goods are prominent.

On account of the backward Spring, stocks, generally speaking, are heavy. All Summer articles must be cleared out. The Summer season is to be shorter than it has been in years.

As July is the month before semi-annual stock-taking odds and ends must be cleared out to make stock as light as possible. The keen housewife will see the bargains advertised and take advantage of them.

Some stores have different colored tickets to indicate special bargains, and they are not used at any other time. A lot of attention should be given to window displays and advertising.

A plan that has been tried, with success, is the holding of a "9" sale. It lasts for nine days and all prices end with the figure 9. A good deal of interest can be aroused beforehand by the use of "blind" advertising. A space in the local paper containing the figure 9 or a row of them, with the line "What does it mean?" beneath, will excite curiosity. This must, of course, be followed by an announcement later on.

In many cases, during May and June, merchants buy special lots of goods, but on account of the department to which they belong being busy, they are held over for the midsummer sale.

Though rushed with business never let the ordinary routine of work cause any annoyance to customers. Parcels should be delivered promptly and no inconvenience to customers should be caused by too many salespeople being away on vacation at one time.

Special attractions in smallwares will draw trade. Souvenir goods of all kinds can be used to advantage.

Now, as at any other time, do everything possible for the comfort of visitors. A rest room will help very materially during the hot months.

Catchy, attractive sale phrases are in order at this season, when every retailer is desirous of catching the eye of every other person who has a dollar to exchange for dry goods. "Aftermath" was a word used by one of the Montreal stores during a sale that lasted for seven or eight weeks.

The last thing to be said is Push and Keep Pushing during the midsummer season.

HIS MARK

High Grade Printing

from the conception of the idea to the finished job—we are now ready to produce in our NEW PRINTING DEPARTMENT

With everything new—

NEW MANAGER—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—

NEW PRESSES—the latest products of the press makers—

NEW TYPE—the best faces selected from the stocks of leading foundries and a

NEW RESOLVE—to make every job a credit to us and to you—we ask for a chance to figure, furnish lay-outs, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want "printing that's different" let us hear from you

MACLEAN PUBLISHING CO LTD

John Bayne MacLean
President
10 Front St East Toronto
MONTREAL WINNIPEG
LONDON ENG

PRINTING DEPT
Charles Edward Peabody
Manager

his mark

Have you bought your

FURS

FOR FALL TRADE?

We strongly recommend you to see our line this year

QUALITY
VARIETY
VALUE and
STYLE

All will suit you

We are especially strong in

Coon Coats
Astrachan Jackets
and
Fur-lined Garments

OF ALL DESCRIPTIONS

while our small furs will compare favorably with the best

MUFFS
RUFFS
STOLES
TIES
COLLARS
CAPS
MITTS, ETC.

If you are in town we would gladly have you call, or drop us a card if there are any lines you need.

Orders or Enquiries Promptly Attended to.

SWIFT, COPLAND & CO. LIMITED

478 St. Paul Street

MONTREAL

FURS FURS FURS FURS

FREE TRIP TO MONTREAL

You can make your summer holiday not only enjoyable but profitable if you take advantage of my offer.

SPECIAL OFFER

Your railway or steamboat fare (return), will be refunded to you, if it does not exceed 5 per cent. of the total amount of your purchase from me, when in the city.

A. J. ALEXANDOR

Wholesale Manufacturing Furrier

504-506 St. Paul St., - MONTREAL

WORTH KNOWING

OUR FURS

will not only uphold the confidence of **your** trade but strengthen it.

M. SILVER & CO.

12-14 St. John Street,

MONTREAL



We make Coats lined with Marmot, Wallaby, Russian Black Lamb and Australian Oppossum.

Sellers for Western Trade

One of our special lines this season is Black Serge covered Overcoats, lined with Black Lamb Skin, so-called Mennonit Coats. Ask for prices.

We make no low price goods. If you can use good goods, ask us for samples and prices.

The Livingstone Mfg. Co., Manufacturers of Fur-Leather, Duck and Sheep-Lined Clothing

144 Craig Street West, - MONTREAL

MITCHELL'S

Self-Testing Safety Code

A NEW and Scientific System for the Transmission of Messages by Telegraph or Cable, so arranged that one word may convey several meanings, such as Article, Quality, Price, Quantity, Terms, etc.

By other codes three and four words are required to express what this system will convey in one word, thus costing three and four times as much as the same message if sent by this system.

EXAMPLE

ZYGUMTABUK WABXYTCOGY MITKEKULTY RUPADCEVAR LOFRABFACK:

INTERPRETATION

Kid Gloves ship, as per your sample number 15-52s, 12 dozen 6¼, 18 dozen 6½, 24 dozen 7¾, assort 15 per cent. Blue, 20 per cent. Black, 25 per cent. Tans, balance assort latest colors. Samples wanted quickly, forward by express.

Try This With Your Code. Full Description Mailed on Request

The MITCHELL SELF-TESTING SAFETY CODE CO.

8 Colborne St., Toronto, Canada.

There's no shrink in it

What good is a guarantee, unless the goods live up to the guarantee? Where one person will return unsatisfactory articles, a dozen will take their trade to some other store.

Of course STANFIELD'S Underwear is guaranteed unshrinkable.

But, better than that, IT IS UNSHRINKABLE.

The shrink is taken OUT OF THE WOOL before it is woven—the only possible way to prevent the finished garments from shrinking.

Stanfield's is the underwear that you personally may guarantee—and know that it will live up to everything you say.

All sizes, to fit every figure—and all weights for all climates.

Write for samples and prices.

STANFIELDS LIMITED, TRURO, N.S.

Stanfield's
Unshrinkable
Underwear



This illustration shows the remarkable elasticity of "Ellis Spring Needle Ribbed Underwear." When pulled out, as shown in cut, it promptly springs back into shape on being released.

"Remember that we are Sole Makers of Genuine Spring Needle Ribbed Underwear in Canada."

¶ A thrifty men's wear business, like a thrifty plant, must be watched and nursed.

¶ No plant will thrive or live without attention and nourishment, and no haberdashery business will do likewise unless QUALITY is made a permanent and prominent factor of business policy.

¶ Our high-class product has revived many a drooping business. It provides all the essentials to success.

¶ Ordinarily "high-class" implies and usually means "high price"; but the aptitude of our workers and the extent of our operations make it an easy matter to offer you, in ELLIS SPRING NEEDLE RIBBED UNDERWEAR, more quality for less money than any other underwear manufacturers anywhere.

THE ELLIS MANUFACTURING CO., Limited

HAMILTON, ONTARIO

MONYPENNY BROS. & CO., Toronto and Montreal, Selling Agents

The Watson Mauufacturing Co., Limited

Manufacturers of MENS', LADIES' AND CHILDREN'S RIBBED KNIT UNDERWEAR

PARIS, - ONTARIO, - CANADA

TO THE RETAIL TRADE

Our business is based on the belief that a large number of good firms want the very best that can be produced. Do you wish to carry underwear, the quality of which is in keeping with the dignity and reputation of your house? If so WATSON'S is what you are looking for; and, exclusive as it is, it costs no more than others of inferior make.

Your pride demands it—results will prove its value to you. EASY TO WEAR—HARD TO TEAR. While thanking you for your support in the past we beg to solicit your future favors, as, owing to the enormous increase in our business, we have been compelled to add largely to our plant so that our range will be bigger and more varied than ever.

Yours truly,

THE WATSON MFG. CO., Limited.

AGENTS:

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, SUSSEX, N.B.

BRYCE & CO. WINNIPEG, MAN.

News of the Knitted Goods Trade

The Backward Weather Affected Business Considerably — Ten Per Cent. advances For Spring — The Advantage of Buying Early.

Underwear for Spring, 1908

New Lines Out and are Being Shown to the Jobbers— Fall Orders Heavy.

The underwear trade throughout the past month has been only fair, owing to backward weather, and Summer underwear has as yet received only a moderate proportion of the consumer's patronage, though the month has probably been busier in the men's departments. The warmer weather experienced in the last ten days or so has had a happy effect upon the situation and is tending to establish a rush period.

Those stores which indulge in a periodical scare when a few cold days come along have gone in for lots of advertising, and this certainly has served to draw the



NORFOLK STYLE — Shown by Dr. Jaeger's Sanitary Woolen Co., Montreal.

crowd. Men's cheap balbriggan have been freely rushed, and have, in consequence, captured a fair share of the trade. Cotton and lisle vests have also sold freely in a wide range of prices, running from 12½c at the one extreme, to $3 at the other.

Large Spring Sorting Orders.

The jobbers' sorting trade throughout June was up to every expectation, and, as a consequence, stocks were well cleared before the arrival of Fall goods. Low lines of ladies' vests, etc., were not in plentiful supply, and full rates were easily secured. Good trade has been done in Swiss wool and in silk and wool mixtures.

Retailers are depending more and more upon stocks in the jobbers' hands for assorting purposes, and it is the houses that maintain large and well assorted open stocks that do the bulk of the sorting trade.

Advance order business in the underwear field has been practically completed, and orders for Fall have been heavy. At wholesale, men's fleeced goods have sold well, owing to the scarcity of other lines to retail at 50c. Wool underwear has also been popular, and the same may be said of elastic rib goods.

In women's Fall underwear, advance orders have been to the fore, and fine elastic ribbed goods have been better than ever. Competition has been very keen on these lines and manufacturers and jobbers have cut goods very close. Ladies' fleeced goods have been up to the average, and the usual scarcity of these lines will be apparent when the selling season is on. The higher grade goods have also met with marked favor. Combination suits have in some sections sold freely, and in others the report comes that there have been few sales in these lines.

Spring, 1908, Lines This Month.

Domestic and foreign manufacturers are now showing to the jobbers their lines for Spring 1908, and it is clearly evident Canadian mills will secure the larger part of the trade for that season. The price advance, in values, will average ten per cent. in both domestic and foreign goods, although the consumer will hardly be able to detect the difference.

Golfers and Sweaters

A Feeling for Short-sleeve Golfers and Collarless Model Also—The Norfolk Jacket Again.

The present demand for golfers and sweaters is by no means brisk, although for the early Fall they will again be active, as this season always opens up with a large demand for these goods, and orders have already commenced to come in. Golfers and sweaters are used exclusively now for outdoor sports, and their use for street wear is a thing of the past now.

There is a particular feeling for short sleeve golfers, and the collarless model is also to the fore. The principal colors are white, black, navy and cardinal. There is quite a feeling for pretty combinations of white trimmed sky, white trimmed cardinal, and white trimmed navy, etc. The bright colors are prominent this year and are selling well.

The Norfolk jacket is counted upon as a novelty again, as it is quite a comfort to the golf-loving public. The style for this season is medium length; the extremely long jacket, while not neglected, has fallen to the rear.

Qualities have been well maintained by all makers and the Canadian mills have gone strongly after the trade. Jobbers are showing a good range of domestic goods.

Jobbers are maintaining prices, notwithstanding the increased cost of yarns, although no repeats will be accepted by the mills at the price now paid.

The Hosiery Situation

In City Stores Tans Have Given Way to White, Pale Blue, etc.—Lines for Spring, 1908.

The advent of warm weather has worked a welcome change in the hosiery department, and the counter demand is not only becoming heavier, but its character is changing. In the city stores little else but tans have sold, but in many of the smaller places the tan craze has not developed yet. The wholesale houses that provided for a big run on tans are, in consequence, well supplied.

Now that the Summer lines can be worn, the city stores are finding that the sale of tans is falling off, and that white and colors, particularly pale blue, pink, navy, helio and grey are unceasingly called for. The very popularity that tans have enjoyed in the past few months is one cause, no doubt, of this change. There is no reason to suppose that it will be permanent, and tans promise to be good sellers during the coming Fall.

The underlying style idea undoubtedly is hose, shoes and gown to match, and the fancy effects and colors in shoe lines means a corresponding call for colors in hosiery. Footwear to match the gown is no longer reserved for dress occasions, but is much in evidence for street wear.

The whole tendency is toward light weights and embroidered gauze effects in small, neat self patterns are taking best with the exclusive trade though, as the season advances, more laces will be seen. This demand for embroidered hose has as yet hardly developed for country trade.

There has been quite an active sale of children's hosiery in half, three-quarter, and full length stockings. Colors predominate—all shades of tans, black and the lighter shades, such as pinks, sky, red, etc., are to the fore. White has scarcely begun to sell, but the warm weather will soon bring out a strong demand. It is said on good authority that the fine rib goods are gaining in general favor, and are slowly but surely taking the place of the plain goods, which, in many cases, did not fit the limb or give satisfaction.

A tour of the market shows a steady business of considerable volume being done in practically all wholesale departments where desirable lines are carried. Lines of cashmere, woolen and worsted hosiery for Fall are being stocked in good quantities by retailers. Lace hosiery in lisle thread is also bought freely. Prices are still on the advance. With many manufacturers they have been withdrawn entirely.

Both Canadian and foreign mills are showing lines for Spring, 1908, and jobbers in most cases are placing as quickly as possible, owing to the scarcity of goods, and notwithstanding the advance in prices experienced. Both domestic and foreign manufacturers are showing an advance of about ten per cent. on most lines. Manufacturers state demand is heavy and the early buyer will reap the advantage of good delivery.

NEWSPAPERS AS TRADING STAMPS.

We have received many letters from readers directing our attention to a scheme instituted by a London Sunday newspaper, by which they are to allow their names and addresses to appear in that paper, and in return to give customers who produce a coupon from the paper a discount of a penny in the shilling, says the Draper's Record. We are not surprised to find that our correspondents criticize this scheme very warmly, and if there are any of our readers who have not given the matter careful consideration, and who may even have thought of adopting it, we think it well to lose no time in warning them against it. A penny in the shilling is equal to 8 per cent. This is a rather large sum to pay for advertising of this description. There are many objectionable elements in this scheme, one of which is the condition laid down that only one trader of a kind in a town will be allowed to adopt it. Not that drapers are likely to show any special anxiety for it. The newspaper really constitutes itself a weekly trading stamp, and the system it is endeavoring to popularize in its effort to increase its circulation is one which has been condemned by retailers' societies all over the British Isles.

TIME'S VALUE.

One of the first and most important lessons to be learned by every man who would get on in his calling is the art of economizing his time.

A noted scientist was wont to call his time his estate; and as with other estates of which the young come into possession, it is sometimes rarely prized till it is nearly squandered. Then, when life is fast waning, they begin to spend the hours wisely, and even to husband the moments.

Unfortunately, habits of indolence, listlessness, and procrastination once firmly fixed cannot be suddenly thrown aside, and he who has wasted the precious hours of life's seedtime finds that he cannot reap a harvest in life's Autumn. Lost wealth may be replaced by industry, lost knowledge by study, lost health by temperance or medicine, but lost time is gone forever.

The men who achieve the greatest things do them not so much by prodigious but fitful efforts as by steady, unremitting toil, by turning even the moments to account. They have the genius for hard work, which is the most desirable kind of genius.

COLONIAL WHITEWEAR CO.

An Ontario charter has been granted to the Colonial Whitewear Company, Limited, Guelph, with a capital of $40,000, divided into $100 shares. The incorporators were: Edwin H. Chart, commercial traveler, and Annie C. Chart, Toronto; Robert B. Bryson, of Perth, commercial traveler; Alfred. L. Moritz, of Montreal, manufacturer, and Alex. C. Renshaw, of Berlin, gentleman. The object of the company is "to manufacture and deal in ladies' and children's ready-to-wear garments."

GRUMBLING IS FATAL.

Grumbling kills friends. The business man who is ever grumbling and growling about things makes a blue atmosphere about him.

There is no good in grumbling. Grumbling is an evidence that you are looking at the world through blue glasses; that you haven't the proper estimate of other people.

Grumbling is an advertisement to the world that you are not a success. Grumbling won't help things a bit. The more you indulge yourself in grumbling the quicker you form the habit, and it becomes so fixed upon you that later on you find it almost impossible to shake it off.

If you are starting on the grumbling path pull yourself up short.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED

LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing discontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners

(SQUIRREL BRAND)

PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

THE LEADING

English Underwear

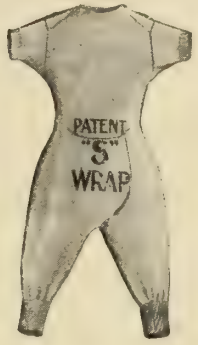
JAY

Unshrinkable Woollen UNDERWEAR



SPECIALITIES:—

LADIES' COMBINATIONS fitted with the Patent **"S"** WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.

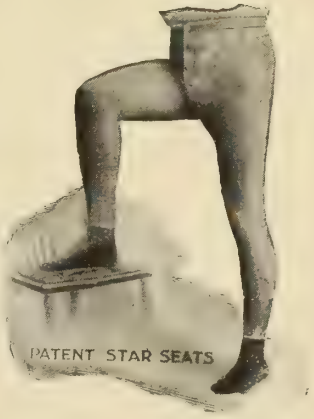


Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK

THE JAY FINISH

TRADE MARK

UNSHRINKABLE.

ON EVERY GARMENT

Wholesale only:—

Messrs. I. & R. Morley and Geo. Brettle & Co.

LONDON, ENGLAND.

"There's a Reason for our Success"



OU can take our word for it; or you can buy some other line of underwear --- Either method will prove that our goods have no equal, for satisfaction to yourself and your customer; and will also prove that there are

"NONE BETTER AT THE PRICE"

JOSEPH SIMPSON SONS

KNITTING MILLS - - - TORONTO

REPUTATION——————PROFIT

The Dry Goods Merchant's commercial existence demands that he secures both. Scores of shrewd men have clinched both Reputation and Profit by stocking

"Hygeian" REGISTERED UNDERWEAR

the brand demanded by particular people in every province of the Dominion.

"HYGEIAN" BRAND is made in all styles, sizes and weights. Commercial success comes easier to the man who makes it his business to stock and recommend Hygeian Brand—because it sells easier than any other brand of Underwear on the market.

IMPORTANT.—If you do not know our business methods, you ought to. Our dispatch will please you as well as the Quality of our famous brand.

The People Look For the Name "Hygeian."
It's Their Surety of Quality.

Eagle Knitting Co., Ltd., HAMILTON CANADA

HYGEIAN WAISTS ARE TRADE BUILDERS

Peerless REGISTERED

Ladies' and Children's FINE Knit Underwear

should occupy a prominent place in your store. Does it?

As a reasonable man, can you afford to entertain a solitary doubt on this point? We talk big about Peerless Underwear. We say it is superior in ***Quality, Finish, Elasticity*** and ***Durability*** to the next best brand on the market. Prove our claims. Ask for the Profit Story.

It has paid scores of merchants to feature Peerless Underwear—paid them well—and it will certainly pay you well.

Write to-day for interesting facts!

REPRESENTATIVES:

ONTARIO—Peerless Underwear Co. Hamilton, Ont.
MARITIME PROVINCES—G. A. Woodill Halifax, N.S.
QUEBEC—L. A. Prevost Montreal, Que.
MANITOBA—A. J. Snell Winnipeg, Man.
BRITISH COLUMBIA—G. A. Campbell Vancouver, B.C.

PEERLESS UNDERWEAR CO.

Hamilton, Can.

Jaeger Pure Wool KNITTED GOODS



We are Specialists in High-Class Novelties for Ladies' and Men's wear.

Fancy Waistcoats, Knitted Coats, Golfers, Sweaters, Cardigans, Shawls, Gloves, etc.

Illustrated price list on application.
Liberal terms to the trade.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 301 ST. JAMES STREET, MONTREAL

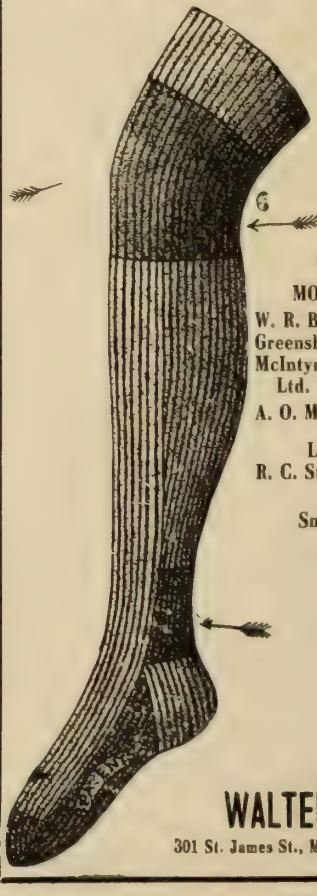


WOLSEY

Pure wool unshrinkable underwear has won its way into every corner of the world.

Order Early. From Your Jobber

ADAMS LOCKSTITCH HOSE



Will win and hold your trade

Note: 10 FOLD KNEES
6 FOLD ANKLES

Absolutely the Best Wearing Stocking.

STOCKED BY THESE JOBBERS:

MONTREAL
W. R. Brock Co., Ltd.
Greenshields Ltd.
McIntyre, Son & Co., Ltd.
A. O. Morin & Co.,

TORONTO
Gordon, McKay & Co. Ltd.
W. R. Brock Co., Ltd.
Beatty, Kerr & Verner

LONDON
R. C. Struthers

KINGSTON
Macnee & Minnes

HALIFAX
Smith Bros.
W. & C. Silver,

VANCOUVER
Greenshields Limited

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS
WALTER WILLIAMS & CO.
301 St. James St., Montreal 33 Melinda St., Toronto

Ask For The Proofs

Calling an underwear unshrinkable does not make it so. The market is glutted with unshrinkable goods (so called). You owe it to yourself to **demand the proofs.** We claim that

"Ceetee" Underwear

is "**unshrinkable**" and—**we are ready to furnish you with reasonable evidence of the truth of our assertion.** "**CEETEE**" is made in India Gauze (medium and heavy weights), Silk and Wool, Worsted, Lamb's Wool and Merino. "**CEETEE**" fits perfectly, cannot lose its shape, is velvety, pliable and warm —although porous. You can sell "**CEETEE**" under a **plain, come-back guarantee**—because we replace any garment which does not prove our claims.

PERFECT FITTING ELASTIC RIBBED UNDERWEAR

is **The Ideal Garment** for women, children and infants—and **known as such.** The Quality of these garments is the highest obtainable, trimmings new, designs fashionable. **Perfect Fitting Elastic Ribbed Underwear** yields easily to every movement of the body and yet is not "too stretchy." A garment "as soft as the sinews of the new born babe" and declared to be the most comfortable on the market by **women who know.**

YOU CAN CORNER THE PAYING TRADE OF YOUR TOWN BY PUSHING "CEETEE," AND PERFECT FITTING ELASTIC RIBBED UNDERWEAR. WRITE FOR THE REASONS WHY!

THE C. TURNBULL CO. OF GALT, LIMITED

Galt, - Canada



American Boy Stocking

Trade Mark Registered in Canada and the United States of America

AMERICAN STOCKING COMPANY

395 BROADWAY, NEW YORK

Trade Builders

Build up your trade with goods which have earned **their own reputation**, and are positively known to give entire satisfaction. **If you stock Paton's Alloa Yarn** you will find

The Yarn sells itself. You run no risk whatever. Your sales keep on increasing. Your customers return for more.

Because Paton's Alloa Scotch Yarn gives warmth besides being strong.

JOHN PATON, SON & COMPANY
Alloa, Scotland

Sole Agent for Canada
Philip De Cruchy, 207 St. James St., Montreal

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.**
MONTREAL and TORONTO

Manufactured by
W. RAVEN & CO., Ltd.
Leicester, Eng.

THE Nazareth Waist

has a lot of good talking points—see the Map on top of every box—and they're all backed up by sound sense and good wearing qualities.

The sale of one **NAZARETH WAIST** means the sale of many more—that's why about 25,000 retailers and over 200 jobbers carry it season after season.

Why not try pushing such a good-trade-building article? We will furnish the advertising matter—free

THESE CANADIAN WHOLESALE HOUSES

Carry complete lines of the Nazareth Waist

ST. JOHN, N.B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co., (Ltd.)
Greenshields Western, (Ltd.

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co., (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R Brock Co. (Ltd)
Burton, Spence & Co., (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd.)

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains, (Ltd.)



This mark woven in Red is on every genuine Nazareth Waist, and it means something.

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY

NEW YORK

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

Our Specialty —— Prompt Deliveries

It's easy placing your underwear orders; but—it is not so easy to get the goods when you want them. Why not place your orders with a house that guarantees prompt shipments? Our famous

Knit Underwear

Oxford Brand For Summer Trade

is generally admitted to be "second to none" on the market. By placing your orders with us you are sure of two important points, Quality and Prompt Deliveries.

N.B.—We are the only mill in Canada running exclusively on

Fine Swiss Ribbed Ladies' and Children's Underwear.

The Oxford Knitting Co., Limited Woodstock, Ont.

"FASHION" UNDERWEAR

The word **Fashion** in this case has more than one meaning.

Fashion Underwear is made of the best materials and workmanship.

Fashion Underwear will prove a good profit-maker if you will only let your customers **try it.**

Ask your Jobber to show you samples for 1908.

Write us if you can't get it.

G. B. PERRY KNITTING CO.

HAMILTON, - ONT.



THE

CHANGE-LESS BLACK

of Hermsdorf-Dyed Stockings has established them firmly in the minds of millions of women who buy—not only dozens of pairs of stockings annually — but the hundred-and-one other necessities for whole *families.*

You profit many ways by carrying only Hermsdorf-Dyed Black Hosiery.

Let *my reputation* work for your hosiery department and incidentally help the entire store.

Look for my signature on the toes.

Louis Hermsdorf Dyer

Write for 48-page book about Hosiery Sales, Adwriting, Window Trimming, etc. It's free.

Works: Chemnitz, Saxony

American Bureau: 200 Greene St., New York

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

MENTION

DRY GOODS REVIEW

IN WRITING TO ADVERTISERS

Cutting Down Expenses

Fully 2,000 Salespeople Discharged From New York Stores Owing to Unsatisfactory Conditions.

New York Commercial : Fully 2,000 sales people, and probably more, have recently been discharged from the big department stores of this city. One big concern has reduced its sales force about 600; another 400; another 300; several from 100 to 150, and so on. The causes generally given are unfavorable weather, restriction of demand by high prices, the necessity for economy in management and the effects of financial reaction.

In keeping with early expectations of merchants who foresaw the advancing prices of dry goods, the large retail department store managers are being forced to reduce expenses. Popularly this is attributed solely to adverse weather conditions, but merchants in intimate touch with department store methods and costs believe that the reduction of expenses is being forced by the necessity of arriving at a profitable merchandising margin while first costs are as high as they now are.

It is plain to many merchants that the consumer can pay very little more than he is now forced to pay, and it is to meet this condition that many striking reductions in costs are under way. In the metropolitan district alone, it is estimated that the selling force employed by the different retailers has been reduced in the past four weeks between at least 1,500 and 2,000 hands. There has also been a sharp reduction in the wages of many of those who have been retained, and enforced vacations of between three and four weeks are expected during the coming Summer months.

These changes are proceeding wholly independent of other happenings of a similar character among garment workers and other tributary factors.

Some Interesting Details.

Some details of a very interesting character were obtained pertaining to the state of the local retail trade which not only verify, but accentuate, the conditions which have prevailed throughout the entire Spring selling season. These conditions have grown rapidly worse owing to the delay in the improvement of the weather.

A number of the department stores in Manhattan and in the Borough of Brooklyn have felt the pinch so severely that they have reduced the number of salespeople and clerks in all divisions materially.

When officials were questioned, they were either reticent, or said that these statements were not based on truth, or that they were greatly exaggerated.

High-class Stores Affected.

From other sources, however, it was learned that not only were employes being released from their duties each week, but where this had not actually occurred, reductions in salaries, in some instances as much as 40 per cent., have been ordered. In one Broadway house it is stated that over 600 salespeople were dispensed with recently. This firm, it is reported, has also discontinued one of its custom departments.

In another of the up-town districts between 300 and 400 were discharged. One Fifth Avenue store, which caters to the high class trade, has released about 150, and still another in the Fifth Avenue district reduced its selling force by over 100. These are only isolated instances. The reduction has been quite general.

Many of the help, much dissatisfied by having their salaries reduced, are making more advantageous connections. The salespeople who work on a commission basis in addition to their salaries, are also much perturbed, as the edict has gone forth in some quarters, ridiculous as it may seem, that cash books must show a given value of sales each day. Inquiring customers must be pleased and a sale recorded under penalty of a reprimand. Constant explanations are in order as to why customers have not bought merchandise they have examined. Working under such conditions has proved most unsatisfactory to clerks.

Other Reasons for Slow Demand.

Aside from the weather, another reason advanced for the poor business this Spring is the exorbitant price asked for merchandise at the commencement of each season. The expenses of conducting a department store in this city are enormous. But the opinion is quite general that New York City is the highest priced retail centre in this country. As soon as received 25 per cent. is added to the sale price of goods for running expenses, and in many departments 50, 100 and sometimes 200 per cent. is added before the price basis is reached.

The consumer of this city who deals with the retailer is becoming cognizant of this fact, and the result is that goods show a decided disposition to lag at the beginning of each season. It is a common occurrence for prospective customers to examine a piece of goods, comment favorably on its appearance, obtain the price and then inquire : "When do you expect to hold a sale on this ?"

From these and other pertinent facts known in the wholesale trade the conclusion is being drawn that there are other things than the weather affecting the retail business, and not the least of them is the necessity of more economical forms of distribution to the consumer who buys at the counter.



PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.

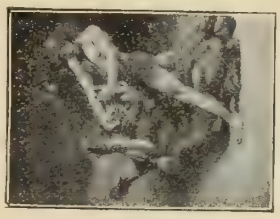


ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



HERCULES RIB

The Limit of Strength

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.

E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

DRESS TRIMMINGS

The two big features for FALL will be

PULL BRAIDS and CUT OUT VESTINGS

Our travellers are showing complete range of these lines in every conceivable shade.

Also

APPLIQUES

in Whites, Blacks and Colors. All lines carried in stock. A great convenience to you for sorting.

AUTO VEILS and VEILINGS

Champagnes, Browns and Navys.

Our ranges of

NECKWEAR and BELT NOVELTIES

are bigger than ever.

Take a look at our range before placing your orders.

Sandersons Limited

172 FRONT ST. WEST, TORONTO

RHYS D. FAIRBAIRN, LIMITED

MANUFACTURERS,

107 Simcoe St., - . TORONTO

FIRST SHOWING FOR FALL

Ladies' Neckwear, Waists, Pleated Dress Skirts

Ladies' Belts, Collar Forms, Underskirts,

Frillings, Ruchings.

Samples now shown by our Travellers

WAIT FOR THEM

Montreal Office: Hugh Henry, 204 St. James Street

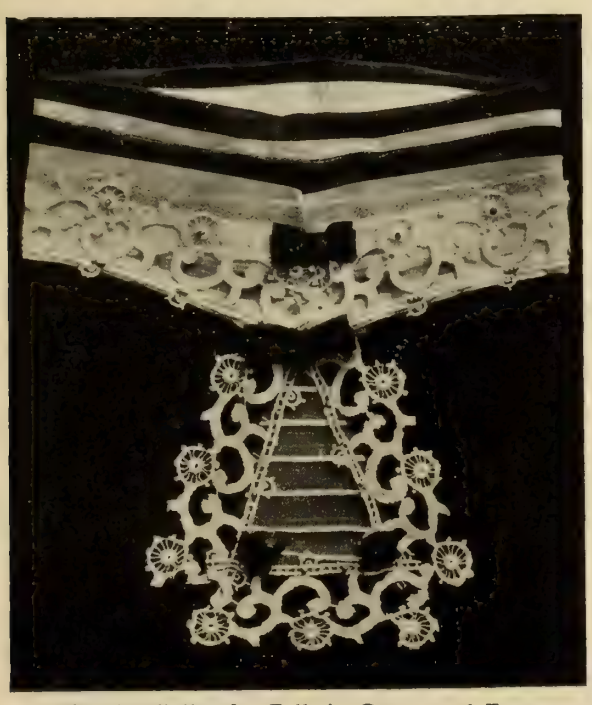
DRESS ACCESSORIES

Neckwear News

Severe Tailored Effects and Stiff Collars Slow — Fall Season Will Be a Good One.

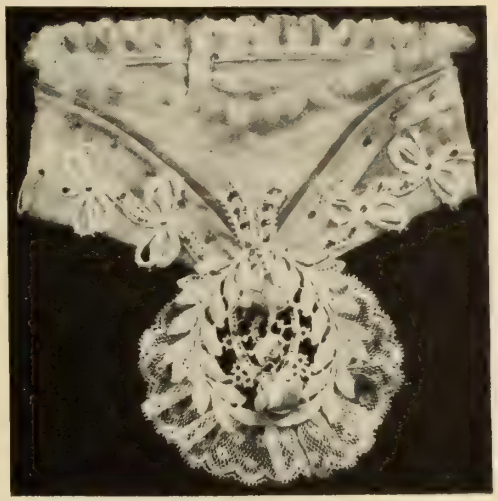
The fine warm weather has started the sale of Summer neckwear in earnest, and now that orders are again pouring in, the manufacturers are realizing that the breathing space given them by the cold weather has been a decided advantage, as it has enabled them to almost catch up with their back orders, and to prepare for the Summer rush.

Nothing in the way of novelty is shown, but there is a good enquiry for most lines. Frillings have picked up enormously in the past week or so, and a splendid frilling season is promised. One firm, at least, is putting in new machinery in preparation. Everything in the Peter Pan style is selling, and turn-downs, tab collars, etc., and everything in the nature of a Windsor or a string tie, is in strong favor. The only slow lines are the severe tailored effects and stiff collars. However good stiff collars may be in New York, they certainly have not caught on in this market, and, in spite of the immense amount of fashion advertising they have received, they have been uncompromisingly turned down in Canada in favor of softer, more feminine, and last, but not least,



Novelty Collar for Fall, in Cream and Tan.
Shown by Ladies' Wear.

more comfortable styles. The early Fall, or more probably still, the early Spring of 1908, may witness a revival, but just at present the more becoming, soft, pretty effects are most decidedly more favored. Manufacturers are also of this opinion, judging from what can as yet be seen of the new sample lines for Fall, which are now in course of production. Following the latest Paris ideas jabots are very much to the fore, and detached jabots are a novelty from which much is expected. Lace and chiffon are the principal materials and a frequent decoration is little rosettes and bow knots of narrow velvet or ribbon. Tinsel effects are also introduced in many ways, just a touch of silver or gilt entering into the majority



Fancy Chiffon Stock Collar for Fall.
Shown by Rhys D. Fairbairn.

of the new collars. Beads—pearl, gold, and in various colors—are highly favored, and in laces, valenciennes, the new net laces, and heavy lace galoons and motifs, are freely used. All white, white and gold, white and ciel, white and mauve, white and pink, etc., are all to the fore and neckwear of cream and ecru, combined with the fashionable tan, browns and leather shades, promise, as striking a new note, to be important. Dresden louisine is much used, and dainty ruching effects edge the neck of the majority of the new stocks.

The manufacturers have every confidence that the coming season will be a large one, and, consequently, have entered upon the necessary preparations with enthusiasm. Members of the different firms have, in most cases, made personal trips to Paris and New York, and the trade is assured of a splendid line of neckwear novelties for the coming Fall.

Lace Promises Well

It Has Not Declined to the Slightest Extent in Fashionable Favor.

There is no gainsaying the fact that lace has not lost the least measure of its fashionable favor, and the coming Fall promises to be an extra good one in this department. Lace is the accepted trimming for the cos-

tume gown, and it will be only the most severe of tailor-mades that will lack it as a garniture.

Lace is to be the trimming par excellence for the bodice of the gown and the principal part of the waist will be composed of net, or lace allover, with a trimming of bands, galoons, etc., of a contrasting lace, sometimes of a heavy make, or, more fashionably, of either filet or valenciennes, and there are indications that cream and butter laces will be increasingly used.

Filet and embroidered lace nets will be a leading material for the formal evening gown, with low-cut bodice, and lace robes, and coats of all lengths, will be in demand for the better trade. Also net top flouncings, for use in the construction of elaborate undersleeves, and bands to match, will be asked for later in the season.

Manufacturers are buying heavily of laces and nets suitable for handsome blouses.



(Designed and Fitted by Harris & Sheldon, Birmingham)

View of Fancy Department—Turner, Son & Nephew, Birmingham, Eng.

Filet is the Paris novelty, and word comes from that centre that the makers of the fish-net or filet lace curtains, in the south of France, are all working upon trimming laces now for the Paris dressmakers. Filet net laces, and laces of fine net with filet introductions, promise to be the later feature for Fall. Filet valenciennes is another new effect, and one, perhaps, that does not promise much permanence, but will sell as a novelty.

The Glove Situation

Jobbers Have Placed Orders for Spring, 1908—Deliveries of Fall Goods Will Show No Improvement.

Long gloves continue in splendid request at retail, and it will be regretted by all enterprising merchants when the public demand turns to other goods. Long gloves have accustomed the public to paying a good price



Portrait Felix

Maison
Margaine Lacroix

Robe of Embroidered Lace with Bands of Pailletes Forming an Overskirt.

for gloves generally, and when another line comes to the fore retailers may anticipate better profits.

Fall lines of ringwoods and cashmeres have done fairly well, with the former in much better request, especially in neat patterns.

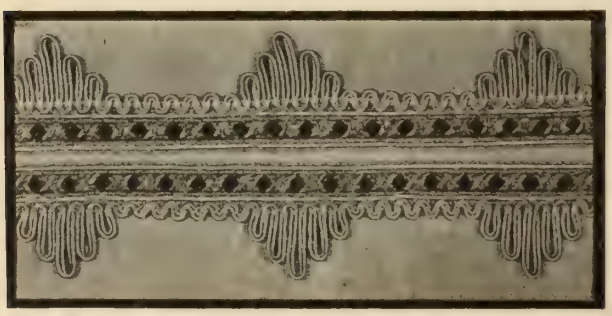
Fall lines of kid gloves are now fairly well sold, and a large business has been done in 12 and 16-button lengths, in glaces, with but few suedes in request, as consumers have learned to appreciate the wearing qualities of the glaces.

Among the wholesalers the glove situation for Fall,



Soutache Braid Motif.

in regard to fabric gloves, is very acute. Short lisle gloves, especially in black, are absolutely off the market and are not to be procured. Taffetas and silks are also scarce. This scarcity is explained in part by the fact that manufacturers have been giving most attention and preference to the manufacturing of long gloves. The general opinion is that the few lines circulating on the market are priced at least 25 per cent. higher than the values warrant. Short silk gloves, which were easy sellers, in past years, at $4.50, will not likely be found next season for less than $6, with every likelihood of their being higher. The cause of these high prices is the poor delivery from the manufacturers, and owing to this many jobbers and importers in Canada are buying from whole-



New Soutache Trimming.

sale houses in the United States, who were more fortunate.

Deliveries have been very slow for Spring and the general expectation is that they will be no better for Fall, as manufacturers are being delayed by spinners, who, owing to the large trade being transacted, can command their own prices.

Some wholesale houses are placing orders at the present time, and others placed a month ago, for Spring, 1908. In view of the conditions prevailing, every jobber should anticipate requirements at once and order liberally, as no relief from the present high rates is in sight. Those who put off placing, expecting lower prices, are sure to be among the unfortunates when Spring, 1908, arrives.

Trimmings, Braids, Buttons

The Outlook is Promising—Japanese Fashion Tendency —Some Handsome Novelty Trimmings.

The outlook for trimmings this Fall is decidedly promising, though the line is a more restricted one than the manufacturer hoped it would be when the season's samples were first shown. Braids will be, it now seems, its characteristic feature, and chiefly in pulls and soutaches. Worsted and fancy braids in the wider widths are also selling, and there is some call for tubulars. Bandings, vestings, and fancy ornaments of novelty braid soutaches—the soutaches sewn upon edge—form the



Net Top Flounce and Band, with Filet Valenciennes Introduction.

novelty trimming, and some very handsome effects are shown in this class.

Wherever a trimming departs from the ordinary braid some touch of tinsel is used in its make-up. Gilt and silver are generally seen, but the latest Paris idea is to use platinum or copper. The use of these latter metals is due to the Japanese fashion tendency, and they are freely introduced in the Japanese and Chinese embroidery designs which are being so beautifully reproduced by the St. Gall manufacturers. The exclusive trade has already made free use of these trimmings upon Fall costumes and wraps. They come in the form of bandings, etc., and form a decidedly novel trimming.

The high class trade promises to go in rather extensively for black spangle bandings, and this fashion decidedly has the stamp of Paris approval.

The button question for Fall has largely narrowed down to the use of the covered button, and the manufacturers of ready-to-wear garments are using them in quantities. The newest idea in covered buttons is the combination idea—the centre of one fabric, and the rim of another.

About Our Ribbons

Debenham's for Novelties

¶ We carry a line of ribbons that is worth your attention.

¶ Values are right, each make is fully assorted and will be kept so right along.

¶ Our best sellers to-day are ***Black and Colored Taffetas,*** with ***Black and Colored Velvet Ribbons*** improving in demand.

¶ Fancy Ribbons, we have the latest ideas in Dresdens and other novelties for fall.

¶ Write for samples if you cannot visit us. Our mail order department gives you prompt and careful service.

DEBENHAMS (Canada) LIMITED

Ottawa, 111 Sparks St. 18 St. Helen St., **MONTREAL** Quebec, 70 St. Joseph

SNAPS FOR FALL.

Hosiery:—
Ladies' and Men's in Cotton, Cashmere, Lisle and Silk—Plain, Ribbed, Embroidered and Lace Worked.

Handkerchiefs & Mufflers:—
Ladies' and Men's in Cotton, Lawn, Linen, Silk and Lace, with Hemstitch, Fancy Embroidery, Initials, Emblems and **Fancy Printed Designs FROM JAPAN.**

Collars:—
Ladies' Fancy Collars in Lace and Silk.

Shawls:—
In Wool and Silk, all shades.

Tidies, Bureau and Table Covers, also Portieres:—
In Silk, Tapestry and Plush.

Underwear:—
Skirts in Silk, Moirette and Moirette Silk, Lawn, Alpaca and Sateen.
Vests, Etc., in Cotton, Lawn, Wool, Lace and Silk. Kimonas, Morning Wrappers. Night Sets, Etc.

Toilet Novelties:—
Latest from New York:—Parisian Novelty Co's Goods, Fancy Back Combs with Novel Settings and Engravings.

L. HIRSHSON & CO.

Phone Main 2715. JOBBERS MONTREAL

Laces
Lace Collars
Embroideries
Dress Trimmings
Lace Robes, Belts

Our travellers are now showing our new range, one of the best in the country.

Prices Right. **Latest Novelties**

Drop us a card and see what we can do for you. We represent **Manufacturers,** and some of the largest too, not foreign commission agents. **You** save money through us.

R. C. BACH

146 St. James St., MONTREAL, QUE.

The Ribbon Market

The Average Advance Has Been About 25 Per Cent.—Orders for Spring, 1908.

Prices continue firm on all prices for Fall and as the season progresses further advances are sure to take place, owing to the conditions of the market.

Prices on velvet ribbons have advanced 25 to 35 per cent. within the last three months, and indications so far show that there is every likelihood of their going hgiher. Other lines have advanced 10 to 30 per cent. The average advance, on most lines, as compared with figures ruling a year ago, is 25 per cent.



Jabot Effect for Fall, of Chiffon, Embroidered Net Lace, Pearls and Gold.
Shown by Rhys D. Fairbairn.

The conditions of the silk market still remain very much strained. Prices have advanced heavily in both American and foreign markets. This acute silk condition explains in part the steady advances in ribbons.

Orders for Fall in jobbing and millinery circles are very satisfactory and indicate another lustrous taffeta season, especially in wide widths. The demand for failletines is active. In fancy taffetas, striped combinations are in good request and over-check and plaid ideas are represented. There has been a strong feeling in all lines of fancies for Fall. Colors run prominently on staple shades.

In view of the acute ribbon situation some jobbers have already placed orders for Spring, 1908; in fact, deliveries by many manufacturers cannot be promised earlier.

MISLEADING ADVERTISING.

Gradually, the ill-advisedness of exaggerated and misleading statements in retail newspaper advertising is being appreciated by the majority of retailers. However, competition causes them to become careless sometimes in the exactness of their statements. An instance of this inaccuracy has been brought to the attention of The Review.

John Hunter & Sons, Huntingdon, Quebec, in a recent advertisement in the Canadian Gleaner, of that town, stated in substance that they were in a position to sell Priestleys' dress goods at a lower price than competitors, as they were buying these goods direct from the manufacturers and saving the profit of a jobber. Greenshields, Limited, Montreal, sole Canadian agents for Priestleys' dress fabrics, and who distribute these lines in Huntingdon through Pringle, Stark & Co., noticed the above advertisement and upon calling the attention of Hunter & Sons to the facts, that firm printed in the Gleaner the following retraction:—

Duncan McCormick, Esq., K.C.,
Atty. for Priestleys', Limited:

Dear Sir,—In our advertisement in The Canadian Gleaner, issued on the 7th of March last, 1907, appeared the following, to wit:—

"Buying Priestleys' direct from the manufacturer, we get the inside track of the dealer who gets these goods from the Canadian wholesalers."

We regret the insertion of the above in our advertisement, as we do not buy Priestleys' goods direct from them.

Hoping that you will accept this expression of regret.

We are, yours sincerely,
JOHN HUNTER & SONS.

Montreal, June 6th, 1907.

As the trade is well aware, Canadian retailers cannot purchase these lines direct from the manufacturers, and Hunter & Sons, recognizing the prestige of these goods, eventually secured them through a London or Glasgow jobbing house. Priestleys' goods are stamped every five yards on the selvedge, besides the protection of the varnished board. This protection is further strengthened by the vigorous policy of the Canadian agents in safeguarding the interests of retail distributors.

Careless advertising brings its own reward, and this example is one of the pitfalls retailers might fall into.

GETTY & SCOTT, LIMITED.

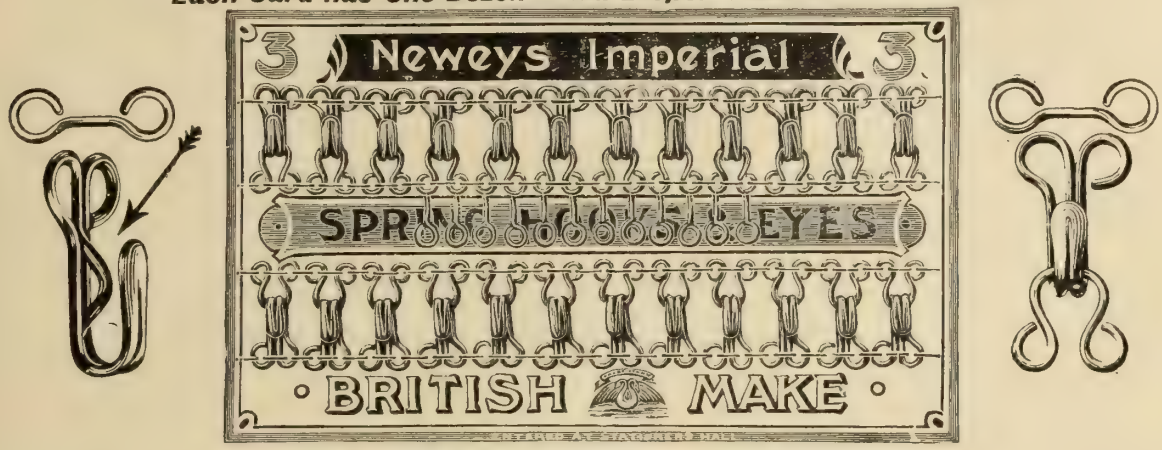
An Ontario charter has been granted Getty & Scott, Limited, Galt, with a capital of $100,000, divided into $100 shares. The object of the company is "to manufacture, purchase, and sell boots, shoes, footwear, rubbers, gutta percha goods, felts, felt goods, leathers and all goods of which leather, rubber, gutta percha or felt are component parts."

What is defeat? Nothing but education. Nothing but the first step to something better.—Wendell Phillips.

NEWEY'S SPRING HOOKS & EYES.
IMPERIAL QUALITY

Made in 5 Sizes, Black and White. A Centre Spring Hook with a Swan Bill, made from hard drawn Brass Wire, Beautifully finished and machine carded.

Each Card has One Dozen Extra Loops. Retails at Five Cents



OUR NAME IS A GUARANTEE OF EXCELLENCE

Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS LTD BREARLEY ST BIRMINGHAM.

SCRIVEN

"Almost as Good as Storey's"

The Dry Goods Merchant must have heard that and similar remarks often. We admit that there are Glove Manufacturers turning out good "seconds," but

Storey Gloves

are first in the estimation of all particular men and women.

Don't neglect your glove counter if you wish to corner the paying trade of your town. Stock **THE PERFECT GLOVES —STOREY'S**—and you stock the gloves it pays most to handle.

W. H. Storey & Son

ACTON, ONT. Limited

Established 1868. The Glovers of Canada

"The Glove House of Canada"

Perrin Freres & Cie.

take pleasure in announcing to the trade that they HAVE REMOVED their stock of Gloves, Etc., TO

The Mark Fisher Building

Cor. Victoria Square and Craig Street, MONTREAL

where they will occupy the entire 7th floor.

The increase in floor space and the many modern conveniences in this splendid warehouse building will help us to give quicker attention to esteemed orders of the many friends of

PERRIN'S GLOVES

Samples for Spring 1908 in Kid and Fabric Gloves will be on the road August 1st.

"Ribbons a Specialty"

Successful people who manage the ribbon departments, and make large incomes, are not the people who do the hard work.

A buyer whose income is large, is not paid for what he does, but for what he knows.

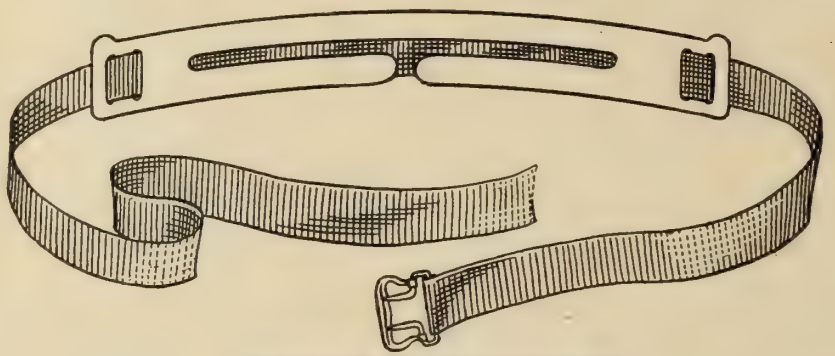
He is paid for judgment, ideas, suggestions, foresight, and intimate knowldge of conditions in his line; all these make his power applicable.

The test of the ability of the buyer must be decided by the profit of the department.

WE CAN HELP YOU TO GREATER SUCCESS.

Wm. P. Gill Co.,
Commission Merchants
14 Greene Street, New York City

No Pins--No Points--No Teeth



Patented June 9th, 1903; Patented June 16th, 1903

One Edwards Skirt Supporter fastens every shirtwaist to skirt seven inches across back without pins, points or teeth. It is non-rustable. Retails 25 cents.

Demand has been created by demonstrations at Toronto Exhibition and extensive advertising; is advertised in Ladies' Home Journal. Free sample sent to merchants.

EDWARDS SKIRT SUPPORTER CO.
BRIDGEBURG, ONT.

IT IS A

FOWNES

That is all you require to know about a glove.

SPRING SAMPLES READY IN SEPTEMBER

Fownes Bros. & Co.
Rooms 1 to 4 Coristine Building
MONTREAL

WHB WHB

Walter H. Barry & Co.
THE RIBBON HOUSE OF CANADA

RIBBONS

FOR QUICK SELLING

July is the big retail Ribbon month. Now is your time to push.

We're ready for you with a fine range of desirable lines.

PRICES WILL SUIT YOU

Mail Orders carefully filled. Satisfaction guaranteed.

COR. ST. JAMES & McGILL STS.
MONTREAL.

The Wants of Women —Study Them

You may invest more money in your business; you may advertise the best lines of Dry Goods on the market; you may know that trade from beginning to end; but unless you study the wants of women your business acumen will be greatly handicapped in the struggle for commercial supremacy.

We not only study these requirements but are prepared to meet demands for exclusive designs and novelties and have something special in

Ladies' Neckwear
Ladies' Belts
Lawn Waists
Dress Trimmings
Lace Novelties
Ruchings, and a full Range of **Calais and Nottingham Laces**
Allover Laces
Val Laces
Embroideries
Veilings
Nets

For Import.

Our salesmen are now on the way and you will find it good commercial sense to place your order early this season with a SPECIALTY HOUSE.

Isn't it reasonable to suppose that a house which specializes exclusively on ladies' wear can give your requirements in this line best attention?

Our reputation for value and style assures this.

LADIES' WEAR Limited, TORONTO

A Splendid Variety of Beautiful Dress Requirements

FOR WEDDING, EVENING AND RECEPTION GOWNS

The exceptional Revillon facilities have never been better attested than by the all round appreciation of buyers who have examined the range of rich evening shades in Crepe de Chine, Silk Chiffon, Silk Warp Goods, uncommon effects in Lace and Spangled Robes and the wealth of exclusive trimmings. Parisian taste is everywhere in evidence.



Revillon Brothers, Limited
MONTREAL



Marie Louise—Duchesse



Bertha—Point de Gaze



Marie Louise—Point Venise

Discriminating Buyers

interested in rich evening effects cannot do full justice to their customers until they have made a selection from our stock.

If you have a regard for fashion make a point of seeing these lines.

Revillon Brothers, Limited

134-136 McGill Street, Montreal

Paris	*London*	*New York*	*Leipsic*	*Shanghai*	*Edmonton*
Moscow	*Nijni*	*Nicolaeiv*	*Rhabarosk*	*Bokhara*	*Prince Albert*



We are Selling Agents for

Dominion Threads

(The "Maple Leaf" Brand)

Dominion Threads are the only threads made in Canada—and the only threads owned by Canadian capital alone.

They are the only threads not made by a foreign trust. Dominion Threads are manufactured from the highest grade of Cotton—prepared and finished by a special process used only in the Dominion Thread Mills.

Dominion Threads are free from knots and imperfections usually found in imported brands—and are the best for hand and machine use.

All numbers, from 10s to 70s, are ready for immediate delivery. 300 yard spools—as well as 200s—are put up in white cardboard boxes of a dozen each.

$4.60 a gross for 200 yards

$6.15 a gross for 300 yards

5 per cent. 10 days—1st following month

Delivery charges prepaid on sample orders of 5 gross and over.

Write for sample spool of Dominion Thread—compare length, strength and smoothness with any imported thread—and then figure *how much more profit* there is in it for you, at the same time giving your customers *better* thread.

Send for a sample spool anyway.

Manufactured by The Dominion Thread Mills, Limited, Toronto

SOLE SELLING AGENTS

The Andrew H. McDowell Co. Inc.

Mill Agents and Textile Commission Merchants

MONTREAL and TORONTO

Garment Success

You can have a profitable Fall Coat and Skirt Trade if you handle our Coats from **$4.50** upwards and Skirts from **$2.00.**

See the New Imitation Caracul Coats

Ready to serve you this month.

Special Facilities for House Trade

The Standard Cloak & Skirt Mfg. Co.
236 St. Lawrence Main St.
MONTREAL

Perfect Fitting Skirts
TAILOR MADE

We make
Merchants' Own Material
to special measures from any of our own designs. Fall styles now ready.

SEND FOR PRICES, STYLES AND MEASUREMENT BLANK

Dominion Garment Company, Limited
GUELPH, :: :: ONTARIO



The Reliable Waist
None Better Made.

Is getting more popular than ever.

Our Fall Samples

are in the hands of our travellers, and orders are being placed freely.

Tailor-Made Waists

The line that you want for the coming fall. See our variety. You will find the best salable range. It is to your interest to see them. Our line is larger than ever.

Mail Orders Receive Prompt Attention

I. Mishkin & Co.
423 St. James St.
MONTREAL



DISTINCTION, STYLE, FIT, MATERIALS.

RENOWN

CLOAKS,

SUITS, SKIRTS.

¶ Every merchant wants his merchandize to be recognized by the women of his town as in a "class by itself." It means sure trade, quick sales, and good profits.

RENOWN GARMENTS

Will Do This For You

¶ You will also find a wealth of exclusive materials to choose from in the Fall range.

The originators of good merchandize.

Our terms are strictly 2 per cent, 30 days.

J. H. WALDMAN & CO.,

Makers of RENOWN GARMENTS;

The line that builds Successful Cloak Departments,

511-513-515 St. Paul St., = MONTREAL.



Coats

Loose Gibson Effects Strong Sellers—Deliveries Will be Slow—Growth of the Industry.

Advance order business in the garment trade has been as good as usual, although more merchants than ever are realizing that it gives a decided price advantage to order early assured staple styles. Early orders, as well, always mean prompt deliveries. However, the style question plays such an important part, in some sections of the country, notably in Ontario, that a number of merchants wait until the early part of August before placing the bulk of Fall orders. This applies chiefly to separate cloth coats and suits.

Manufacturers, in some cases, have all the business they can look after successfully for the coming Fall season, while other houses still have their travelers on the road soliciting orders.

It was generally anticipated that one result of the poor Spring would be an early showing and movement of Fall lines, as manufacturers have not for years had so much time in which to prepare their samples. While factories in Canadian centres have continued busy, Fall lines were not out any earlier than usual.

Owing to the late delivery of materials from the manufacturers abroad, and the continued scarcity of skilled help, manufacturers here in most cases state that deliveries are sure to be slow. Prices continue to advance. The steady rise of materials and skilled labor bring the manufactured aeticle fully 25 per cent. higher than figures ruling a year ago.

In view of these conditions, merchants who intend putting in a stock of these goods should anticipate requirements and order liberally, as no relief from the present high rates, or slow deliveries, is in sight.

The difficulty in securing materials has, in some degree, abated, and although garments are higher on account of the advance in the price of wool, silk and cotton, buyers will have a larger assortment from which to select. Dark striped mixtures and plain cloths will be prominent. There is also quite a feeling for black beaver. Colors predominating are dark plain shades, such as black and navy, and dark shades of olive and olive brown.

Orders from salesmen on the road run strongly upon the loose type of garment. Semi-fitting lines are also well favored.

Plain, mannish styles in tweed coats are largely represented in every line and have done well for Fall in 48-inch lengths. The only distinguishing trimming features, however, are the touches of velvet or cloth and soutache attached to the cuffs and collars. These lines have sold best in the broad shoulder or Gibson effect.

Most retailers will have less difficulty this year than for some time past, in selecting their lines in coats, as there is a united feeling that loose models will again do the bulk of the business. The varieties shown enable every merchant to procure exclusive styles in tweed coats, and plain lines of black and navy. The growth of the industry in Canada, and particularly in Montreal, was never more apparent than in the present year, and the large number of lines shown will undoubtedly be absorbed. Merchants doing a popular trade will find their interests have been catered to extensively, and splendid lines are shown to retail at $10, $12 and $15. The growing quality trade in Canada is well looked after by houses making garments adapted to the better class of consumers, and every feature is in keeping with the latest style ideas, correct fit and workmanship.



Gibson Shoulder Effect, Trimmed with Velvet and Soutache. Fancy Braid Buttons, with Enameled Edge. Inlaid Velvet Collar, Box Back, and Lap Pleat Front and Back.—Shown by Sam Wener & Co., Montreal.

The Raincoat End.

Plain raincoat materials were very slow during the Spring months, although a slight inquiry has been received for Fall. The demand for light tweed coats has been carried to the limit, and the three-quarter and

seven-eighth lengths proved slow sellers during the latter end of Spring season. The popular feeling has been for short, jaunty models. This aspect of the Spring season tends to prove that when another Spring comes around, rainproof materials will once more claim a share of the garment business.

Silk, rubberized and satin goods, in fawn and slate colors, ranging in price from $14 up, have done fairly well in the larger centres. Special automobile waterproof coats are featured by the raincoat houses in some city stores, and sales, generally, are satisfactory. Popular priced lines are also having a fair sale in prices ranging from $10 up.

Owing to the continued scarcity of raw material and labor, from five to ten per cent. is a conservative estimate of the advance put into effect recently by the manufacturers on most lines of rainproof garments. The price advance on most lines as compared with figures ruling a year ago, averages as high as twenty-five per cent.

Skirts

Pleated Styles are Strong—Shorter Lengths Spoken of—Silk Lines Very High.

The outlook for Fall, from the manufacturer's point of view, is fair. Although trade has not opened up as expected, owing to one of the most backward Springs in years, it is now picking up a big part of the ground lost earlier in the season. The general opinion among the trade is that business has been on a par with the same period of last year.

Some manufacturers state their lines are complete, while others say they are still preparing, and this is due to poor delivery of materials. Prices continue to advance. Silk skirts will be extremely high, as silk has gone up 40 per cent. within a year. Within the past two months some lines advanced 10 per cent. The rise of materials and labor bring the manufactured article 25 per cent. higher than a year ago.

For Fall, pleated and self-trimmed skirts still hold strong. The general demand will unquestionably be for the pleated skirt. Tailor-made goods will also be to the fore.

The choice of materials lies between dark tweeds and dark, plain cloths. Navy, black, brown and wine colors are favorites, with green following in the rear. In the better class lines cloths of chiffon, panama, voile and London twine are to the fore. Favorite colors in these goods are black, blue, navy, cardinal, myrtle and brown. A popular everyday skirt is of amazon venetian cloth. In the dressy lines silk and braid will predominate.

With regard to the popular lengths some manufacturers state there is quite a feeling for shorter garments.

Freakish Sleeves

Ruched Directoire, Fitting the Arm and Descending to Knuckles, the Latest.

The shape of the sleeve, generally speaking, is the most prominent feature of a garment, and old designers say that if the sleeve is up-to-date the rest of the garment will pass muster. For a fairly lengthened period now there has been no particular change in the shape of sleeves, but signs are not wanting that this period is passing, and it seems not unlikely that, in the novelty end at any rate, a period of freakish sleeves is upon us.

Many of the new ideas are most contradictory, and while voluminous wing sleeves are seen on numbers of the new wraps, ruched directoire sleeves, fitting the arm, and descending to the knuckles, are put forth as the latest style. There are also many indications of undersleeve styles. To balance the exaggerated shoulder line, which is a feature of the Japanese styles, sleeves are becoming decidedly larger, and the short ones now worn are very full and gathered into wide, but not deep, cuff bands, and have also a frill of lace or material as an additional finish. The Review illustrates a number of the latest smart sleeve designs.

Fall Styles

Recommendations Made by National Cloak, Suit and Skirt Manufacturers' Association.

At the recent meeting of the National Cloak, Suit and Skirt Manufacturers' Association, which was held recently in Cleveland, Ohio, the following style recommendations for Fall, 1907, were adopted :

No. 1—Loose coats made with full backs, in 50 and 52-inch lengths, the new sleeve effect to be the novelty features for the coming season.



Some of the New Sleeve Styles.

No. 2—Fitted and half-fitted coats, 50 to 54 inches long, plain tailored effects, with straight fronts predominating; coat sleeves with some shoulder fulness.

No. 3—Short coats, made only of pile fabrics (resembling fur) 22 to 27 inches long, in fitted and semi-fitted back, straight front and full sleeves.

No. 4—Raincoats, loose and fitted effects, 54 to 56 inches long, coat sleeves with fulness at shoulders.

No. 5—Suits to be tailor-made effects, tight-fitting and semi-fitting backs and fronts, lengths to vary from 22 to 36 inches. Skirts of suits to be pleated or flared.

No. 6—Separate skirts, to be pleated and flared effects, and cut full.

Petticoats

The great advance in both silk and cotton materials is very noticeable, and the retailer searching for a $5 silk skirt, or a 75c sateen one, for a leading line, is finding some difficulty in securing a desirable garment. The fashionable colors in the dress goods department govern those seen in petticoats. Black is always the big seller on this market, and this season so far brown, navy and tans lead for street wear, with white, ciel, rose, and yellow in evening shades. Plain taffetas trimmed with strappings of fancy checked or striped silk are the novelty, and ribbon velvet to match and in contrast forms another favored trimming. The closest possible fit around the hips and much fulness around the feet is the cut aimed at. Tucks and bias folds are much used as trimming, and ruchings are seen, but are sparingly used.

Corset Association

The Corset Manufacturers' Association of the United States was formed early in the present year, and has recently adopted a number of interesting resolutions. These resolutions, it is stated, are the outcome of the increased cost of labor and materials, and of the fact that the corset manufacturers generally have not reduced the quality of their products, nor advanced the selling price of their goods.

The resolutions are as follows :—

That no members of the association loan or give to any customer any mirror, counter, counter-top, awning, board or wire sign, show-case (excepting a single show-case to cover a mechanical form) or any permanent store-fixture, or make any contribution or allowance toward the payment of same.

That no member of the association shall give or sell any glove envelopes, notion bags or wrapping paper of any description or pay anything toward the same.

That no member of the association shall exchange Summer goods at the end of the Summer season for heavy goods, or exchange heavy goods for Spring or Summer goods ; and, furthermore, that no member of the association shall make a contract, either in writing or verbally, to make such exchange.

That the use of corset lacings in the boxing of corsets be discontinued by all members of the association, and that they be not furnished gratis or sold below cost to any merchant; except that in cases where, because of the peculiar construction of a corset, lacings must of necessity be an integral part of the corset, such lacings may be permitted.

That all goods shipped from San Francisco offices to points west of Denver be sold at New York prices net, and that goods shipped to such points from Chicago and New York offices or from factories be billed at New York prices regular, no freight to be paid.

That no allowance be made by any member of the association to merchants for advertising in catalogues, booklets, pattern sheets, pamphlets or any of their individual issues of any description.

That no member of the association consign any goods to any merchant.

The association, whose membership includes about all the leading corset manufacturers in the United States, expresses an earnest desire to work harmoniously with merchants and to co-operate with them, so that the best interests of the trade may be conserved.

The Canadian trade will be interested in the new rules regulating corset selling put out by the recently formed association of United States corset manufacturers, as they will affect many Canadian retailers.

Imitation Furs

Line of Coats of These Materials Among the Later Novelties—The Colors.

Crushed plushes and fur imitations made their appearance in the States last year, and were so successful that the fashion is extending this year. Canadian garment manufacturers think well of them, and one of the season's later novelties will be a line of coats of these imitation furs. Though there are many ideas showing, the imitation broadtail is the one that is expected to make the best success, and in black, particularly, it is a striking reproduction of the fur. The colors are grey, brown-grey, or a mixture of brown and white, and black.

These imitation furs are being made up into coats from 22 to 27 inches, in both fitted and semi-fitted styles, and with straight fronts and full sleeves. Fancy collars and cuffs of velvet are sometimes added.



Imitation Furs.

LADIES'

SKIRTS **COATS** SUITS

Snappy Fall Styles
Priced Right Made Right

A Medium Priced Line
You Can Make Money On

JOT DOWN THE ADDRESS—CALL THIS SUMMER

Dominion Cloak Mfg. Co., 384-386 Notre Dame St. West, MONTREAL

The Universal is the "House of Satisfaction." "The Princess" brand means—Right quality, Right price, Right treatment all through.

SKIRTS
COSTUMES
MANTLES
FUR SHELLS

"Our Styles Mean Assured Sales"

If our men have not called on you write us and we will arrange to show the line to you.

THE UNIVERSAL MANUFACTURING CO. Nos. 1 to 11 Little Sussex Street Cor. Rideau Street, Ottawa



Made of good quality Mercerized Sateen, has two 4-inch Accordeon Pleated Frills, each edged with ruffle. Five rows strapping.

This is a handsome, showy garment, and the best value in Canada at

$9.00 Doz.

This will give you an Idea of our Values

WE MAKE

Sateen Petticoats	from $	6.90	to $18.00	per Doz.
Moreen	" "	15.00	to 54.00	" "
Regal Taffeta	" "	19.20	to 27.00	" "
Silk Taffeta	" "	42.00	to 60.00	" "

Write for Samples or see our Travellers; they cover Canada

The PUGH MFG. CO., 33 Church St., Toronto

SKIRTS FOR SPRING, 1908

Advance Styles Now Ready

THE LINE EXCEEDS ALL OUR FORMER SUCCESSES

The Critical Inspection of Wholesale Buyers is Cordially Invited

Canada's Largest Skirt House

The National Skirt Manufacturing Company,

291 Notre Dame Street West, - - MONTREAL

Berger & Company

Successors to New York Skirt Mfg. Co.



796

796. Made of all wool Venetian, fancy cut, trimmed with braid and pleated, as shown in cut. Shades—Black, navy, green, cardinal.

Always Something New

We are showing the very latest creations in Ladies' Dress and Walking Skirts ever produced in Canada. The well established name of our Mr. Berger (formerly with the New York Skirt Mfg. Co.) now with us, assures success to your department by handling our Skirts.

Our line is the best in the market as to style, price and fit.

When in the city please inspect our line to your satisfaction.



797

797. Made of all wool Venetian, fancy cut, trimmed with braid and ornaments, and pleated, as shown in cut. Shades—black, navy, green, cardinal.

36 Notre Dame St. West, MONTREAL

PARISIAN "P. C." CORSETS



P. C. 475
A Summer Leader

Deserve bringing to the front this summer. Our summer models will help your trade.

NEW FALL MODELS READY.

"P. C." CORSETS have increased in popularity owing to the honest materials and labor, and a scientific study of the needs of the figure.

THE PARISIAN CORSET MFG. CO., LIMITED

QUEBEC

F. W. GILLIES, Manager Western Ontario Branch:—Brampton, Ont.

A. Sommer & Co.

MONTREAL, CAN.

Makers of Popular and High Class

Cloaks, Suits, Auto Coats and Skirts

Your Inspection Invited

True-Fit Brand Garments

Up-to-the-minute Ladies' Fall Coat Styles. The True-Fit line fills the demand for reliable popular price Coats to sell your entire trade.

A Style Leader



STYLE 1028

Made in Black and Grey Beaver and Dark Tweeds, half-lined. Shoulder and cuff trimmed with Soutache loops and buttons. Gibson shoulder effect. Priced according to material, $6 to $12. Swatches upon request.

A Strong Seller



STYLE 1040

Made in Black Beaver and Dark Tweeds, half-lined, cuffs and collar trimmed with velvet and buttons to match. Gibson shoulder effect. 48-inch length. Priced according to material, from $6 to $12. Swatches upon request.

Style, Workmanship, Fit and Finish are all that can be desired.

It's really worth a visit. **Don't forget us this Summer.**

Make sure of being on our calling list by dropping us a line. Our travellers start out with new styles the end of this month.

Samuel Wener & Company

Notre Dame and Dupre Streets, **Montreal**

DO YOU HANDLE WAISTS?

READ THIS.

THE SPECIALTY WAIST HOUSE



A NEW DEPARTURE

"Salem" is now your trade mark for High-Class White Waists.

¶ Recognizing the assured demand for Lingerie Waists of the better kind at all seasons, and the need in Canada of expert, specialized attention to their manufacture, and believing in our ability to adequately meet this demand,

We have decided to devote our entire time and energy to the manufacture of Lawn Waists, formerly a department of our business.

This step necessitated the discontinuing of the manufacture of Men's Shirts and specialties (with the exception of Men's Summer Vests), in order to provide ample factory facilities.

¶ The organization for specialized attention to the manufacture of White Lawn and Lingerie Waists is now complete, and with experienced designers and expert skilled operators you are assured of an output equal in every way to the best efforts of any specialty American Waist House. The increased output will bring consequent savings to your advantage, and prompt and satisfactory deliveries.

¶ The line will be augmented and complete in every particular, comprising the most extensive and favorable range ever shown.

To the many friends of "Salem" Shirts and specialties we tender our thanks for their loyal support.

N.B. The same specialized attention will be given to our range of Men's Fancy Summer Vests.

SALEM COMPANY, LIMITED,

MONTREAL.

Ready

National Brand Garments For Fall

You cannot make an error in buying The National Raincoats and Cloaks. While our facilities are ample, the popularity of the "National Garment" is constantly increasing, making an unusually heavy demand. Therefore, we urge buying now. If you're in the market

See The National Garment

A special showing of

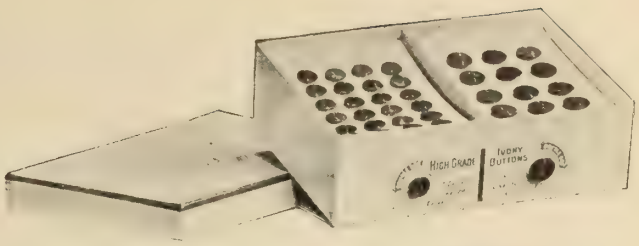
Rubberized Silk and Satin Garments

in all shades

National Rubber Co. of Canada

MONTREAL

Canada's Largest Exclusive Raincoat House



Trade Mark

MERCHANTS BUTTON CO.

WATERLOO, ONT.

Pearls, Ivories and Covered Buttons

We are prepared to fill orders with reasonable promptness for

Ivories, BLACK and COLORED.
Pearls, BLACK and WHITE.
Covered, ALL SHADES.
Metals in all designs.

For a complete range and where a range is required to give our customers everything they desire, **The Merchants Button Co.** stands **alone.**

Our Special Patterns in Ivory and Pearl, which have holes well rimed, and which are exclusive novelties, are done up in **Our Famous Double Box System.** They mark the latest mile post in the progress of Button Development.

We Invite Inquiry

MERCHANTS BUTTON CO.

WATERLOO, ONT.

The American Button Company

15 BUSBY LANE, - - MONTREAL

Branch Factory, 789 Sanguinet Street

Manufacturers of Covered Buttons for the Manufacturing and Wholesale Trade

Enlarged factory space enables us to handle additional accounts.

Write for samples and prices

CORRESPONDENCE SOLICITED

From manufacturers of misses' and children's wear and kindred lines who are desirous of having their goods represented on commission in the Maritime Provinces. Address

F. W. MOORE & CO., HALIFAX, N.S.

The Busy Man's Magazine

The Cream of the World's Magazines Reproduced for Busy People.

$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

Victor Garments Lead the Way

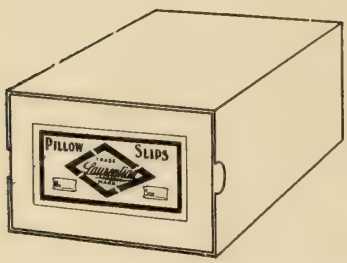
THE VICTOR Trade Mark in the Garment field is associated only with Coats, Suits and Skirts of Style and careful tailoring. They are known as leaders in the selling department---Arrange to see the Fall Line.

THE VICTOR MFG. COMPANY

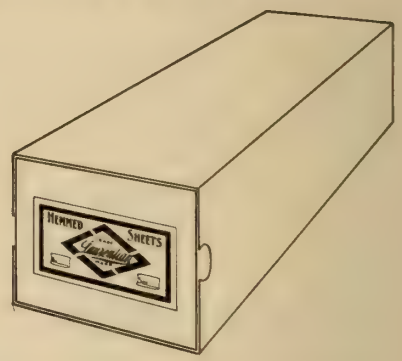
QUEBEC

H. A. BLAGDON, Montreal Representative, 204 ST. JAMES STREET.

HEMMED SHEETS AND PILLOW SLIPS



TRADE Laurentian MARK



¶ The cloths from which we manufacture these goods are specially made for us. For excellence of quality and perfect bleaching they cannot be excelled. Every piece absolutely uniform.

¶ We could not improve the quality, but we have improved our package. The above cut illustrates how those well known goods are now being put on the market.

Sheets packed 3 pr. per box, each pair separate, and slips 1 doz. per box. No extra charge for boxes.

¶ Owing to special arrangements with our cloth manufacturers for delivery, we are in a position to fill orders more promptly than anyone else.

¶ We call special attention to our hand-drawn hemstitched sheets and pillow slips. These goods are superior to anything being shown on this market.

SAMPLES SENT ON APPLICATION.

LAURENTIAN WHITEWEAR COMPANY, LEVIS, P.Q.

Complete range of High-Grade Whitewear for next season will be in our travellers' hands this month. It will pay you to see it.

Success With Woolens

The rapid development of our trade in high-class Woolens is largely due to the connections we have with leading mills at home and abroad. A striking instance of this is the phenomenal distribution of Vickerman goods, including lines adapted to ladies' wear, and the lifting of

Vickerman Worsteds *Vickerman Cheviots*
Vickerman Serges *Vickerman Vicunas*
Vickerman Dress Coatings

into a prominence never before reached in Canada by any make. We show in every transaction the supreme faith we have in the goods we sell, which serves as a guarantee that everything going out from here is full first-class.

As Regards Prices

We have discounted present market conditions to probably a greater extent than any house in the trade. Contracts running now were made more than a year ago, before the higher prices, and our customers are getting every advantage that we possess. This applies to Linings and Trimmings as well as Woolens—to Dress Goods as well as Linens.

NISBET & AULD

LIMITED

Toronto

Dress Goods and Linens

Along with the encouragement of good times and good business we have been equally insistent that merchants needed to plan farther ahead than ever before in regard to their buying. Present market conditions are generally admitted to be the most difficult in the last 40 years, with all lines of manufacturing affected by the increased cost of raw materials. The result is a continued advance in prices all along the line, with considerable difficulty even then in getting shipments as required. We anticipated this condition of things by making large advance contracts last year, which enables us to sell many lines now at prices distinctly below the market. For instance:

54-inch Broadcloth at $1.75

Same as previous years.

Set of Table Linen to retail at $5.00

Comprising one hemmed Damask Cloth, size 71 x 90, and six hemmed Napkins in same design, size 22 x 22.

In all lines of dress goods, linens, woolens and linings we strongly urge the placing of orders promptly in order to make sure of deliveries. The trouble with railroad shipments last winter is a reminder to the wise and prudent to anticipate requirements and be ready with goods enough on hand for the season's trade.

NISBET & AULD

LIMITED

Toronto



Children's Coats

4 YEARS TO 14 YEARS

Children's Dresses

4 YEARS TO 14 YEARS

OUR LINES FOR FALL TRADE IN BOTH CHILDREN'S COATS AND DRESSES ARE SPECIALLY ADAPTED FOR THE

CANADIAN TRADE

Made in all latest materials and designs. Also Novelties in great variety.

WEILLER & HERMAN COMPANY

696-702 Broadway, cor. 4th St., NEW YORK, U.S.A.

Would be pleased to see Canadian buyers when in New York on Fall Millinery buying trip. Make a note of our address NOW. IT WILL PAY YOU.

Garment Buying in Earnest

Fall Buying is now at its height and we're ready with a large number of new models of

POPULAR PRICED

Griffin Brand Garments

Cloaks Suits Skirts

At popular prices, natty styles, right workmanship.

Arrange now to see the line.

The Empire Mfg. Co. 138 Craig Street West **Montreal**

Bread and Butter Fall Garments

A superior line of coats from $4 to $10. A strong line of skirts from $2 to $5. Stylish, well-made Garments. Dependable Materials. Prompt Deliveries.

Call when in the city this summer.

The Montreal Skirt and Cloak Mfg. Co.,

1114 St. Lawrence Boulevard, Montreal

THE ONLY WAY

to keep in close touch with Dry Goods conditions and to learn of practical sales helps for all departments is to read THE DRY GOODS REVIEW each month. The cost is but a trifle, considering the good you and your sales people get. Subscription price, $2.00 per year. Write to-day to

Subscription Dept.

The Dry Goods Review

10 Front St. East

TORONTO - ONTARIO

Braid Specialties for Fall

Having realized that fashion would demand braids for trimmings this Fall, we have made special efforts and have produced a range of samples which can easily compete with continental manufacturers.

SILK PULL BRAIDS

are foremost in demand, and we have increased our plant in order to supply all your requirements throughout the season.

P.S.—Don't forget these lines are made in Canada, and we can assure you of prompt deliveries

LACES AND BRAIDS MANUFACTURING CO.

TORONTO JUNCTION

Trade Inquiries

Since the publication of the last report there have been received the following inquiries relating to the Canadian dry goods trade. The names of the firms making these inquiries, with their addresses, can be obtained upon application to "Superintendent of Commerce, Ottawa." Please quote the reference number when requesting addresses.

552. Agency,—A Scottish firm manufacturing all descriptions of ropes, cords, lines and twines, sail-cloths, canvas and waterproof cloths, etc., in various qualities, is desirous of getting into touch with parties in Canada who would be prepared to take up their agency.

553. Tapestries and Silks,—A designer of furnishing tapestries and silks of good quality is seeking to correspond with Canadian manufacturers of furniture, with a view to finding a market for his work.

556. Fancy drapers, ladies' outfitters, etc.—A London firm of fancy drapers, ladies' outfitters and milliners is desirous of extending its connection with Canada, and has asked to be placed in connection with likely buyers

580. Representative.—A Midlands firm manufacturing saddlery and harness, leather trunks, bags and fancy leather goods of various kinds seeks a suitable Canadian resident representative.

582. Dressed sheepskins.—A firm in Bayonne, France, wishes to get into correspondence with Canadian buyers of dressed sheepskins with the wool on, as used for lining purposes.

583. Decorated porcelain.—A firm in Japan, manufacturers and exporters of decorated porcelain, with experience in direct export, wish to correspond with and would send samples to intending importers in Canada. As to business standing and character, bank and other commercial references will be given.

584. Japanese goods.—In Japan, "a reliable native firm fully conversant with export trade from Japan," wish to hear from "firms in Canada who can handle Japanese goods of every description."

600. Wool.—A Worcester firm is open to ship wool to Canada.

603. Fancy leather goods.—A Birmingham firm can supply Canadian firms with fancy leather goods, purses, etc.

613. Elastic goods.—A Leicester firm, manufacturing elastic goods of all kinds, is desirous of being placed in communication with Canadian buyers.

614. English representative.—A person with considerable experience in the dry goods, hardware and produce trades is desirous of offering his services as an English representative of Canadian business houses requiring representation in Great Britain.

617. Polished yarns.—A Manchester firm wishes to get into touch with Canadian buyers of polished yarns used in the manufacture of straw hats.

648. Agent.—A Scotch manufacturer of woolens for men's wear is prepared to appoint a Canadian resident agent possessing the necessary connection in the tailoring trade.

669. Shawls, traveling plaids, jerseys, etc.—Inquiry is made respecting the demand that may exist in Canada for shawls, traveling plaids, jerseys, motor gloves, tweeds and similar goods, all the manufacture of Shetland Islanders.

672. Meltons, twills, serges, etc.—A Yorkshire firm of manufacturers, merchants and shippers of meltons, twills, venetians, tweeds, serges, etc., is open to appoint suitable Canadian resident agent.

673. Fancy vestings.—A Devonshire company manufacturing fancy knitted vestings for waistcoats would like to secure a Canadian resident agent possessing the necessary qualifications.

THE

'PIRLE' Finish.

"Indispensable for the Open-Air Girl."

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailors' hands."



REGISTERED TRADE MARK

"MADGE" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,
or full particulars from

BDA
(Copyright)

Edward Ripley & Son, Limited,
100c Queen Victoria Street,
LONDON, E.C., ENGLAND.

H.M.



Little can be added to the information given by The Review when first samples were shown for the present Fall, as the retail trade has, as yet, exhibited no marked partiality for any one class of fabric. Buying is not far advanced as yet, and orders received have been practically spread over the whole range.

Though plain, unspottable face cloths, broadcloths, etc., have been the biggest sellers, fabrics with a little rougher surface are beginning to be featured. What may be termed semi-rough surfaces in tweeds, serges, cheviots, etc., are certainly coming to the fore. The majority of these cloths, with the exception of greys, are decidedly dark, with the colors mingled and the pattern indistinct.

So far the buying of plain goods has been more vigorous than of fancies, but fancies have also done well. Fancies, it must be borne in mind, are of the subdued kind, and are exceptionally quiet in effect.

The past few weeks have seen a further developmnt in favor of stripes, and they claim at the present date to be classed as the leading idea in fancies. Small block checks and plaids are much in evidence. These all come in combinations of dark colors—brown, dark red, dark blue, and dark green being the colors most favored.

Between plain and fancies are the cheviots, serges, etc., showing herringbone, or chevron stripes.

Voiles, particularly in black and cream, are selling very freely at present, and are also being taken for the making of dressy gowns for the coming Fall. Orders are already being placed for voiles for next Spring, for which a big veiling season is predicted.

There is a steady gain in the sale of black materials at the present time, and the opening of the Fall season will see black fabrics in a still better position. Lightweight fabrics in wool, or wool and silk, are the big sellers, and plain fabrics are selling much more freely than fancies.

Tartans are strong, and the tendency is in favor of plaids showing a fair mixture of red.

Brown and blue will be strong rivals for the color supremacy. Navy in light, dark and royal is coming to the fore now in New York, but it must be remembered that browns have had a big run over there, a run that has as yet had no duplicate in Canada. Wine shades and greens promise also to be represented. Though the length of time, and its immense vogue, should, it is thought, lead to its retirement, grey, in medium shades, has so far done remarkably well. Some buyers maintain that this cannot last, but grey is certainly a color that is well liked by Canadian women.

Pile Fabrics.

The most interesting feature is the strong revival of interest in crushed plushes in imitation of furs. Notwithstanding the heavy advances, velveteens promise to be very much worn. They have been adopted in Europe and America, and also by the exclusive trade here in Canada. In the late Spring at the horse shows and the race meetings the number of velveteen suits and gowns worn was much remarked, and this vogue, it is claimed, will become much more extended this Fall. Plain velveteens will be most in demand, and the selling colors are black, blue, wine and brown.

Silks.

More silks are selling than is at all usual for the Fall trade, and this in spite of the big advances in price. Taffetas, as usual, lead, and black is the best seller. The sale of veilings, selk nets, etc., is leading to a bigger call for colored taffetas for foundation purposes. For waists and suits, satin-finished silks are in unusually big demand, and messalines, satin duchesse and silks of a similar finish occupy a strong position. A good deal of interest is manifested in fancies, and the range of samples put out is both extensive and interesting. Samples of exclusive novelties will be shown later, and a considerable business promises in this section of the silk department.

DRYGOODSMAN HONORED.

S. W. Ewing, chairman of the Montreal branch, Canadian Manufacturers, was so elected by acclamation. S. S. Boxer, general manager Watson-Foster Co., Montreal, was chosen vice-chairman.

PROFITABLE LINES

We are now showing splendid, as well as profitable, Fall Lines, and are confident of retaining your trade and gaining new customers.

Ask our representatives to show you our

Homespuns, Costume Cloths and Mantle Cloths

These are high-class woollen goods. Our range of samples is extensive and it will pay you to know more about them.

HARRIS & COMPANY, Limited

ROCKWOOD, - ONT.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates :

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering p'ease mention page and month of the Review in which the cut appeared.

Address :

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

BRUCE BROTHERS

General and Import Agents

Representing

SALTER & WHITER, Limited, London,---Silks of Every Description.
A. K. DYSON & CO., Limited, Manchester---Cotton Goods, Greys, Whites, Prints, Etc.
H. MOORE & CO., Leeds---Juvenile Clothing. Hats and Caps.
A. B. GRANT & SONS, Glasgow---Shirts, Pyjamas, Collars and Cuffs.
HAMILTON & YOUNG, Glasgow---Hand-Knit Shetland Hosiery, Golfers, Motor Scarfs, Etc.

242 St. James Street, - MONTREAL

When writing to advertisers kindly mention having seen their advertisement in this paper.

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can in ert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO
232 McGill St. MONTREAL

Women Prefer the Duchess Hoop



"Seeing through the merits of the Duchess"

for embroidering, because it holds thick or thin fabrics tightly stretched, without injury to the work, and has no metal about it to rust and stain the material nor any attachments to catch the silks.

Duchess Hoops are made in sizes 4, 5, 6, 7, 8, 10 and 12 inch diameters.



It's the **felt band** on the Duchess Hoop that holds equally firm light or heavy fabrics and renders slipping impossible.

Made from light-colored hardwood, very smooth and true in circle.

Are you one of the 18,000 merchants

handling this quick-selling and profitable notion article? If not, don't fail to stock it.

The dealers who carry the Duchess Hoops in the full assortment of sizes, and give them prominent display, are getting the business.

Any jobber can supply you. Order to-day.

Also makers of the "Princess," "Royal Oval" and "Special-Select" Embroidery Hoops.

The GIBBS MFG. CO., CANTON OHIO, U.S.A.

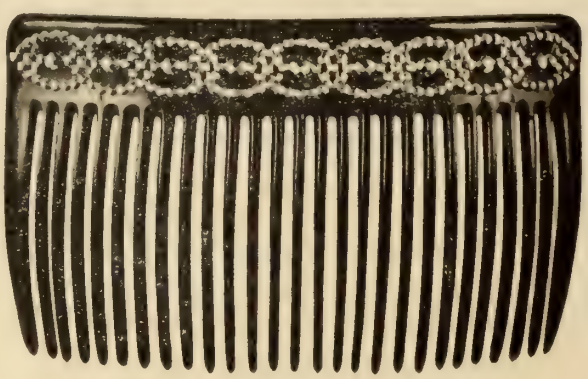
Have you seen the new

Pressed Steel

(An Exact Duplicate of Genuine Cut Steel)

Back and Side Combs

to retail at 25 cents.



They will be popular leaders for your Summer Trade.

Order from your jobber.

GEO. H. EVANS & SON

118 Bd. of Trade Bldg., MNOTREAL

WM. LIDDELL & CO., Ltd.

BELFAST

CHRISTMAS LINENS

Complete new range of Samples

DAMASK CLOTHS and NAPKINS

IRISH HAND EMBROIDERED

D'Oylies,	*Sheets,*
Bureau Scarfs,	*Pillow Cases,*
Bed Spreads,	*Afternoon Tea and*
Shams,	*Dinner Sets, etc.*

☛ASK FOR LINEN EXHIBIT

R. H. COSBIE

30 W. Wellington Street, - - TORONTO

IRISH LINEN AGENCY

FANCY GOODS AND NOTIONS

The backward Spring has so helped manufacturers in their deliveries that retailers state stocks are complete; in fact in some cases they have more goods on hand than is usual at this season. As a consequence, special sales will be held, in order to provide space for Fall and holiday lines.

* * *

Great attention is now being paid to tourist trade, and considerable activity is expected in this section of the business. There are hundreds of lines that the tourist will buy. In some cases souvenirs could profitably be given a department to themselves.

* * *

This is the time to push wash belts, and the trade in them, from now on, should be considerable. Leather belts, particularly in white and tans, in both crush and



Arabian Lace Cushion Top.

in wider effects, are doing well, but the really important indication is the way in which silk belts are picking up. From samples for Fall already shown and in course of preparation, indications are that belt lines will again be very varied, and that the trade will not confine itself to any one line. Fancy beltings and elastics are showing in big variety, the latest novelty being the Japanese effects. These are printed designs, Japanese in color and pattern, on a white or colored ground. Tinsel still keeps its place, and a more or less heavy touch is seen in many of the new beltings. Fashion is not confining herself to any one belt width, and narrow and wide effects are shown side by side in a line. Both narrow and wide elastics are strong, and in the better lines of elastic and silk belts, back buckles, and also back sets, are featured. Belts in this class will come expensive, and will sell better for the holiday trade than in the earlier part of the season; that is, for the general trade. Steel studded elastics again promise to make a success. Leather belts are expected to do exceedingly well, and come in big variety, both in wide and in narrow effects. Many are steel-studded, and tans and browns, in sympathy with



Novelty Belt for Fall, Steel-Studded and White-Stitched.
Shown by Ladies' Wear.

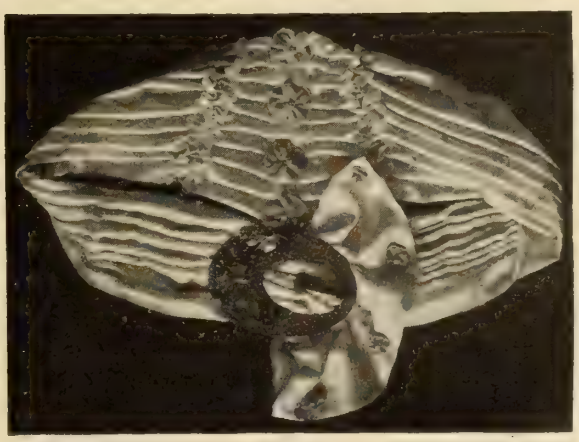
dress goods lines, promise to be a big feature. Interest in silk belts, at present, seems to centre around Dresdens. Some very handsome belts in shirred girdle styles, made from Dresden louisine, are included amongst Fall samples. Little rosettes, knot bows of velvet, etc., decorate the back, but back buckles and ornaments seem slated for prominence later. Buckles are of fancy metals and are jewel-set. The new buckles and ornaments are outre in shape, being wide at the top and tapering off to nothing at the bottom.

* * *

Merchants who stock Japanese fancy goods will find many choice lines for the Fall and for the holiday trade. Travelers on the road are showing chinaware, baskets, etc., etc.

* * *

Opera bags are seen in extensive range. Silver, nickel and oxidized fixtures, mounted with rubies, sapphires, etc., are among the features. Bead bags, ranging from $1 to $45, are again selling, but the latest novelty



Novelty Belt for Fall, Dresden Louisine, Trimmed Velvet Rosettes.
Shown by Rhys D. Fairbairn.

is the tapestry bag. Kid opera bags, with vanity attachments, are proving good sellers, particularly in white,



Our Travelers Start July 1st

with a complete line of samples for the

Christmas Trade

Never before have such beautiful leathers been shown or such varied styles in made-up goods.

The Julian Sale Leather Goods Co., Limited

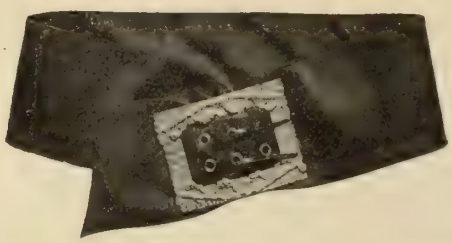
105 King Street West, TORONTO

W. E. D. TIGHE *GEORGE B. TOYE*

The Western Leather Goods Co., Ltd

ROYAL ARCADE, 101 King St. W., TORONTO

Manufacturers of



Ladies' and Gentlemen's LEATHER BELTS Also Ladies' HAND BAGS, PURSES and Leather Novelties

Specialists in Ladies' Belts Write us for Latest Styles

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.

DRY GOODS REVIEW

Montreal and Toronto.

Alice blue and red. Shopping bags of morocco, seal and crocodile are in good demand for Fall.

* * *

The comb trade still continues active. Cut steel goods, with the high back, have sold well so far. Pearl grey effects are popular, and jet-trimmed lines are also prominent.

* * *

Picture post cards are a line worth considering in every store. Enquiry among manufacturers and wholesalers, publishers and importers, develops the fact that the business has settled down to what is regarded as a permanent activity. Picture post cards were first accepted as a fad, but they have passed entirely out of that stage, and are classed as a real convenience. The scenes continue to hold first position. Manufacturers are turning out many lines of novelties for Fall and holiday trade.

* * *

Now is the time for the fancy work department to get busy, as many women use fancy work to while away the Summer afternoons during vacation time. Stamped linen goods are active at this period, but the class of goods stocked should be those for personal wear. It is embroidered blouses, hats, parasol covers, corset covers, etc., that sell now, rather than household articles. Fancy pillow covers are always in demand, and The Review shows a late idea for making up into a really handsome and artistic pillow. This cover is of hand made Arabian lace. Squares like the one shown can be bought, and also smaller squares and corners. The frill should receive a decoration of Arabian lace to correspond with the square.

* * *

Import orders are of good volume. Prices remain firm, and deliveries are not expected to be much improved upon. Therefore, early orders are advised.

J. ELKIN & CO.

A Dominion charter has been granted J. Elkin & Co., Limited, Montreal, with a capital of $45,000, divided into $100 shares. The incorporators were Jacob Elkin, manufacturer; Isidore Elkin, manager; Aristide M. Joncas, accountant; Samuel Diamond, merchant, and B. Bercovitch, clerk, all of Montréal. The objects of the company are "to carry on the trade and business of manufacturers of, and wholesale and retail dealers in, men's, youths' and boys' clothing; dealers in dry goods, silks, satins, tailors' trimmings and cloth and cotton goods generally; wholesale and retail dealers in textile fabrics of all kinds, tailors and outfitters; to acquire, and take over as a going concern the business of manufacturing and dealing in clothing, and otherwise, at present carried on by the firm of the Bargain Clothing Company of Montreal."

CHARLES M. HOME, LIMITED.

An Ontario charter has been granted Charles M. Home, Limited, Toronto, with a capital of $50,000, divided in $100 shares. The object of the company is "to acquire and take over as a going concern the wholesale business of Charles M. Home, and all of his assets and liabilities in connection with such business; to buy, sell, import and export goods, wares and merchandise of every name and nature."

Now's The Time

To make sure of your Fall and Holiday lines of Japanese Fancy Goods

Come to see us this Summer.

Our sample rooms contain profitable sellers for you.

THE CHINA AND JAPAN SILK CO., LIMITED

Desbarats Building, Beaver Hall Hill, Montreal

Canada—Montreal, Toronto | Japan—Yokohama, Kobe | China—Shanghai, Hong Kong

ANTIMONY WARE
BAMBOO "
BASKET "
CHINA "
MATTINGS

BRONZES
BRUSHES
IVORIES
SCREENS

BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

AID TO MILLINERY

The "Non-Collapso" Hair Pad

IT'S SO LIGHT

PATENT

OUR SPECIALTY



OUR SPECIALTY

"MARIE STUART"

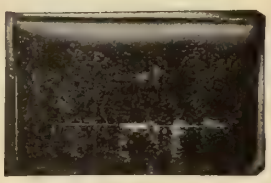
Made of the finest unbreakable watch spring steel; self-adjusting and half the weight of any pad on the market.

Pads suitable for every style of coiffure kept in stock. Boxed in dozens, assorted shades in each dozen

The Boyd, Brumell Co., Limited.

11 Wellington Street West
TORONTO







FOR THE FALL AND HOLIDAY SEASON

FINE LEATHER GOODS

in wide range of effects. Exceptionally large assortment.

Creations in Leather
Showings for the Fall and Holiday season will be the largest ever made by this house.

Shopping and Auto Bags
Each season introduces attractive variations of style in these popular types.

The Over-Night Bag
Fitted with requisites for temporary sojourn. At once handsome and useful.

Line of Novelty Pocketbooks with Strap Handles

Calling, Novelty and Fitted Pocketbooks. Variety of shapes, sizes, effects and fastenings.

New Styles in Belts

Tailor-made and crushed effects. Various widths, color effects and finishes.

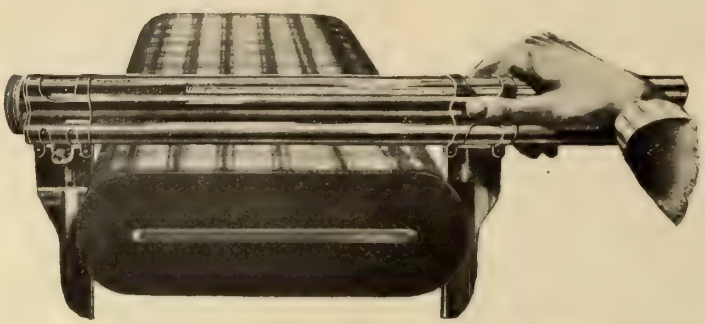
Large Assortment of Hornback Alligator, Pigskin and Hand Tooled Leather Goods

Our Music Roll and Map Catalogue is ready for Mailing. Write for one.

P. W. Lambert & Company

64-66 Lispenard Street, - - New ork

Mr. S. ABRAHAMS, 157 Hutcheson Street, Montreal, Can.



Cloth Measuring Chart
Write for Particulars.

We manufacture or carry in stock the most complete and up-to-date line of Display Fixtures, including

Fine Wax Figures and Forms
Metal Fixtures in Oxidized Copper and Nickel
Silent Salesmen and Show Cases
Hat, Ribbon, Glove and ***Lace Cabinets***

Write us your needs and we will quote you best prices.

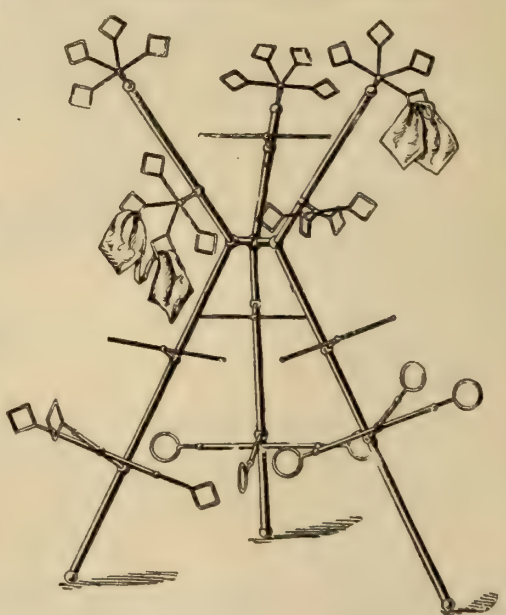
CATALOGUES FREE

Clatworthy & Son

38-40 Adelaide St. W., TORONTO, ONT.

Stocktaking

at midsummer made ***easy, expeditious*** and ***accurate*** with ***Putnam's*** celebrated





Portrait Felix — Modes Bechoff-David

Robe of Nile Green Crepe de Chene, with Lace Empiecement and Sleeves.

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 25 cents.

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, JULY, 1907.

NEW ADVERTISERS.

American Button Co., Montreal.
American Stocking Co., New York City.
Berlin Suspender & Button Co., Berlin, Ont
Bach, R. C., Montreal.
Berger & Co., Montreal.
Boeck Em de, & Co., Montreal.
Bruce Bros., Montreal.
Canadian Underwear Co., Montreal
Carter-Crume Co., Toronto.
Dancyger Safety Pin Ticket Co., Dayton, Ohio
Dominion Thread Mills Co., Toronto.
Dominion Cloak Mfg. Co., Montreal
Dominion Garment Co., Guelph, Ont.
Forsyth, J., Berlin, Ont.
Gordon, John, & Son, Montreal.
Gill, W. P., & Co., New York City.
Lambert, P. W., & Co., New York City.
Merchants Button Co., Waterloo, Ont.
Montreal Skirt & Cloak Co., Montreal.
Moore, F. W., & Co., Montreal.
National Skirt Mfg Co., Montreal.
Nisbet & Auld, Toronto.
Perry, G. B., Knitting Co., Hamilton.
Pugh Mfg. Co., Toronto.
Salem Co. Ltd., Montreal.
Shantz, J. Y., & Co., Berlin, Ont.
S.M. Co., Ltd., Toronto.
Sommer, A., & Co., Montreal.
Twining & Sons, Birmingham, Eng.
Universal Skirt Mfg. Co., Ottawa.
Wener, Sam., & Co., Montreal.
Western Leathe Goods Co., Toronto.
Weiller & Hermann, New York City

COMPARISON WITH CATALOGUE PRICES.

The day is coming when there will be no big retail catalogue houses, and the people of Canada will buy almost entirely from their home merchants. That time may be quite a long way off, but it will arrive when the consumer is satisfied that he can buy just as well from the local retailer as he can by patronizing the mail order plan. Its advent can be hastened by the retailer if he but give the matter constant study, and follow that up with intelligent efforts along the lines that we indicate, supplemented by any additional action that the local situation may suggest.

It is not nearly so convenient to purchase through a catalogue as it is to go to the store down street, or—in the case of residents of the country—in the neighboring town. Following the latter course the goods themselves may be handled and their value examined; following the former, cuts, descriptive advertising, and price must be depended upon, and two or three days must elapse before delivery is made to even the nearest point. Then, further delay may be caused by the unsatisfactory filling of some items in an order and the necessity for exchange. Besides this there is the postage, express or freight to be reckoned as part of the cost.

Why, in face of these conditions, do so many people, from the Atlantic to the Pacific, give the mail order concerns a large share of their trade? Simply because they believe that it pays them to do so; and the only manner in which the situation can be changed round in favor of the home merchant is through the latter giving them proof that their present idea is a misconception. The catalogue houses boast loudly of cheap prices. We want every drygoodsman in Canada to satisfy himself as to how his figures compare with theirs. That must be his starting point in the campaign to oust them from their position as a powerful factor in the merchandising of this country.

In the news columns of this issue The Review compares the prices of a large mail order concern, on some sixteen staple lines, with those of a number of local retailers. In the list cities of fifteen thousand and villages of seven hundred population are represented, and the information given should be of wide interest and value. Generally speaking, the comparison contains a great deal of encouragement for the merchant who is really striving to do business along the best and most economic lines.

The Review had the various materials purchased through mail order, and samples were sent out to the retailers mentioned, with the request that they quote us their regular selling prices on the same quality goods in stock. In order that the comparison might be an absolutely fair one, no mention was made of the purpose for which the figures were desired, or of the origin of the materials from which the samples had been cut.

One merchant, in a town of about two thousand population, sent in samples of some goods on which he had quoted prices. We found several of them to be of better quality and much more desirable in every way than those secured from the catalogue house. If other retailers had done likewise the same would probably have been found to be the case.

This comparison will likely be carried further later on, but in the meantime the lists which we have compiled should be carefully studied. We will be glad to have other retailers send us samples for examination alongside of the catalogue house goods.

If a merchant cannot compete with catalogue prices

The Review wants him to ask himself why—and insist upon a definite answer. If his buying methods are at fault let him think out a plan for improving them. His selling methods, etc., should also come in for complete analysis. We are satisfied that a way will be found by which catalogue prices can be equalled or surpassed in attractiveness.

From our investigations we are convinced that a good deal of headway is being made against mail order competition in the larger towns which can boast of up-to-date stores and aggressive merchants. However, more mail orders than ever are being sent from the smaller places and the rural districts.

We have occasionally run across a retailer who looks at the situation through blue spectacles, so to speak, and appears to have little hope of ever meeting catalogue prices. At the same time, he acknowledges that he possesses no very definite idea as to what these prices are. If he would take a firm grip on the situation and set about improving his methods in every respect, he would find justification for a good deal of optimism. Very probably his prices, assortments, advertising, premises, etc., are unatteactive, and while they remain in that condition he may expect that his customers will continue to patronize the mail order plan. Before they will confine their trade to him he must be able to give at least as good values as the big city concerns, and transact his business in modern surroundings that shall add to the comfort of buyers and the attractiveness of his goods.

It must not be imagined that the catalogue houses have no troubles of their own. They have, and plenty of them. Every piece of goods received by us through mail order was an inch to two and a half inches over measure. If that occurs in even a fair percentage of orders filled the loss must be very considerable. Then we asked for galatea and received duck, for navy broadcloth and received black. Some exchanges would have been necessary had the order been sent by a consumer. This must strike customers as very unsatisfactory and set them thinking as to whether or not mail orders are the best thing after all.

The Review has several times criticized paragraphs, inspired by merchants in local papers, on the subject of mail orders. We claimed that the principal result of publishing such items would be a lot of cheap advertising for the catalogue houses. The reason was that they appealed to sentiment and not to the business sense of the people—a great deal was said about it being the duty of every man to support local stores, without any mention of the values he would find there. Now if a merchant can compile a list of materials, with prices, and show that the latter compare favorably with catalogue figures, we would most certainly recommend that he publish the information. We would like to see this done, and will assist in any way possible to make the comparisons.

The Review invites merchants to give it the benefit of their suggestions in this matter.

MAIL ORDERS IN LOCAL STORES.

Most dry goods stores, even the smaller ones, do some mail order trade, and a number have made it an important factor in their businesses. A few issue twenty to thirty-page catalogues, and send out circulars at regular intervals.

In a town of 2,500 population, which The Review visited recently, one merchant advertises that he will fill orders for anything that can be purchased locally. Along with dry goods items, he has requests for hardware, boots and shoes, etc. If anything is unsatisfactory it may be returned at his expense. The plan is working splendidly, and the business which the big catalogue houses did in the district surrounding this town has been cut down very materially.

Every retailer should cater to mail order trade. Many have been surprised at the degree of success that has attended their efforts along this line. They regard the patronage received as practically found business, and are able to offer their customers good inducements in the way of prepayment of express or freight charges, as well as attractive prices. Where it is considered worth while to issue a catalogue, we would recommend that a local hardware merchant, a boot and shoe merchant, and any others considered desirable, be interested in the project. You could all club together and get out a real good catalogue, representative of your several lines. In this way we believe that a mail order trade of considerable proportions could be worked up.

THE LONG GLOVE QUESTION.

How to get a sufficient quantity of long fabric gloves to supply their customers is the chief problem confronting many merchants at the present time; but it seems to be giving ground before the question of how much longer the long glove fashion is to last.

The glove question is, in effect, the sleeve question, for the length of one determines the length of the other. Knowing the present state of deliveries, and of the market generally, The Review has canvassed the best authorities for views and opinions that might prove a guidance for the future. Leading ladies' tailors state that Paris is trying to force the long sleeve, and a newly imported gown conforming to this idea was shown to us in one establishment. The sleeve had a scant pouf, finished with a close-fitting mitaine cuff which followed the shape of the wrist and hand and reached to the knuckles. It is so radical in shape, and so opposed to the present vogue, that some time will be required to introduce it. There is, however, no reason to doubt that the trend of fashion is in the direction of a longer sleeve. The general tendency in Canada is toward the three-quarter length for general wear and the seven-eighth, or wrist length, for coats and tailor-mades, and the three-quarter sleeve calls for the long glove. The sixteen button length will be the best seller, although the shorter ones will receive more consideration than for some seasons.

There is every reason to expect that the Spring of 1908 will again see long fabric gloves in a leading position. Such is the view of most Canadian buyers, and that buyers from elsewhere are of the same opinion would appear to be indicated by the orders already placed with Chemnitz manufacturers. One man just returned from the market tells of seeing a single order for twenty-five thousand dozen of long gloves.

Though there may be a dropping off of sales in the exclusive city trade, the popular trade has not yet done with long gloves. Buyers are reminded of the fact that they have had a more extended run in New York than in Canada. and that the change there is as yet only indicated. The much cheaper price should operate in favor of short gloves.

The situation is interesting and one that it will pay the glove buyer to watch closely.

CATALOGUES AND CIRCULARS.

The advertising value of catalogues and circulars has been pretty thoroughly tested by Canadian manufacturers and wholesalers during the past few years, and many of them, in different branches of the trade. have informed us that, for the future, they intend securing publicity almost entirely through trade newspapers. The policy which they have been following seemed to be encouraged for a while, but so many firms adopted it that the retailer was nearly inundated with literature, and he was not backward in declaring it a nuisance. At the same time various concerns vied with one another in the publication of high class catalogues, profusely illustrated, some running into several thousand dollars for each issue. A great deal of time was spent in their preparation, and in a number of cases the services of an expert in such work had to be employed. A new season meant new catalogues, and the expense became enormous. Meanwhile, the merchant was losing interest in them, and in the circulars with which they were supplemented at regular intervals. Firms dropping them will have about the same number of cuts made each year, but they will be used in trade newspaper advertising.

When a retailer picks up his trade newspaper he is in a receptive mood for anything that a manufacturer or wholesaler may have to say to him. He reads the market and fashion news, and then, naturally, turns to see what the advertisers have to offer. A paper like The Review gets closer to the merchant than a traveler is likely to, and if properly used it will certainly give results. This brings us to a very important point, that of ad-writing. The firm which buys so much space and fills it with unattractive, unconvincing matter cannot reasonably expect returns. The fact that some concerns have used that sort of copy, and then unfairly concluded that trade newspaper advertising did not pay, is responsible for the establishment of our ad.-writing department. Any advertiser may avail himself of the services of this department, entirely free of charge. Every ad. prepared here must pass close examination, and the first question asked is: "Will it sell goods?" The Review brings expert knowledge of market conditions, of styles, and of the attitude of the retailer to bear on this matter. This consideration is leading manufacturers to drop the advertising agencies, whose staffs have been trained to write copy for the consumer and do not pretend to have any knowledge of the dry goods trade.

LIGHT UP WINDOWS IN EVENING.

In a city of about 15,000 population, one evening, The Review noticed that the windows of all the dry goods stores were dark. At first thought we concluded that there must be something wrong with the incandescent circuit, but we were informed that it would be very unusual if the store fronts were illuminated. Now the retailers of the city in question are leaving idle one of the best and cheapest advertising mediums that is open to them. There, as everywhere else, many people pass down the streets in the evening and, if given an opportunity, the ladies would look for interesting offerings in the windows. They have more leisure then to do so than during the day. In this connection we might mention the experience of a Toronto trimmer. As an experiment he put in a display Saturday, between five and six o'clock, of goods to be sold Monday morning at eight o'clock. The plan was so successful that he continued it for some time. The windows sold the goods without the aid of a single line of newspaper advertising.

CHEAP HELP.

The importance of good service in a dry goods store cannot be over-estimated ; and it is not possible to give it with a poor class of help. In an up-to-date establishment, where the buying is well looked after, an efficient staff of salespeople will pay for themselves several times over. You depend upon them to sell goods and please customers. Cheap help is not capable of doing this, and it will steadily lose trade for you. Put yourself in the place of a lady in a hurry going into a store and being attended by an inefficient salesperson, who wastes her time, and is so lacking in tact, and the ordinary common sense of experienced salesmanship, that she decides not to purchase after all. Over at your competitor's she finds a staff which is required to be efficient and is paid in accordance. There she is served quickly and satisfactorily. The chances are in favor of your competitor getting a large share of her trade in the future.

Cheap help is very likely to be careless about stock-keeping and the measurement of goods.

There is no department in which well trained salespeople are not necessary. In ready-to-wear, for instance, there are successful retailers who count them as the most important requirement.

Some merchants allow five per cent. of the gross

sales for salaries. They keep exact record of each employe's checks and those who sell most goods receive the most money. Any who fail to come up to a certain standard are promptly replaced by new hands.

DISCRIMINATION IN EXPRESS RATES.

Retailers have frequently complained to The Review that express rates are excessive, and at first glance some of them were inclined to favor the recent proposal in regard to extension of the parcel post system, because its adoption would mean a big reduction in their expense for carriage of goods. When it was pointed out that instead of being benefitted by the changes which the Postoffice Department contemplated—at the instigation of the catalogue house interests—their welfare, and that of every local merchant in Canada, would suffer tremendous injury, their attitude was immediately reversed. A second glance convinced them that the result of any such revolution in the postal system would be the increase of mail order business in every section of the country. That was the object of the proposal, pure and simply. For this reason it was not intended that it should be made known to the public until such time, at any rate, as its materialization was assured. When, however, its declaration in the House of Commons was forced by direct enquiry of a member—prompted by his constituents in the dry goods trade—it put on the guise of a public benefactor, the mission of which was to give the people of Canada the cheapest possible express tariff. That would be all well and good if it were not for the very important consideration that hundreds of small merchants would be sacrificed, and the trade of all local retailers damaged. This, in the minds of any persons giving the matter the least study, defeats any claim that the changes proposed would bring "the greatest good to the greatest number." Their disposal is an old story, but one that it is well to bear in mind, for another attempt will be made, before long, to have them put through, perhaps in modified form. They must never be adopted, while retail mail order concerns occupy the position that they do to-day, and the trade would feel much better satisfied if it were left to Parliament, and not to the Postoffice Department alone, to deal with such matters. For the present we will just say that the Government must protect the local merchant, but that the latter must be wideawake in his own interests.

The trade is satisfied that extension of the parcel post system, and the ultimate absorption of the express companies, would be disastrous to its welfare. It must next concern itself about rate discrimination. The majority of merchants believe that express charges to catalogue houses are lower than to themselves. If evidence proving this to be so can be collected The Review will have it laid before the Railway Commission. That body would speedily obviate discrimination, and, very likely, decide that the general tariff be revised on the basis of the preferential rates now enjoyed by the catalogue houses.

LARGER BUSINESS WITH LESS STOCK.

A dry goods business in one of the larger Ontario towns furnishes an excellent example of the advantage of present-day methods over those of a few years ago. In 1904 it was conducted along old-fashioned lines, and was steadily losing ground. Then it changed hands and the new firm adapted it to prevailing conditions. A big improvement was at once made with respect to assortments. Goods were purchased in wider range and smaller quantities, and sorting orders were sent in frequently. The result is that the firm carry $10,000 less stock than their predecessor, and still do a much larger trade. Their stock is turned more often, goods are fresher, and, besides, they have $10,000 less money tied up in their business.

THE MARKET.

Now that a new season is opening up the question of prices looms large in the trade, and the continuous rise in the values of all raw materials is brought forcibly to the retailer's notice. Cotton, wool and flax values have been steadily climbing till they stand to-day at a level that has seldom been reached. In sympathy with these advances most of the staples have gone up, approximately, fifteen to sixty per cent., and it is not by any means impossible for many of them to go still higher.

Thus far the retail trade has been, in a measure, protected by the contracts of the manufacturer and wholesaler, but now that these have run out, buyers must be prepared to feel the full force of the advances. For some time yet a change in favor of the retailer cannot be expected.

The existing conditions are due to greatly increased demand, following general prosperity, and the manufacturers find it almost impossible to turn out an adequate supply of goods. It is of great importance that the trade should be clear as to the exact situation, and as to the necessity for a revision of the general conception of values.

CANADA'S MANUFACTURED PRODUCTS.

The census and statistics department has issued another bulletin giving the details of the manufactured products in Canada for 1900 and 1905, according to the census of 1901 and 1906. The total value is placed at $715,035,956 for 1906, compared with $481,053,375 for 1901. There was a decrease of over a million and three-quarters in woolen goods; cottons increased from $12,933,052 to $14,223,447; hosiery and knit goods from three to six millions; men's custom clothing decreased from eight to six millions, while ready-to-wear clothing increased three millions and a half; women's custom clothing decreased from four to three millions, while ready-to-wear garments increased from two to nine and a half millions. Gloves and mittens increased from $1,000,000 to over $2,400,000.

Sell More Cottons

You can do it if you give bigger value, better quality and newer style.

That's what you give your customers when you sell them

KINGCOT

The King of Cottons

Value for value, no line of cottons sold in Canada can match Kingcot on a price basis.

Quality? You'll acknowledge that they can't be beat when you see the Kingcot line.

And Style? New weaves, new patterns, new colors, the best we've ever shown, and that means a lot.

Ask the next traveller of a first-class house who calls on you to show you

THE FULL KINGCOT LINE:

Ginghams	**Shirtings**
Dress Goods	**Oxfords**
Apron Ginghams	**Denims**
Saxonys	**Galateas**
Flannelettes	**Tickings**
Domets, Awnings	**Cottonades**

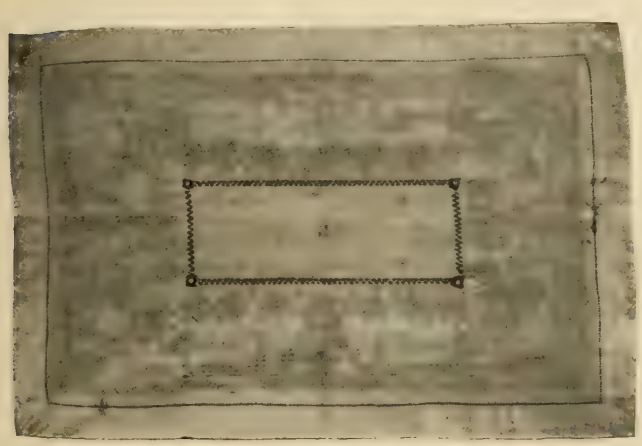
STAPLES AND RAW MATERIALS

Cotton Goods Price Situation — Flannelettes and Wrapperettes for Fall—Linens.

Retail trade in staples and wash fabrics, taking into consideration the backward Spring, has been fair. Prints, in light grounds and small figure effects have sold steadily. In muslins the demand has been for silk organdies with neat floral designs in sheer qualities. Stripes, checks and polka dots are favorites at present in white muslins. The trade in ginghams, so far, is mostly in blue and white, black and white, and brown and white. Quite a feeling has been experienced for chambrays, in plain weaves of plain blue and pink. These goods continue difficult to procure. White lawns, especially Persian, are enjoying a steady sale. The present season has been exceptionally good in creponettes, both in plain and fancy. These articles are very suitable for kimonas, sacques, etc. Silk and cotton mulls in sheer qualities in dotted and embroidered effects, are to the fore also for Summer deesses and evening garments. Dotted Swiss, just now, is a little slow, owing to the mull muslins having taken their place. White and colored ducks are prominent for children's dresses. Colors in popular favor are navy, cadet, and sky in plain and fancy effects. Cotton voiles in good qualities are making a good showing for Summer wash dresses. The favorite colors are white grounds with neat rosebud design.

With the manufacturers the demand for goods for present delivery continues brisk. Repeats are coming in much better than was generally anticipated. There are practically no jobs on the market. Domestic mills, although working to full capacity, state that they are distributing their product to the general satisfaction of the trade.

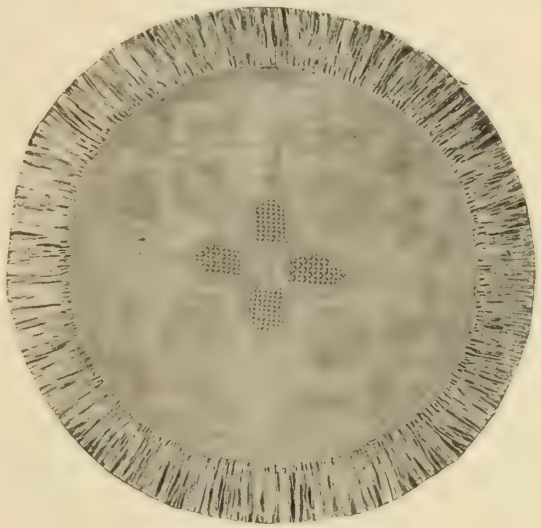
Travelers are now on the road again, pushing cotton



Shown by The W. R. Brock Co.

lines for Fall delivery. While orders have been booked throughout June to the general satisfaction of the jobber, they have not been so large as those taken during May. The situation on white or bleached cottons and grey cottons continues as acute as ever, and deliveries are unaccountably slow, as these goods, easy to manufacture, are generally first to arrive of Fall shipments. Prices of these goods continue high.

Comparing Canadian conditions with those across the line, Canadian mills are in an enviable position. The general feeling among many merchants, in parts of the United States, regarding the cotton situation, is that existing conditions do not justify the prices now charged. Much resentment is also felt towards the manufacturers,



Shown by The W. R. Brock Co.

as merchants claim that the high prices are both artificial and unreasonable. They also believe that, although prices are more than double figures ruling a few years ago ; also, notwithstanding the higher cost of raw material, wages, etc., manufacturers are taking altogether too great an advantage of these conditions. Another point to be considered in this regard is that deliveries, in nearly every case, depend largely on the price the buyer is willing to pay.

As a consequence, owing to these conditions, many merchants have ceased pushing cotton lines and have gone in for silk and wool fabrics, where a sale is possible in these goods.

There is a decided disposition on the part of large Canadian jobbers to place contracts for Spring, 1908. From this it may be judged that prices are expected to continue firm.

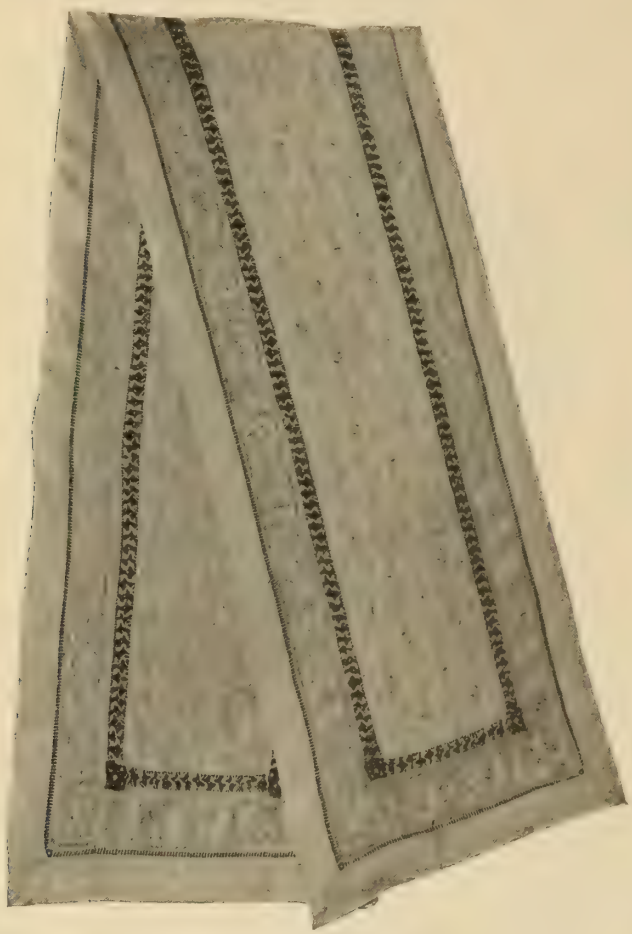
As regards possible advance in printed materials—when of a staple character—it will likely be sufficiently great to warrant buying on the safe side, as the increase in price will likely more than pay interest. In a recent advance, six to seven weeks ago, some lines of cotton goods went up from 5 to 7½ per cent. The rise on most lines, as compared with figures ruling a year ago, averages from 15 to 20 per cent.

Sheetings and tickings, and a few lines of cambrics, show probably the heaviest advances over any other lines in the staple department. The reason stated for

this is that these goods were not previously advanced to the extent that the cotton market warranted. Prices have gone up fully 22½ per cent. over those of a year ago.

Fall orders for flannelettes have been good on all lines, and manufacturers have received heavy repeats. Prices continue to advance, and in some cases mills have withdrawn lines from the market. A recent advance on flannelettes took place about the middle of June, in the neighborhood of 5 per cent., though the average return to the mills, on their entire line, is considerably less. This advance was necessitated by the recent heavy bull movement in raw cotton, which, so far as this year's crop is concerned, shows no disposition to recede. The same refers to both American and English goods.

While orders are heavy, on white Saxony flannelettes,



Shown by The W. R. Brock Co.

they are particularly scarce. Some mills are sold up till November, which means that manufacturers will not accept any orders, except for a very late delivery.

Orders for Fall on all lines of wrapperettes are inclined to be large. Bookings of repeats by the manufacturers are far in excess of expectations.

In patterns goods have followed pretty much the staple lines of last year, but there has been a decided demand for extravagant designs in printed tartans. Large patterns in spots and fancies are to the fore. There has also been quite a feeling among the trade for Empire twills and kimonas.

Manufacturers of staple lines state that deliveries will, in most cases, be on time for Fall. Mills have already made large shipments, but the congested state of freight traffic has delayed deliveries to the jobbers to a great extent. The large jobbers state that deliveries have been exceptionally slow on the better class goods. Prices remain firm. The advance on one line from 8 to 9½ cents, which went into effect the early part of the year, has not affected this trade to any great extent, as the increasing demand, on better class goods, has more than made up any slight deficiency on the 9½c. business.

Canadian mills are now preparing for Spring, 1908. The lines turned out are expected to be more varied than anything yet shown. Printed lines will have many additions in novelties, which were formerly imported. Dot and check effects, as usual, will be staple.

Good Year for Textile Co.

Annual Report Shows Sales of $8,500,000 — Directors Re-elected—Dividend on Common Stock 1¼ Per Cent.

At the annual meeting of shareholders of the Dominion Textile Company, Montreal, held on May 30th, the report of directors gave the results of the operations for the year ended March 31st, 1907. David Yuile occupied the chair, and there was a large attendance of directors and shareholders. After the disposal of routine matters the president referred to the statement of the company which showed sales for the year to have been $8,507,013.81, being an increase of $376,008.86 in value over the previous year.

As a sufficient quantity of raw cotton to cover all wants has been purchased for the mills at an average price they are now in a position to handle all orders they have taken. The company has in operation 8,048 looms, 368,905 spindles, and employs about six thousand hands. The wages paid out were over one and three-quarter million dollars, being a large advance over the previous year. On the first of April a further increase of wages was given the employes. Owing to the large demand for cotton yarns from the knitting companies, which has taxed the capacity of the yarn mills to their fullest extent, it has been deemed advisable by the directors to increase the output of their yarn plant at Montmorency Falls by the addition of another story to the yarn mill. Work on this plant is now in progress. When completed the company will be in a position to look after all wants for some years to come. The bleacheries are also under preparations for improvements. The facilities for turning out bleached goods will be of the first order when they are completed.

The financial statement showed that the net earnings for the year, after writing off the large sum of $205,825.82 for repairs, betterments, etc., to the mills, amount to $898,518.30. Out of this amount has been paid interest on bonds, dividends on preferred stock, rent of Dominion and Merchants' mills, amounting in all to $731,838.60, leaving a surplus of $166,679.90. This sum, together with the dividends received, since closing the books, on the shares of the capital stock of the Dominion and Merchants' Companies held by them, will increase the surplus for the year to $286,927.70, and leave a balance at credit of profit and loss account of $523,842.05, which, in the opinion of the directors, ought to be considered satisfactory.

In view of the showing made for the past two years, and the bright outlook for the present year, the directors have declared a dividend of one and one-quarter per cent. on the common stock of the company, payable on July 2nd.

The board of directors, which comprises fourteen members, was re-elected, as follows: David Yuile, Hon.

A profitable
Wrapperette Fall
Business is assured to all
retailers who have bought liberally

Dominion Textile Co's

Products

Samples in the hands of Jobbers' Salesmen
have proved of interest to all buyers
who appreciate Novelty,
Variety and
Quality.

The

Montreal Cotton Co.

Main Sales Office, Montreal

MANUFACTURERS

Staple Goods, Dress Goods, Fancy Muslins
White Goods, Satines, Italians, Etc., Etc.

Spring, 1908, Collections Ready

Wholesalers and Manufacturers will find many decided improvements in the new collection.

INVESTIGATE CAREFULLY THE RANGE OF

Moire Percalines, Turkey Reds
Black and Colored Satines
Fancy Muslin Checks, Figured Muslins
Victoria Lawns



Retailers will find it to their best advantage to always ask for Canadian goods.

L. J. Forget, C. B. Gordon, Hon. Robert McKay, H. S. Holt, J. P. Black, H. V. Meredith, S. Carsley, D. Morrice, Sr., Lt.-Col. F. C. Henshaw, G. A. Grier, John Baillie, A. W. Allen and A. B. Mole. At a special meeting of the directors, held after the annual meeting, the following officers were elected for the ensuing year: President, David Yuile; first vice-president, the Honorable L. J. Forget; second vice-president and managing director, C. B. Gordon; secretary-treasurer, C. E. Hanna.

Linens

Art Linen Department is One of Growing Importance—Fall Business Always Large.

The continued fine weather has benefited the whole of the linen department, and has quickened the demand, not only for dress linens, but also for household goods. Even before the weather became bright and warm a few linen gowns were seen on the streets, but the first warm days brought them out in great number. Though linen has more rivals this year it is as yet the first favorite. More colored linens than for some seasons past are selling, but the majority of the dresses seen are of a fairly heavy weight of white linen. In fact, the tailored suit of white linen is assuming a staple place in the trade.

Even in the smaller stores the art section of the linen department is of growing importance. Merchants find it a most profitable one, and one in which there is activity all the year round. Fall business in this line is always large. There is steady selling all through the Autumn months, and, in addition, Thanksgiving and Christmas trade. October brides are also becoming almost as numerous as those of June, and high grade linens always form an acceptable wedding gift.

Manufacturers are looking more closely after the art linen trade, and there is a much wider variety of goods now obtainable. Drawnwork, both Mexican and Japanese, is perhaps most prominent as it can be had in popular priced goods as well as in more expensive lines. The new samples of Irish hand embroidered linens make free use of drawnwork. It is introduced above hems, and is effectively used for flower centres, leaves, scrolls, etc. French knots and eyelet work are also used for this purpose. Tea cloths, tray cloths, doilies, runners, etc., more or less ornately decorated, according to price, are amongst the best selling lines. In more expensive goods come bedspreads, sheets, pillow slips and shams and cushion covers. Heavy Cluny trims many pieces in the new lines. Handsome circular cloths, up to dining table size, and down to small mats, have a very deep border of specially woven, heavy, hand-made Cluny lace. The centre is of fine linen and quite small compared with the size of the border. These Cluny-edged cloths are the latest novelty in art linens.

No small part of our largely increasing trade in linens is due to the big demand in the past year or so for high grade linen towels. Samples for import orders are now coming to hand in this class of towels and while some of the old standard patterns are repeated a number of new and artistic designs have been added.

The Reliance Knitting Co., of Toronto, have recently purchased the plant of the Coupe Mfg. Co., Dunnville, and are moving same to their new factory, corner King and Bathurst Streets, Toronto. This will enable them to procure additional hands, which could not be secured in Dunnville.

Oxford
Homespuns
and
Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.
OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, P.Q.

EAGLE  BRAND

SHIRTS

See our line of fancy Negligee Shirts before placing your order.

PATTERNS ARE
New, Neat and Nobby
WORKMANSHIP IS
THE BEST

Up-to-date in every way and prices are right.

MONARCH SHIRT CO.
ROCK ISLAND, P.Q.

GOOD BUSINESS

and good reasons for it

The man who wants the greatest underwear value for his money—looks for the red Pen-Angle trade mark.

The man who wants the comfort of perfect fitting underwear—looks for the red Pen-Angle trade mark.

The man who wants the economy of long wear—looks for the red Pen-Angle trade mark.

Will these men—women and children, too—find that trade mark in your store ?

It means good business for you if they do.

Your underwear department can lose more customers for you than any other department in your store. It can make more customers for you, too, if you carry the right underwear—Pen-Angle Unshrinkable Underwear.

You see, Pen-Angle Underwear has won its enthusiastic wearers through exceptional merit, and they wouldn't wear anything else.

Don't you think that kind of underwear would help your underwear department ?

The widest range of fabrics, styles and prices.

Travellers for any first-class house can show you the Pen-Angle lines.



Unshrinkable

Pen-Angle

Underwear

Penmans Limited, of Paris, in Canada



Men's Furnisher and Clothier

POINTS FOR THE MEN'S WEAR MANAGER

By E. R. BOWIE, Toronto.

Many firms which carry both dry goods and men's wear have each confined to an exclusive store. That is certainly the best plan, but everyone cannot adopt it. In all cases, however, the men's department should be isolated as much as possible. A man does not like to try on clothing where there are ladies close by, and even if he does do it once, the chances are he will not go back to the store in which such an arrangement exists.

Window displays are important, and some retailers do not seem to realize that they offer the cheapest advertising medium at his disposal. In numerous dry goods stores it is difficult for the manager of the men's department to get window space. However, he should have it, occasionally at any rate. At this season he can put in an effective window trim of two-piece suits, wash neckwear, collars, negligee shirts, belts, duck trousers, outing outfits, traveling bags, etc.

Stock should be thoroughly gone through at least once a week. That is the only way in which lines can be kept sorted up and fresh. Goods that are found to be holding back must be worked out at once.

It is good policy to always treat the traveler with business-like courtesy, and the merchant will find it profitable to look at as many samples as possible. If he makes a practice of wasting the time of salesmen who call on him, there may be times when he will not be given an opportunity to look at the best lines. Some merchants show little consideration for the fact that travelers are on the road at considerable expense, and that their time in each place is limited.

Stock should be selected with care, always keeping in view the class of trade which you serve. If you have a fairly good idea of market conditions it will help you very materially in buying.

It is essential that you employ the right kind of salespeople. They should be of good address, courteous, obliging, attentive, and have a knowledge of the goods which they are selling. They will find a study of the store's customers both interesting and profitable. It flatters Mr. ——— to know that a salesman remembers his likes in regard to a hat, collar, etc. The article offered for sale should be calculated to suit the man buying it. For instance, a short, stout customer would not be shown the same style of hat as he who is tall, thin and sharp-featured. In employing salespeople it is well to give the preference to those who are smart dressers.

The first endeavor of a salesman should be to give a customer what he wants. At the same time it is generally possible to introduce something a little better. satisfied customers are the best and cheapest advertisement that a store can have.

If you give your salesmen some responsibility they will work much better. Goods which they have a voice in buying they always try harder to sell. At any rate they know, even better than you, what will suit your trade.

P. M.'s or spiffs are a good thing, especially in clothing, to facilitate the clearing out of undesirable goods. However, care should be exercised as to what people these goods are sold to. The usual spiff is 25 to 50 cents.

A men's wear department should always be neat and clean. Have a quantity of goods out on display, but not enough to give a "mussey" appearance.

Good fixtures are an excellent investment. A nice hat case, for instance, will pay for itself in a short time. For one thing, you can serve three or four people, where, under the old arrangement, you would serve only one. Hosiery should be kept in stock boxes.

Constantly aim at creating a demand for better goods. Lots of merchants would be surprised at the result of a little effort along this line. No doubt they would like to handle more expensive and more profitable stuff, but they are afraid to buy it. When new goods come out, try to be the first in your town to have them on display. Buy novelties that are not extreme. Endeavor to keep your customers interested in the style changes.

Always remember that a man likes to make his purchases as quickly as possible. See that your salesmen appreciate this fact. They should be familiar with all such things as the differences in sizes between English and American hats.

I am convinced that boots and shoes could be profitably carried in men's wear departments of any size. They are the only articles of male apparel that cannot be purchased there. I know of one men's store that has made well out of a footwear section.

Representatives of the Hawes-Vongol Hat Co., New York and Danbury, Conn., are seeking a location for a Canadian factory. The tariff has forced them to do this. A staff of 100 hands will be employed the first year. No concessions of any kind are being offered.

The Glove Department

Some Interesting Suggestions for the Retailer in Regard to Selling Methods.

How do you do your glove selling? Do you hand your gloves out haphazard to your customers? Do you allow them to try them on themselves? Do you make good all gloves returned that have split, ripped, or what not? These are vital questions, says Men's Wear, and every outfitter should be able to answer them satisfactorily to himself.

Should the percentage of complaints on a certain glove reach a point where you feel a doubt with every sale, you should examine into the cause at once. It may be the fault of the glove, and it may be the fault of yourself or your assistant. If you find on investigation that it is the glove that is poor, your only course will be to change makes. Of course, if the maker voluntarily makes good your losses, you would be justified in giving his make another season's trial. We can easily understand that the glove manufacturer may receive a poor lot of skins, and that one shipment may turn out bad to the very last pair. But when the badness covers several shipments there is certainly something radically wrong – a wrong that can only be righted by a change of manufacturers.

There would be much less fault found with gloves, however, if the outfitter would make it a hard and fast rule that they

Should Be Fitted Whenever Possible.

If this is done, and done intelligently, the percentage of returns for replacement would be perceptibly less.

The retailer should stand behind his gloves, even if he cannot induce the maker to back them up. But this is not a difficult thing to obtain, most manufacturers making "good stuff" being only too willing to guarantee them against poor leather and faulty workmanship.

Two-thirds of the glove mishaps come through the carlessness or ignorance of the purchaser in putting them on himself for the first time. If the assistant offers to try them on, the customer will usually accept the offer, and consider it as a little extra attention, and feel flattered at the same time, while you are only taking a precautionary measure to make yourself safe behind your guarantee.

But to fit gloves properly there should be a regular glove department, with a glove counter specially prepared for that purpose. The usual glass counter case is too wide and too high to give the salesman any chance to do justice to his task. The glove counter should be about 34 to 36 inches high and from 18 to 20 inches wide. If a glass counter is used it should not be more than 34 inches high, and a good thick cushion should be used to rest the customer's arm upon. If a wooden counter is used the top should be upholstered.



Dressed by W. C. McClelland for R. McKay & Co., Hamilton.

A Lesson from the Draper's Shop.

One of the very best ways for an assistant to get pointers on the fitting of gloves would be for him to accompany his lady friends to a large drapery shop and study closely how the assistant at the glove counter there turns the trick. If he does this he will find that the girl who knows her business will select a glove that will fit the hand nine times out of ten without a second trial. She knows her stock of gloves. She knows those that have short fingers from those makes that have long. She knows

those that have more elasticity than others, and all the little points that are necessary to know to be able to unerringly measure the customer's hand and fit it with the first pair.

All hands are not alike. Some are long and slender, while others are short and chubby. All gloves marked the same size are not alike, or these different types of hands could not be fitted.

Before trying on a glove she will find out just what style and price glove is required. She will also find out the exact shade. She must be sure that the glove put on her customer's hand will suit as well as fit, because too many "tryings" on of a glove render it unfit for trade.

Some Useful Hints.

Having selected the proper glove she will first spread out the fingers with the glove stretcher. This will be done without unduly stretching the leather or straining it at any point. Next she will give the inside a liberal application of French chalk. This must be done thoroughly, so that the glove will slip on the fingers easily without sticking to the warm, moist hand and stretching the leather more at one point than another.

The customer is seated at one side of the counter while she stands on the other. She takes the hand, and, resting it upon the counter at the elbow, raises the hand into an upright position, the back of the hand facing her. She then gently but firmly inserts the fingers into the glove, working the glove on at the fingers, first one and then the other, keeping all as nearly together as possible.

When the fingers are nearly, or quite, on, the body of the glove will be brought up sufficiently to allow the tip of the thumb to be inserted into the thumb of the glove. In working on the thumb she will take care that the outer part, or seam side, of the glove is worked downward simultaneously with the thumb or opposite side.

The Glove and the Hand.

This working on of a glove evenly is absolutely necessary if there is to be no undue strain diagonally across the glove. It is often these diagonal strains that cause surface breaks. In working on the glove care must be taken always that the leather is not stretched unevenly, away from a seam. Then, too, no glove should be fastened at the wrist until it is thoroughly worked on to the hand.

This method of procedure adopted by an outfitter means more gloves sold to satisfied patrons. His shop will, in the course of time become known as "the place where you can get good gloves."

Any outfitter can follow the ideas presented here, adapting them to his own circumstances. If he does he will experience far less trouble, and make more money than by following the haphazard method of selling gloves. It should also be remembered that the assistant must give strict attention to the minutest details, for the success of the glove department depends primarily upon his carefulness and a thorough knowledge of his stock.

Ready-to-Wear Clothing

Showed Big Increase During the Past Year—Good Orders for Fall.

During the past year—as shown by statistics quoted in another section of this issue—the value of ready-to-wear clothing manufactured in Canada increased enormously. This was to be expected when conditions are considered, including the great improvement in the product. A heavy increase may be expected each year while this improvement continues.

The clothing department is one that it will pay every merchant to give a great deal of attention to. It has a great future if properly handled, and there must be a constant striving to get the best class of goods on the market. That is the only way in which the patronage of good dressers can be attracted.

Orders for Fall have been heavy notwithstanding the fact that Spring and Summer business at retail, especially on two-piece suits, has not been up to the mark. There is practically no change in styles. Blues and blacks have been purchased strongly, but there has also been a good demand for brown mixtures.

Hats

Demand for Straw Hats Came With a Rush When the Weather Changed.

Straw hat trade was dead up to the middle of June. Then the hot weather set in suddenly, and there was a big rush for light headwear. The stores were actually besieged for a couple of days, and many kept open until ten o'clock each evening to take full advantage of the change. One merchant told The Review that he had ceased promising to deliver old hats, left to be sent home, within a week. Stocks of straws are light and there is no likelihood of any being carried over.

This time last year The Review criticized the tendency to cut prices early, and wishes to again draw attention to it. There is no sense or reason in offering goods at reduction prices just when the season is at its height and everything should bring full rates. This year we would strongly advise that the cutting be deferred at least until August 1.

The black stiff hat will lead for Fall. The flat brim with full crown and wide band promises to again be a popular line. There will likely be some call for browns to match the new suitings.

Neckwear

Big Season for White Wash Goods—The Indications for Fall.

Of course, wash neckwear occupies the position of prominence now, and the sales, since the middle of June, have been very satisfactory. There is an excellent variety in these goods, but the chief demand has been for white, with neat self pattern. This is in line with the wide patronage of white shirts. The combination gives the wearer a nice, cool appearance.

It will not be long before Fall lines are shown. So far there is no indication of anything very new, unless it be the prediction of a spirited call for light shades of brown, and tans, and a few of the "louder" colors that, according to precedent, should have been here last Spring at the latest. A fair percentage of consumers will welcome shades with more life in them, but the leading shades for Spring will again be favorites.

Wash foulards have had a good sale, particularly those with coin spot.

Bows are in fair demand. One of the new lines is in shetland plaid with border ends in black and blue.

While small widths have for some time been the vogue in New York, the Canadian consumer has no idea of making a change from the wide cravats, which seem

to meet his idea of what is neat. So long as this continues the really loud colors will be discouraged. Few manufacturers would be bold enough to put them out, and few people would have the courage to wear them, in less than one and a half to two inch widths.

The lowering of quality necessitated by raw material conditions has been most apparent in baratheas and has hurt the sale of these lines somewhat.

The Review knows of merchants who are selling neckwear as high as $1.50, and not to what is commonly called exclusive trade or for any special occasions either. They simply talked quality, and the sales were not difficult. As a matter of fact one good cravat at $1.50 will just about outwear three at 50 cents, and it looks better all the time. Generally this more expensive neckwear is in black, four-in-hand fold, with self pattern.

Shirts and Collars

Popular-priced Shirts in Coat Styles—Fall Orders Good —Other Notes.

Orders for Fall have been large, and it is very evident that the majority of retailers were resolved to buy early, so as to get the best possible delivery. Summer trade was, of course, very slow till the real hot weather set in.

Just now the white negligee, with self pattern, is the prime favorite. A very attractive line has a satin stripe.

Shirts to retail at $1.50 are now being made up coat style, which is steadily becoming more popular. Anyone wearing one of these garments will find it so convenient and comfortable that he will not think of going back to the old pull-over-the-head style

The attached cuff has hardly made the progress predicted for it. The Review can very well understand why this should be so. For business wear the attached cuff is a nuisance, because it gets in the way when the wearer is writing. Then it only requires a couple of hours—if the color be anything light—under ordinary conditions to qualify it for the laundry, and a very few trips there renders it too shabby to be of further use. No, there is not the slightest chance of the separate-cuff shirt being crowded off the market. Many shirts with separate cuffs are also being made coat style.

There is little new in the Fall lines. Two-toned colorings in combinations of red and green, tan and green, and helio and tan are being shown on backgrounds of white, light blue, gray and very light champagne, in both plaid and stripe effects. Helios, rose, green and tan are also prominent in the usual monotone patterns on backgrounds of white, light blue and gray and browns, the backgrounds and designs varying according as the colors contrast.

Colors are conspicuous, both in the blended colors and in cloth where the whole effect is pearl with self stripes in darker shades of gray running horizontally, contrasted with perpendicular lines and stripes of the same bright colors mentioned in the foregoing fabrics. Browns and tans look good, and are being regarded by some as strong numbers for spring, 1908. They come in self plaids and stripes on a tan ground and also run the gauntlet of the popular colorings in contrasted designs. Jacquard figures are liberally sprinkled through all lines and are seen in self-colored effects.

The Review again counsels that every retailer give the stiff bosom shirt a place in his Fall stock. The negligee and pleated bosoms will again be the leaders, but there is sure to be some feeling for the other.

Complaint re Glove Supply

Local Retailer Criticizes Wholesale Houses, Who are Doing Their Level Best—Big Stores Have Trouble as Well as Smaller Ones.

Editor Dry Goods Review,—I am in receipt of your circular, re scarcity of merchandise, and asking what lines we would like to see advertised. In reply, would say that several lines are very scarce, possibly the most important being gloves. I will not mention other lines, as, without doubt, other merchants will specify them. Our customers frequently ask us why it is that we cannot get gloves when the city merchants have them. They may be out of them at times, but in most cases are able to supply their trade, while we cannot get sight of any. There is no difference if we have placed orders months ahead through the wholesale houses. Is it because the city stores have more influence with the manufacturers than the wholesale people? How can country stores compete with city stores, and hope to hold local trade, if the wholesale houses, whom they depend on, cannot protect them with scarce goods in demand?

Possibly some of the wholesale houses can explain how it is that city stores have the more influence.

J. N. C.

The writer of the above has lots of company in his trouble, not just in Canada alone but in Europe and the United States, for the condition he complains of is world-wide. Notwithstanding the fact that buyers across the line have been so keen after scarce goods, and will pay almost any price to obtain them, the long glove shortage is so acute in New York, Boston and numerous other cities that firms there have repeatedly canvassed the Canadian wholesale houses in search of supplies.

The scarcity is due to the unprecedented increase in demand, which cannot be supplied. The basis of silk and lisle gloves is a knitted fabric, from which the gloves are cut. Makers of this fabric are unable to produce it fast enough, and that has caused the trouble. Then it must be remembered that about three times as much material is required for a pair of long gloves as for a pair of short ones. The manufacturers are away behind in their orders, and numerous cases could be cited of orders placed a year ago not yet being filled. When complaints are made the answer is: "We are doing our best and will ship as early as possible." In one instance where this occurred the Chemnitz manufacturer had been in receipt of large orders from the firm for the past ten years.

The Canadian wholesaler is protecting the interests of his customers as carefully as it is possible for him to do. Glove stocks are in charge of the department manager himself, and no orders are filled without his permission. As shipments arrive they are divided up among the waiting customers.

The city department stores are having their full share of glove troubles, and are finding the greatest difficulty keeping up their supply. They are even applying to the wholesale houses, and The Review was shown a very large order for fabric gloves that had been turned down by a wholesaler.

The only advantage the department store enjoys over the majority of wholesale houses is through having resident buying agents, who are on the spot, and able to pick up any lots the manufacturers may have through cancellations, etc. They are also able to offer premiums for scarce goods, and in this way they pay prices that the wholesale buyer could not meet, as his customers would not, generally speaking, stand for the necessary advance.—Editor.

COLOSSUS
Shirts and Overalls

are "Garments of Quality" designed
with special selling features. . .

Stocked by all Wholesalers



Made of metal, lends to any shape of collar. Comes in shapes adapted for Bows, Puffs, Four-in-hands, etc. Price $10.50 per gross.

The Figg Cravat Holder

A necessity with the double fold collar.

Successful stores find the Figg Holder a decided sales help and a profit maker in itself.

To-day is the day to write for a sample dozen and the "reason why" Booklet—

GEO. E. FIGG

Neckwear Manufacturer

715 Wellington St., - MONTREAL

N.B—An attractive proposition is available for travellers calling upon the general Dry Goods and Haberdashers.

WRITE OR CALL

BUYERS OF SHOWERPROOFS

should ask for those proofed by

The 'Cravenette' Co., Ltd.

The "Cravenette" Co., Ltd., affix their stamp only to such goods as are suitable in quality for Showerproof purposes.



Facsimile of Stamp.

Therefore, this stamp is a guarantee, not only of Showerproof properties, but also of the quality of the material.

BDA (Copyright)

DUSTPROOF as well as SHOWERPROOF.

The "Cravenette" Co., Ltd., - Bradford

Proofers to the trade.

H.M.

Bigger Business

Demands

Greater Facilities

The business of The Hagen Shirt & Collar Co., Limited, has increased so rapidly that the Company has opened a Branch Factory at Preston, Ont., to enable them to handle the increased demand for

Trade Hagen Mark **The Celebrated Hagen Shirts, Collars and Cuffs** Trade Hagen Mark

THE HAGEN SHIRT AND COLLAR CO., LIMITED

Head Office: Berlin, Ont.

CTORIES AT BERLIN AND PRESTON

WREYFORD & CO. Romain Building, TORONTO

WHOLESALE MEN'S FURNISHERS

UNDERWEAR SPECIALISTS

Ranges for Fall are ready, and our travellers will wait on you.

We are Sole Agents for following English Manufacturers:

YOUNG & ROCHESTER'S

Knitted and Tattersal Vests

DRESSING GOWNS AND SMOKING JACKETS

Good ranges of **Fine English Flannel and Oxford Shirts, New Collars.**



Cellular "Aertex" Underwear

ALL WEIGHTS NEW IN STOCK

The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery,
Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

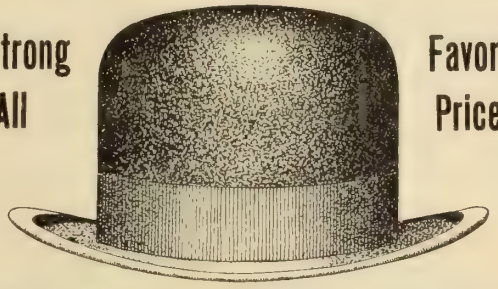
A. L. Thomas, Glove Manufacturer

WORCESTER, ENGLAND

Let us quote you on Cape Gloves for Fall—good $10.50 line stocked in Toronto.

Fall Hats

A Strong All



Favorite Prices

OUR OWN MANUFACTURE. SAMPLES UPON REQUEST.

A large range of American shapes now ready. You get the appearance and quality of American Hats at a material saving in price, owing to our unique manufacturing facilities.

See the Goods and be Convinced.

A. E. CLEMENT

The specialty Hat House

8 Lemoine St. **Montreal**

Paton Manufacturing Company
OF SHERBROOKE



MANUFACTURERS OF

**Beavers, Meltons, Uniform Cloths, Broad Cloths,
Plain and Fancy Overcoatings, Coverts,
Fine Wool and Worsted Suitings,
Venetians, Homespuns, Cheviots, Dress Goods,
Jersey Cloth, Cashmerette**

AND SPINNERS OF

Worsted Knitting and Fingering Yarns

SHERBROOKE, Province of QUEBEC

Our Fall Stock is All In Now

THE LARGEST ASSORTMENT OF

High Class Woollens and Tailors' Trimmings

For the Fall Trade we are showing a larger and more varied assortment than ever, and one from which no important line will be found absent.

You will find it to your advantage to see the very best products of the European and Canadian mills in the lines we handle, viz.:

Woollens	**Overcoatings**	**Hair Cloths**
Tweeds	**Canvases**	**Hollands**
Serges	**Italians**	**Pocketings**
Suitings	**Assorted Silks**	**Etc.**

WRITE FOR SAMPLES AND QUOTATIONS
MAIL ORDERS GIVEN PROMPT ATTENTION

Sole proprietors of the celebrated (best in the trade)

"BLENHEIM" SERGES and SALT'S "YOTSMAN" SERGES

IF YOU HAVE NOT COVERED FOR FALL, SEE OUR LARGE OPEN STOCKS

A. McDougall & Co.

196 McGILL STREET, MONTREAL

Branches at QUEBEC, TORONTO, ST. JOHN, N.B., and WINNIPEG

S. M. CO. SHIRTS

MADE IN FOUR SIZES

Slender Men's, Small Men's, Medium and Large

(ASSORTED NECKS IN EACH SIZE)

THE ONLY READY-MADE SHIRTS THAT WILL FIT EVERYBODY

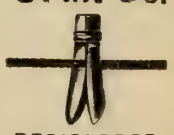
Try "KAPEG" Quality

WILL WASH WELL and WEAR WELL

Flannel rendered unshrinkable with a small admixture of cotton in the yarn.

Notice the red trade mark on every shirt

S. M. Co.



REGISTERED

ASK YOUR WHOLESALE MERCHANT OR WRITE TO

The S. M. Co., Limited, ROMAINE BUILDINGS, TORONTO, OR 32 DANTZIC ST., MANCHESTER, ENG.



Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. Exclusive Patterns.
Measurement Blanks, Samples with full particulars upon request.

The Smith & McKeown Shirt Mfg. Co.
LIMITED
16 COTE ST. - MONTREAL

When writing to advertisers kindly mention having seen their advertisement in this paper.

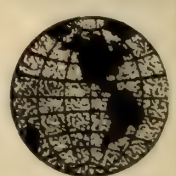
OVERALLS WORKING SHIRTS

YOUR FALL NEEDS CAN BE FILLED SATISFACTORILY

THE ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.



GLOBE SUSPENDERS



Always in the lead.
Samples will tell you why.

Globe Suspender Co., - Rock Island, Que.

J. ALPHONSE OUIMET, 3 Notre Dame St. East, Montreal
L. O. PAQUETTE, 70 Church St., Quebec

Condensed Ads. at a cost of 2 cents per word. All clerks requiring positions should do well to spend a few cents in the Dry Goods Review and state their requirements.

HEWSON'S
PAGE

On May 31st one of the keenest judges of cloth in Canada—a Montreal firm's expert—said in a letter to us :—

"The new tweeds which you have
"made are the finest product we
"have ever seen from a Canadian
"mill."

This is backed up with substantial orders and more enthusiastic comments.

These new lines are in the hands of :----

JAMES CROIL, Montreal.
HAYWOOD & FINLAYSON, Toronto.
W. F. IRWIN, Vancouver.
C. O. THOMPSON & ALEX. BARNWELL, Maritimes.

IMMEDIATE ATTENTION TO RUSH ORDERS.

Hewson Woolen Mills,
LIMITED
AMHERST, N.S.



The Canadian Millinery Review

As far as the wholesale trade is concerned, the season's business has been done, and all interest is now centred upon the preparations going forward for the Fall. The retail end is devoting all its energies to the clearing out of the remnants of Summer stocks, which—though the season has by no means been an unprofitable one—are, owing to the cold months of April and May, rather larger than the trade had hoped they would be at this time of the year.

* * *

As yet there has been little made-up millinery shown for Fall and that only of minor note. Foreign buyers are keenly watching the trend of the late Summer modes for it is here that the key to the future lies.

* * *

At fashionable events in Paris large picture hats are, as a rule, worn, and these are decidedly picturesque and also not a little eccentric. They are often of the cloche order, the brim lined with colored taffeta, and with large tan crowns. Hats made of taffeta, to match the gown, are also a feature that promises to be repeated in the Fall. The entire crown covered with either feathers or flowers is another leading style. Fruit is also pressed into service, particularly cherries. These are tied into careless, drooping bunches, and it is not at all necessary that nature's coloring should be followed. Black ribbon velvet is much used on all hats.

* * *

Convolvuli, or bindweed, as the Parisians call them, are the latest thing in floral garniture. Feathers are just as much worn as flowers, and all the eccentric novelties that were introduced in the past Spring are to the fore now. Long willow plumes, uncurled ostrich, osprey, gouras, paradise, etc., are all used in profusion, and are placed at all possible and impossible angles. Some look ready to tumble off the brim, some cover the high crowns and some are bunched at the back. Long quills springing from large wings are seen shooting off at side angles.

* * *

Judging from the new shapes, another attempt is being made to launch high crowns, and not always in conjunction with wide brims, either. The Review saw recently a late arrival from Paris, with a perfectly round squarely cut high crown. The brim was narrow and slightly drooping at the back and sides, and turned up off the face in front. The only trimming was an immense bunch of small flowers placed right in front. Small turbans and walking hats are showing and sailor shapes prettily trimmed with ribbon and wings are expected to be good.

* * *

The vogue of velvets, etc., is expected to be interfered with because of advances in price, and because they come at so high a figure felts are expected to be more worn. Quantities of ribbon will be used on the new hats. Taffeta silk is coming into use for hat trimmings, and immense bows the full width of the silk, and hemmed and wired, are used. Two, or even three yards of silk are required in making one of these bows. Two colors that are coming into prominence in millinery are sapphire and peacock blue.

Dugald McCall Dead

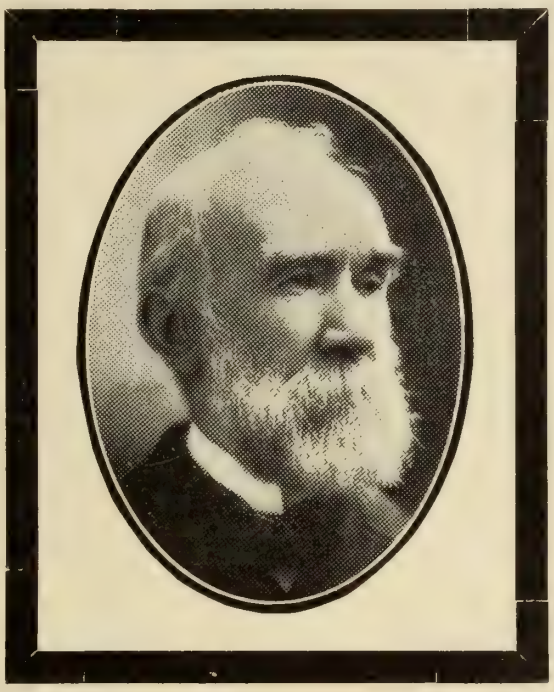
Founder of the D. McCall Co. Passes Away — One of the Pioneers of the Millinery Business in Canada.

There was a general feeling of regret at the passing away of Dugald McCall, president of the D. McCall Co., Toronto. Mr. McCall was a familiar figure in the trade, as he may be said to be one of the pioneers of the millinery business in Canada. He came to the Dominion as traveler for Thomas May & Co., Montreal, and his first connection with Toronto was as manager for their branch house in that city. He next became a member of the firm of McKinnon, Proctor & McCall, from which he retired in 1880 to found the business that now bears his name. During his long career he has witnessed many changes in the personnel of the trade in Toronto, as there are few houses in that centre which have so long a business history as that of D. McCall & Co.

Mr. McCall had suffered for some time from acute indigestion, but even up to three or four days preceding his death no serious results were feared. He died on Dominion Day at his house on Spadina Road. He is survived by a widow, four daughters, and two sons, the elder of the latter, Douglass, being the general manager of the business.

WHOLESALE MILLINERY

Dugald McCall,
President



Died
July 1, 1907
Aged 72

THE D. McCALL CO., LIMITED

Fall Millinery Goods

Buyers will find it to their advantage to see what we are offering in

Ladies' Paris Models

Latest Productions in Winter Headgear, Flowers, Feathers, Ribbons, Velvets, Ornaments.

FURS—Stoles, Muffs and Hats.

All Up-to-date Styles in **Fitch, Stone Marten, Sable, Grey Squirrel, Etc.**

VYSE, SONS & CO., Ltd., London, Eng.

Also Luton, Paris, Brussels 76 Wood St., E.C.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

Most Interesting Period of the Year for Paris Dressmakers and Milliners—Features of the Mode Described.

These two weeks preceding the Grand Prix de Longchamps are, without doubt, the most interesting of the year to the Paris dressmaker and milliner. Many firms, for an advertisement, will spend large sums dressing a smart "mannequin" in the hope that her costume or hat, as the case may be, will be remarked and so bring them trade. Many white costumes are being made for the occasion, not only in cloth but in silk and mousselines. White taffeta is being used as foundation for transparent "etoffes" in pale shades, of which mauve and wistaria, pervenche blue and a coral pink are the most popular. A shot effect is often given to these mousselines by having them double, one shade over another. The materials are so soft and so gracefully manipulated that there is not the slightest suggestion of clumsiness about them. Another "dernier cri" is the redingote, or rather evolutions of it carried out in this fragile fabric. Those made of lace last year had a considerable success, but these long mousseline garments, in many cases more than three-quarter length are infinitely smarter. Mi-centre and open over a vest or waistcoat, they are worn in black over a black skirt, over pale shades or white (the latter is by far the more "distingue") or again in white over white or black. The trimming on them must of necessity be very light, but at the same time elaborate, consisting, for the most part, of lace entredeux, applications and tucks of all widths. Ruching, for the moment, seems entirely neglected. The weather is, no doubt, responsible for the great number of white and other cloth costumes which are so much worn at all smart reunions and race meetings, instead of the silks and froufrou which are generally considered "de rigeur" at this season. These costumes are made with pleated skirts, neatly stitched and towards the hem being checked by means of straps and braidings. The half-length jackets reaching to about the knee, are rarely cut straight round, but brought down to points, either front or back, or at each side. The sleeves, which are cut without an armhole seam, are elbow-length, sometimes Japanese, with two or more "etages," or made of wide, vertical tucks which are carried from the neck. This latter gives a good effect, and the tucks can be brought down to the bust line, back and front, under a trimming, then joined underneath the arm to form a sleeve, which is finished with a wide band, ornamented with the same trimming. Another style, which changes the form entirely, is made in two parts, the skirt being a corselet form brought up to a point at front and back, and the upper part formed of pleats or deep tucks taken from the skirt and over the shoulder, leaving a V-shaped opening at back and front. These pleats, of which there are six in number, are continued till they reach the elbow, the lower being joined together underneath the arm and forming a wide sleeve. The open yoke and edge of sleeve are edged with a band of heavy embroidery and the skirt is ornamented at the point, both back and front, with two large coraline buttons, the fastening being invisible. A simpler style is a tight-fitting, half-length jacket in "verte mousse" cloth, with roll collar of black velvet and black velvet tabs re-



Jacket of Blue Tussor, Bands in Blue Tulle, Ornamented Ochre Guipure Encrustations.



Corsage-Blouse in Soie Rajah, Beige Color, Ornamented Embroidered Tulle Bands.

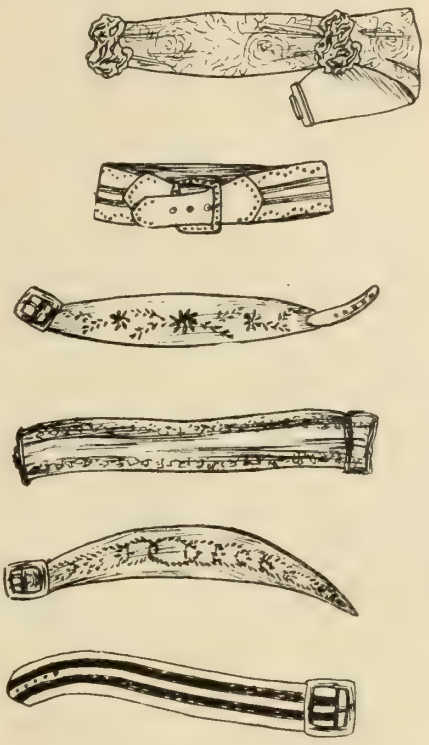
placing the buttons down the front. The elbow-length sleeve, which is cut in one piece with the jacket, is very wide, the only trimming being a narrow rever of velvet at the edge, having the effect of a velvet lining with a piece turned back. The sleeve is taken into shape by means of narrow tucks, two of which are across the top of the shoulders and half a dozen others underneath the arm. A small vest of cloth is embroidered with sky blue and black silks, above which shows a collar and yoke of white lace. Many cloaks are made with capuchons or pointed capes at the back, the point being finished with a gland or tassel. These glands are play ing an important part in trimmings.

* * *

Pale suede and champagne colors seem, after white, to be used more than any shades, and with good reason, for, in the case of a cloak, they are dressy enough to be worn over silks and gauze, and not too dressy to be worn over the toile skirts which are much in use, and when handsomely trimmed with entredeux and encrustations of filet and Irish lace are very smart looking. Some



of these models are showing in thick tussor, but so far they have not caught the public fancy. Silk waistcoats are very much seen, in silks that recall the Empire mode —white grounds with Louis XV. paniers and bouquets of all descriptions, but, to wear with the toile and coarse tussor costumes, the dernier cri is the filet of cretonne fansaisie. These are worn equally with the long jacket and the short sac paletot. The cretonnes used for furniture, and toiles ve jouz are employed, a narrow border of taffetas or braid recalling the leading tone in the



flowers, or white is used as edging, and small Saxe buttons, which can be had in all shades, go remarkably well with them. Another distinctive note of the season is the plastron, which, from being a combination of the bretelles and shoulder cape, has now grown into something much more important, covering both front and back, with the exception of a round or V-shaped yoke, as the case may be, and the necessary opening under the arms. This plastron is generally carried out in the same material as the skirt, or in a coarse toile, and worn over a mousseline-de-coton or lace blouse.

* * *

The black taffetas ribbon, so much worn on hats earlier in the season, is now giving way to white taffetas on straw, arranged in the same style—generally a huge bunch in front, with sometimes a flower or two introduced into the centre. The lace and embroidery hats are most beautiful. They are made of narrow little ruchings of valenciennes, completely covering both crown and brim; wide valenciennes with an edging of the narrow or of guipure with the same border. This guipure looks well made with a high crown. These hats also are trimmed in front with a large bow of white taffetas, both with and without flowers, or they are ornamented with enormous bunches of large flowers and foliage, such as full blown roses, peonies, and such like blooms, while the sprays of wild flowers and grasses, as many as 9 and 12 varieties in a spray, which only a Frenchwoman seems to arrange with good taste, are very chic standing up in front. One of the latest hats out is a "cloche" form made of mousseline-de-soie or gauze, and trimmed with a wreath of marabout tips—anything more fragile could hardly be imagined. A smart hat now being worn at the

Athenee Theatre is a cloche shape with rather high crown of dark green straw, the brim being lined with pale pink taffetas. In front and at the left side the brim is turned back, showing the lining. In front, between the crown and upturned brim, is a large fantaisie of feathers with osprey carried out in grey and pink tones and falling back over the crown. Another hat, to be worn for walking, is of black straw, the brim wider at the back than in front, where it it slightly turned back. Dozens of different colored quills, for the most part keeping to yellows and blues, are brought from the centre of the low crown and curve onto the brim, a few only reaching to the outer edge, but the great number employed and the width of the brim make the hat gigantic. A more dressy model is carried out in white crin, the wide brim slightly drooping at each side. Fastened in the front is a large bunch of light fantaisie feathers imitating osprey, which fall to each side and over the back. In the front, to hide the stems, is a bunch of black taffetas ribbon. This same hat has been carried out with roses in place of the ribbon. The large white and black wings, fastened in front of the hat and spreading out to each side, are as fashionable as ever. So also are the large, high-crowned hats, trimmed simply with a bunch or spray of flowers and leaves in front.



Matinee in Soft Silk with Flowered Design, and Cream Lace.



Matinee in Crepe-de-chine, Cream, Trimmed Lace, Gold and Cream Galon and Black Velvet Bows.

Belts and Neckwear

It was confidently anticipated that this season would see a run on quite plain leather and kid belts, perfectly straight and fastened through a neat buckle in front. It is true that many of them are being shown in the shops, and they are being used with tailor-made costumes for morning wear, but they do not seem to have made the slightest difference to the enormous trade that is being done in the fancy article. Perhaps the freest seller of the moment is made in "toile brode." The toile range is very wide, including the narrow, straight belt, the Empire form, which is wide in front and narrows off behind, where it fastens in a buckle, or they are made straight but twice the usual width. The white belts are embroidered in white, with sometimes a touch of color introduced into the centre of flowers, or as shots, etc. The colored ones are worked with the same shade or in white. Many models are sold with the design simply traced ready for the customer to embroider. I have seen some of the white belts covered with spotted muslin under the embroidery. Another good seller is the soft kid with two centimetre wide bands of pleated taffeta let in from one end to the other. The taffeta is in some cases replaced by gauze in gold and silver shades, generally two bands of it running the length of the belt, as in Sketch 1, which is in white kid with two gold gauze bands and kid buckle.

The sketches 4 and 5 are both carried out in white toile; the former fastening in front is shaped to fall low in the centre (a style which we shall have with us as long as the "plus que droit" corset remains popular). This model has a conventional design of flowers embroidered in pale blue, and the buckle is covered with toile. No. 5 is a particularly smart model, made with two sets of minute tucks, 3 in each, and finished with an edging of white cotton spots slightly raised. No. 2 is an Empire belt in chevreau embroidered with a garland design of leaves in gold with chevreau buckle. This belt is brought low in front and fastens behind. The last sketch takes us to yet another line, silk lined with kid. In this instance it is a soft silk of white ground, with large pompadour design of pink flowers and green leaves. The enamelled ornaments recall the same shades. The silk elastic models, worn so much last season, are still much seen in all widths with front buckle only.

* * *

As regards neckwear, the assortment is so large and so varied that it is most difficult to make a selection. The long ruching worn from neck to waist has become very popular, but, so far, the price has prevented it from falling into the common. It is sold with or without a collar, in the latter case being worn with a starched linen one.

FRANCOIS & CO.
92 WOOD STREET
LONDON, E.C.

A Parisian House in London
for
High-Class Novelties
in
Trimmed Millinery
Flowers and Feathers
Felts, etc.

THE NEW YORK MODE

The First Glimpse of Winter Millinery—Some Impressions and Forecasts.

Summer is hardly upon the land when the attention of nine-tenths of its inhabitants is focused upon Winter. Once more the Winter hat is with us fresh from its wooden box and needing no explanation as to its origin, for surely no other centre on earth but Paris would have the daring to launch such things upon the public at large. You remember the great cry that went up when the picturesque mushroom first made its appearance. It was doomed by the wiseacres and voted too extreme—but not a bit of it. The Summer hats have been getting larger and larger, and more bewilderingly fashioned, and the Winter models which have found their way to United States soil follow in their wake.

* * *

Of course, it is very much too early for positive statements, for there are many months ahead in which fickle Fashion can change. At the present writing I would say that there are fewer changes in shape than is usually the case at the beginning of a season. Hats, large and small, continue to droop most decidedly at the back and sides, and not infrequently in the front as well, but I want to draw your attention to the fascinating rolled-



No. 1.

back effect shown in the photographs. This is the very newest feature, and, as can be seen by the straw model shown, with its wide bow, this fashion is already in high favor in New York.

* * *

It is, perhaps, not unnatural that this roll, which brings the under part of the brim into prominence, should result in facings being once more in vogue. Wide ribbon, silk and velvet, is used for this purpose. Taffeta, bengaline and moire vie with one another for first place. Moire ribbon is at present the favorite, and the Summer girl does not consider her wardrobe complete unless



No. 2.

there is at least one hat with a "splashy" bow of wide ribbon across the front or back, as her fancy may dictate. I cannot impress upon you too strongly the importance of the sailor shape, albeit they are worn in a most unsailorlike manner. Ribbon made into enormous bows is invariably the trimming chosen, but whether the bow crosses the front and leaves the back plainly banded, or whether the front is left severely alone and the bow is worn at the back of the crown, is purely a matter of individual fancy. In connection with this style of trimming, mention must, of course, be made of the large-headed pins which are always prominently placed.

* * *

There has been, for several seasons, much talk of the supremacy of ribbon, but until this present season it has been practically all talk. While now from three and a half to six yards of wide ribbon is considered necessary for a smart bow, we are told and shown by the hats already here that such quantities for Fall will be entirely inadequate. So let the ribbon trade rejoice, for not only are ribbons now in greater demand than they have been for years, but we are just on the threshold of another season, in which ribbon will be used more lavishly than ever before. And such

ribbons! Exquisite sash width effects in moire and silk, as well as the beautiful lustrous and pliable satin weaves. Illustration No. 1 shows a hat of golden brown bengaline silk with velvet. A huge high-standing cluster of seven



No. 3.

variegated tips and osprey trim the sides. The high crown is banded with wide faille ribbon, which is made into the most intricate of bow-rosettes at the back, this being large enough to cover the entire back of the hat. As nearly as can be ascertained, there were nine yards of ribbon five inches wide used on the back of that hat. It is worthy of note that most of the ribbon is used at the back, and nearly all on the upper part of the hat, since bandeaux are either conspicuous by their absence, or else are so very small that they require little or no trimming other than the inevitable maline. With but very few exceptions all of the hats set back on the crown of the hair, displaying quantities of front hair arranged in puffs and curls and completely concealing the back hair by the elongated backs which are rather more extreme than ever. Nor are these shapes at all trying if the hair is dressed in the prevailing mode. They are, however, simply fatal to the woman who wears her hair severely parted or drawn in closely around the temples. Hat and hair must form a softening frame for the face, and if this is accomplished the result is very rejuvenating. Artistic in the extreme is the prevailing mode. The well-dressed woman of to-day and of next season, judging from the present trend, will be more picturesque than smart, and altogether delightfully feminine.

* * *

It has been my privilege to see some of the newest feather effects. They are high, and are variously described as tree, branch and shrub effects. While, of course, ostrich is par excellence, there are many clever and more or less beautiful designs in coque, hackle, blondine and kindred plumage.

The hat shown in illustration No. 2 was a Copenhagen blue silk and corded velvet, trimmed with a straggling bluish-green bird, whose tail feathers covered practically the entire hat, which was a medium-sized affair with the rolled front brim, and the longer drooping back brim.

* * *

In the third illustration the same bushy feathers are used. This hat is not unlike the popular Belle of Mayfair model which is at present pre-eminent, excepting that the crown is larger at the base, and a trifle higher. In this instance it is made of ivory moire silk, the underbrim being faced with black paon velvet. Ostrich tips are combined with the fancy feathers, these falling low over the brim. The silk is laid in wide folds and very large jet pins are introduced. This hat is known as the "Natural Bell," as you can see it very closely follows the outline of an ordinary dinner bell. There seems to exist no doubt in the minds of the millinery merchant as to the success of this shape. It has already appeared in leghorn and has been found extremely picturesque and becoming.

* * *

As to color, at present crocus is being exploited. This name seems hardly appropriate for the rich amethyst color it designates. There is really nothing distinctive about the shade, so, of course, it must needs be rechristened. Browns, especially in the leather shades, have not diminished in popularity, and the smoke greys are still very strong.

* * *

In setting forth these impressions I would like to



No. 4.

impress upon you the fact that these impressions are taken only from the advance styles. It is far too early to be positive about color, material or even shape, although of the latter there is least doubt of all. If it

is true, as it has been proven again and again, that it takes two seasons to establish a mode, then it seems quite safe to predict the reign of the "Bell" hat, which must in no way be confounded with the bell crown, and of the continuation in favor of the Empire and extreme mushroom shape known as the Belle of Mayfair.

* * *

I will return to more seasonable topics. The leghorn hat, rose and ribbon-trimmed, and the linen or white serge or flannel suit are now at their zenith. Circular skirts have given way before the more youthful plaited models which are hardly more than instep length. Box and cutaway coats are worn, or lovely little cape effects which barely cover the shoulders, or else fall half way to the knees.

Jumper dresses and lingerie dresses, displaying the Empire or princess trend, with frequently a fichu trimming, ring the changes in gowns. Stripes and polka dots are the rage, and have quite ousted plaids from the top notch of public favor. Colored shirt waists are making a gallant fight for popularity, and are affected by many, although white waists are still supreme.

NELLIE GUNN McCLELLAND.

The British Markets

Cold winds and uncongenial skies have been freezing the sources of business in England as well as in Canada, and the very worst Whitsuntide weather on record for many years has left its mark upon the trade. Notwithstanding this, Autumn orders are beginning to come in, as buyers realize the importance of making early arrangements for goods, in the present state of the market. Another factor that is having a disquieting effect is the depression in the investment world. Consols have been shrinking since the beginning of the year, and are now at the lowest price in half a century, and the investing public are now reducing their expenses in the hope of making up for at least a part of their lost capital, and this fact is hitting the drapery trade hard.

There is to be a change made in the name of the old-established firm of Cooper, Corah & Sons, St. Margaret Works, Leicester, and they will in future be known as N. Corah & Sons, which is going back to the original style of the firm when founded in 1802. The present partners are John and Alfred Corah, grandsons of the founder of the firm, Nathaniel Corah, and the St. Margaret works have been under their sole control since Mr. Cooper retired in 1899.

Bradford.

There can be no doubt that the strong hardening tendency exhibited in cross-bred values at the last series of sales in Coleman street has gone into effect in Bradford. Users of combed wools and worsted yarns have come into the market and have covered their requirements for at least a month or two. The result is that wool combers are not wanting business, and will accept new orders only at extreme rates.

The way wool values are being maintained indicates the enormous business that is passing, for the quantity of wool absorbed in the past season is a tremendous one. In Australasia alone 1,447,000 bales have been sold, and adding to this amount the 420,000 bales sold at the London sales, the total is 1,865,000 bales purchased by the trade from that continent alone.

This is exclusive of the clips from South Africa and other sources, and all this wool has apparently gone into consumption. This enormous amount has been profitably handled in spite of the fact that a 6 per cent. bank rate has ruled for the greater part of the time. So far as can be seen there are no stocks accumulating, and it appears just now as though, if the present rate of consumption keeps up, wool will be just as scarce in the manufacturing centres six months hence as it has been during the latter part of the present year.

Manchester.

The usual between-seasons uncertainty as to the future of the cotton crop prevails at the present time, and the conflicting United States crop reports are to hand also. The crop is late beyond a doubt, and the present tendency is toward advancing prices. The stock of yarn, it is said, was never smaller than at the present time, but the stock of cotton in hand is certainly larger than it was a year ago.

Sorting orders for the home trade, owing to the weather, come slowly to hand, but orders for heavy goods for Fall are being given out at an unusually early date. The high price of goods is restricting buying for the eastern markets, and, though enquiries are fairly numerous, not much business has been done. Yarn values are well maintained, and spinners find the present rates very profitable. There is a scarcity felt in some counts, and stiff rates are exacted for present delivery.

A subscription of £1,000 has been received from Mrs. Rylands towards the building fund of the Young Men's Christian Association.

Nottingham.

The report of the Board of Trade shows that not only the lace trade is prospering but employment is much better in the hosiery industry. Lace workers' wages have increased 6.2 per cent. during the past year, and the wages in the hosiery trade 9.2 per cent. Though there is a falling off in the demand for narrow valenciennes edgings, it is more than made up for by the increased enquiry for wider widths and special makes. Cotton and plain silk nets hold a strong position, and prices are very high. Tulle is in good request in all the leading shades and in black and white. From Calais comes report of great activity in the tulle and lace trades, and after a splendid year, so far looms are still working upon orders received several months back. Matters are not so bright in Plauen, and trade is by no means brisk in that centre.

Belfast.

The only change in the linen situation is the higher prices ruling for flax. According to the Flax Spinners' Association, there were, at the beginning of the year, 34,723 power looms in Ireland, and there is abundant work for them for some time to come. The fact that the number of looms is not large furnishes the reason why, in view of present demand, lower prices cannot be expected

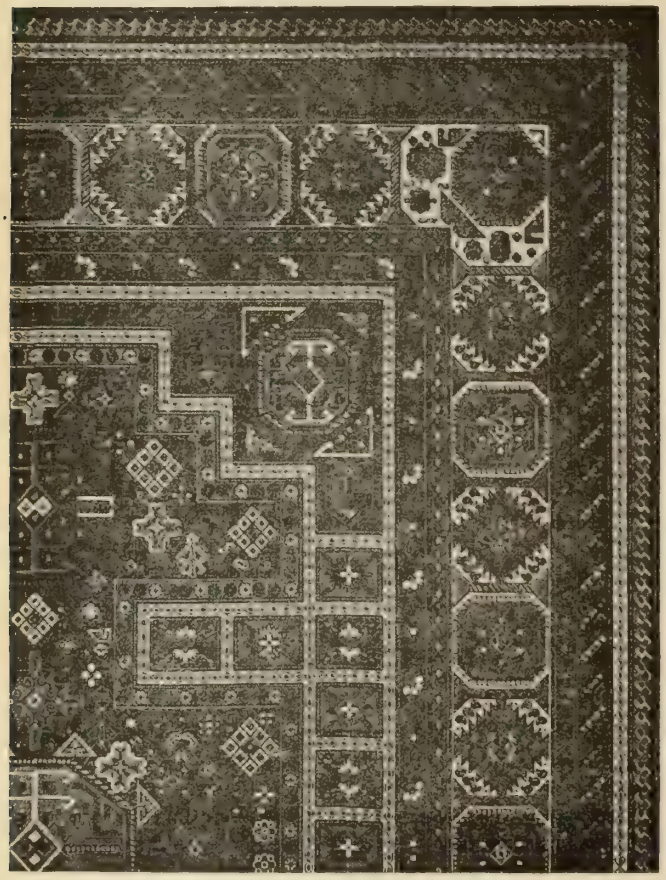
The Housefurnishing Department

Carpet and Rug News — New Lines of Wall Paper — Mattings a Good Summer Line — Oil-cloths and Linoleums — Other Items.

Carpets for Fall

Another Advance in September is Prophesied—Wholesalers Placing Orders for Spring.

Summer trade in carpets and rugs is now well under way. Carpets are selling as well as they ever do during the Summer months, and in some cases the extra hands employed for the Spring rush are still retained. Merchants at the present season are not specializing in their various carpet lines, but, rather, are going in for certain rugs suitable for use in Summer, and for mattings of all kinds. The demand, at present, for three-quarter piece goods is principally on Wiltons, Brussels and Axminsters,



Princess Wilton Rug.

Shown in Oriental Medallion and Red Panels, Blue and Ecru Figures, also in Mahogany and Blue. Manufactured by The Moore Carpet Co., Sherbrooke.

in the better grade goods, and tapestries in the cheaper lines. Green still continues to hold first place as regards popular colors, with brown a close second. In almost every case, it will be noticed, the soft shades of fawn, brown and golden brown have been favorites.

Now that Summer has set in in earnest, after one of the most backward Spring seasons in years, practically all the roadmen of the country carrying carpets and rugs have finished their trips for Fall business and returned home. The reports indicate that a large business has been put through in both domestic and foreign goods.

No particular line, so far as can be learned, stands out as a leader in point of sales, although manufacturers of both body and tapestry Brussels will, perhaps, give the most emphatically favorable reports as to their orders for Fall. It has been stated that the sale of rugs was shutting out the demand for carpets, but this is far from being the case, as Fall orders booked show. Although rugs promise to be popular, good three-quarter stuff, and ingrains as well, have been bought freely.

All grades of Brussels, Wiltons and Axminsters are to the fore. Tapestries have also sold well. Colors predominating for Fall are fawns and greens. Reds are behind schedule, and except in a few cases, blue shows no movement.

Prices still continue firm, with a tendency upward. Wholesalers who sold goods at a certain figure last year are now asking from 7½ to 10 cents per yard advance, and, notwithstanding this increase, retailers are placing large orders.

A representative of British carpet manufacturers, in conversation with The Review, stated that the best indications pointed to another big advance some time during the Fall season. September is the month in which it will likely take place.

Wholesalers are now placing for Spring, 1908. So far as can be learned, values are on a par with the present season.

Big Demand for Rugs

Those Merchants Who Have Covered Their Requirements Early Will be in Profitable Position.

That rugs will enjoy a big sale next season goes without saying. The demand continues large. Under the circumstances it would be unwise for merchants to neglect to secure a stock sufficient to take care of all orders anticipated. Large retailers throughout Canada have placed extensively on rugs for Fall, in the different lines and grades, and they are sure to be in a profitable position.

Axminsters in greens are being stocked largely by some houses. Wholesalers state quite a demand for tapestry squares. Plain centres, with small designs, continue in popular favor. Persian silk and antique Persian and Turkish rugs for the better class of trade have been ordered by large carpet houses. New styles and colors in Indians are among the selections of big stores. Orientals continue scarce and are much in demand. Lighter shades, such as fawns and pinks, and greens and pinks, are undoubtedly the best colors to stock.

TIME TO PUSH MATTINGS.

Mattings should be sold in large numbers from now on. Many large stores have been selling these goods for the past month. Push mattings during the Summer months and give them sufficient advertising space, and good sales are sure to result, not only in mattings themselves, but in better goods. Windows, besides newspapers, can be used for advertising purposes. Both Chinese and Japanese mattings are being pushed. Japanese are sold in blues, greens and natural color at popular prices. China mattings, in practically the same colorings, are offered at an even wider range of prices. These mats are to be had at retail from 15 to 60 cents.

Geo. H. Hees, Son & Co.

LIMITED

Toronto,
52 Bay Street

Montreal,
Corner Peter & Recollet Sts.



MANUFACTURERS OF

WINDOW SHADES

Curtain Poles
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers

Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

LACE CURTAINS

We make a specialty of Lace Curtains both of our own make and imported.

Prices from 25 cents a pair to $25.00 a pair.

N.B. Keep handy our new Catalogues and Color Books.
Mail Orders Receive Prompt Attention.

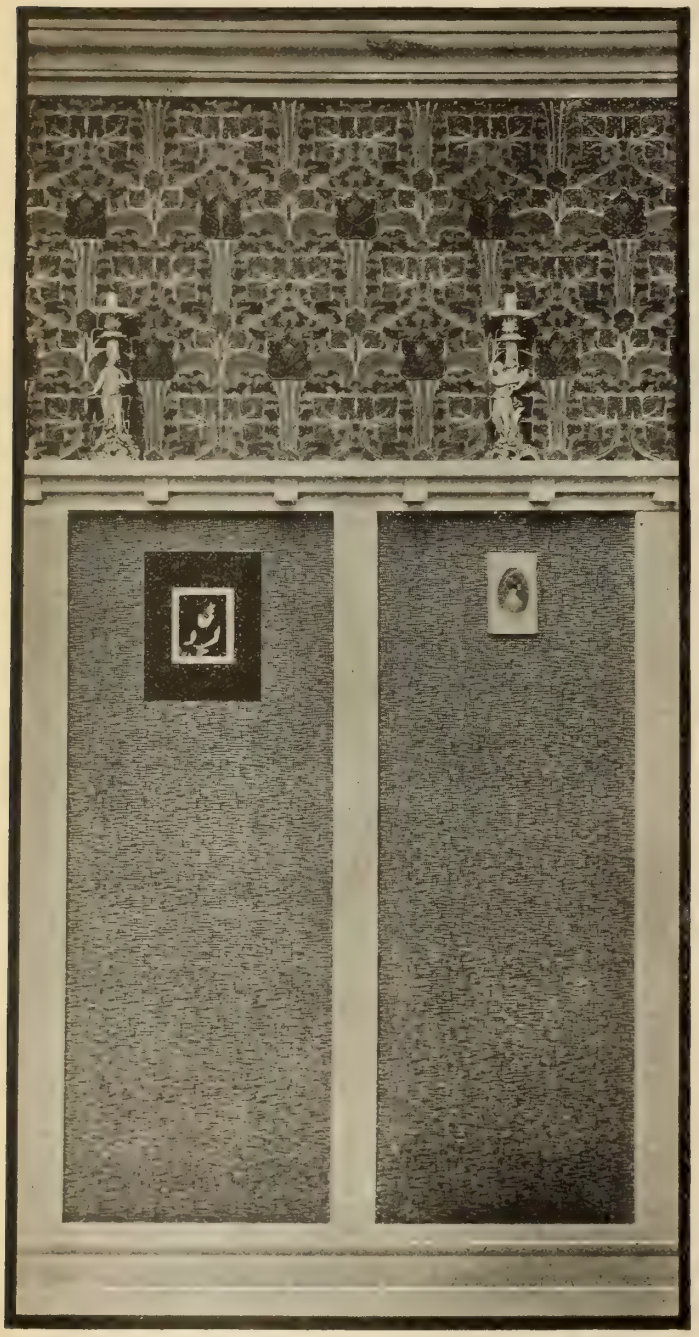
N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.
LIMITED

New Wall Papers

The 1908 Samples Contain Many Beautiful New Designs —Some of Them Described.

One of the latest and most important developments in Canadian wall paper manufacturing circles is the varnished tile designs now being turned out. These are the washable goods so extensively used for papering the walls of bathrooms and kitchens. Up to the present time these goods have been imported very largely from the United States, because they were not manufactured in Canada. A duty of 35 per cent. was therefore added to the wholesale price, which naturally resulted in somewhat limited sales. But now the same goods, in all the very latest tile effects, plain and fancy, can be obtained from domestic manufacturers.



Hanging No. 723, base No. B4 — The Watson Foster Co., Montreal. The design embodies a high type of modern art—Nouveau idea, confirmed by strong contrast coloring, a lower done in fabric effect, strapped at seams by plain flat white wood moldings, and is a good sample of decorative art.

Leatherette Effects.

One of the handsomest lines being shown for the Fall trade by one firm is the embossed leatherette. This line is manufactured in a variety of designs in many of the sombre leather-like tints. Its general appearance is that of fine embossed leather.

Inlaid Pearl.

Another design which bears a promise of great popularity is the inlaid pearl. The design itself is a conventionalized flower and leaf, on backgrounds of a large variety of beautiful tints. The feature of note about it is that the design is a striking imitation of inlaid pearl.

The tendency is growing stronger year by year to give household surroundings as strong a touch of outdoor color as is possible. This desire on the part of the public is being catered to by the wall paper factories. One of the latest natural designs is the "forest effect." The design consists of masses of branches and foliage, in dull finish, which gives the impression of a natural woodland scene. It is printed in colors suggestive of the seasons. Closely allied to the forest effect is the "cloud effect" ceiling. This design is a representation of fleecy clouds drifting across the sky. Such an unique and well-carried-out design deserves great popularity.

Scenic Borders.

The popularity of the Dutch scenic borders in recent years has amply justified the continuance of that form of border decoration. Among the new borders for the Fall trade the "Bay of Naples" in conventionalized form is worthy of note. Blue sky, delicate purple mountains, a stretch of blue water groups of white, sunlit buildings, and clumps of tall graceful trees make a very beautiful and harmonious design.

The requirements of space forbid detailed descriptions of all the high-grade specialties which are now being, or shortly will be, introduced to the trade by travelers. Textile effects, trellis work in silver, silver block effects, silk stripe, shot silk ceilings, moire and lily effects—all deserve great popularity. Worthy of special mention is the "duplex two tone" line. This is an overlay paper of great strength and beauty, printed in an elaborate fleur de lis design in plain gold, upon backgrounds of green and blue shades. The design is a model of chaste simplicity.

Burlaps.

Imitation burlaps are a very useful design. They are made in all the shades of the genuine article, and, when a comparison was made from a short distance by The Review, of the real and the imitation, the difference was almost undiscernible.

NEW FACTORY OF STAUNTONS, LIMITED.

The Review was recently shown through the new factory of Stauntons, Limited, by E. G. Staunton, who explained the really marvellous mechanism of some of the very recently invented machinery, its purpose, operation and the resulting advancements in the processes of manufacture. These machines are automatic and constitute very important factors in accurate and economical making of wall papers.

The new factory is of the most modern construction. It is built of reinforced concrete, is well ventilated, sanitary, and permits of manufacturing under most favorable conditions.

We were shown a number of the samples for 1908. The new line comprises all grades in a sufficiently wide variety to enable the firm's customers to select their entire requirements—popular grades and specials. It

VALUES
IN
STAUNTON'S WALL PAPERS
For 1908

All goods 16 yards to double roll

Our Salesmen are offering
THE BEST VALUES

Highest Quality of Materials, Widest Range of Catchy Designs, Color Treatments that Attract Attention, Compel Interest, Admiration and the Desire of Possession.

These ESSENTIALS to SUCCESSFUL
WALL PAPERS

are everywhere in evidence in the 51st line of new samples made by

STAUNTONS LIMITED.
Makers of Superior Wall Papers
TORONTO.

It was interesting to watch the close inspection of colors. Undoubtedly it is color value that gives wall paper its decorative quality. There is something about the color treatments so skilfully applied in proper color associations to each design that compels interest and admiration, and it is calculated that this quality will endure to give pleasure and satisfaction when the papers are on the walls.

Description of Stauntons' samples will have to be left to the August number.

NEW CARPET MANAGER.

Herb. B. Tait, who joined the W. R. Brock Co., Montreal, last February, has been promoted to the management of the carpet department, which will soon have permanent quarters on the fifth floor of the large new Montreal warehouse. Mr. Tait was engaged as a special traveler for the carpet department, and his good work and general knowledge of the business led to his present appointment. This firm has increased the business in the house furnishings section, and at the present time preparations are under way to make it a leader in the house. Practically everything in the house furnishing line will be carried.

Mr. Tait comes to his new duties right from an extensive and varied experience extending over six years in the house furnishings department of Greenshields, Ltd.,



H. B. TAIT.

Montreal. He has energy and knowledge of the business which should lead to success.

The W. R. Brock Co., Montreal, have arranged for the increased convenience of home trade by appointing G. Dagenais, formerly of the carpet department, as a general house salesman. Mr. Dagenais will be found on the first floor at the entrance and he will personally look after customers' wants.

A CARPET CATALOGUE.

For the Fall season the Moore Carpet Company, Sherbrooke, has issued a small, neat catalogue, which is a sample book in itself. It is handsomely gotten up, and printed on heavy stock. It is about 8x5 inches, and has a soft, gray cover, with green lettering. A view of the mills appears on the cover. Some twenty pages are given over to complete illistrations and descriptions of Wilton and Brussels carpets and rugs. Togo bath rugs, in colors, are also shown. On the back page are to be found a few reasons why the carpets and rugs manufactured by this firm give such good satisfaction to a dealer. A copy will doubtless be mailed on application.

OILCLOTHS AND LINOLEUMS.

Showings of oilcloths and linoleums, for the coming season, include many excellent designs. Linoleums, especially, are shown in a variety of new and pretty patterns. Makers have kept pretty well along the usual lines, although many unique effects are to be seen.

Floral effects are very much in evidence, in light shades. Linoleums, in contrasting colors, such as green and red, and blue and red, etc., are also in high favor.

The general all-round advance which took place on March 18 on oilcloths and linoleums is estimated at 10 to 25 per cent. At the present time the market continues firm.

Domestic manufacturers find business very good, and, notwithstanding the fact that both domestic and foreign manufacturers are working at full capacity, deliveries for Fall are not expected to be improved upon.

Some wholesalers are now placing orders on oilcloths and linoleums for Spring, 1908. As far as can be learned, values are on a par with other goods, that is, there is not much change in price, with values not up to average.

WATSON-FOSTER CO. MEETING.

The annual meeting of shareholders of the Watson-Foster Company was held on Tuesday, June 4, and the following directors were elected for the coming year :— Hugh Watson, S. S. Boxer, W. B. Foster, J. H. Gallagher and W. A. Sutherland. At a subsequent meeting the following officers were chosen : Hugh Watson, president ; S. S. Boxer, vice-president and manager ; W. A. Sutherland, secretary-treasurer.

IN THE MARITIME PROVINCES.

Frank L. Crossley left recently for the Maritime Provinces as special representative of the MacLean trade newspapers. He will work right throught to Halifax, calling on all our subscribers and probable subscribers, as well as advertisers and probable advertisers. Any assistance given Mr. Crossley in the way of news notes, pointers in the trade, etc., will be much appreciated and will receive our very best attention. Mr. Crossley is a newspaper man of some experience, having been engaged with the Montreal Daily Witness prior to joining the staff of the MacLean trade newspapers, and he has been attached to our Montreal office for some months. With the natural growth of the Maritime Provinces and the spirit of enterprise and kindness always shown by its business men, we look forward to Mr. Crossley's trip being a pleasant as well as a mutually profitable one.

LA CIE O. POIRIER.

A Dominion charter has been granted to La Cie O. Poirier, Limited, Montreal, with a capital of $100,000, divided into 100 shares. The incorporators were : Ovila Poirier, merchant; Albert Gibeau, bookkeeper, and Jas. L. Tinning, commercial traveler, all of Montreal, and the Hon. Ernest F. de Varennes, notary public; Wolfred N. Call, insurance agent, and Henry E. Allen, trader, all of Waterloo, Que. The objects of the company are : "to carry on the trade or business of manufacturers, exporters, importers, buyers, sellers, commission merchants, factors, commercial agents, and traders generally, wholesale and retail, of dressed and undressed leathers, footwear of all kinds and description, shoe findings, shoe stores and factory supplies, shoemakers' tools and machinery, gloves, mittens, etc."

Have You Been Studying Your Window Shade Business?

¶ Are you holding and pleasing the customers you sell?

¶ Are you showing the newest ideas in Window Shades, Curtain Poles and Trimmings?

¶ Have you seen the Daly & Morin line?

¶ If you haven't answered these questions to your own satisfaction, now is the time.

¶ To get good results you must have a firm foundation. Our goods have proven they have a rock bottom foundation upon which you can build.

¶ Dominion Shades (water colors) are popular-priced, strong sellers, will not curl, stretch or pull, and edges are trimmed.

¶ Regal Shades (machine made oils) guaranteed in every respect.

¶ Peerless (hand-made) Shades are unrivalled for shade satisfaction.

¶ Our catalogue will give you further arguments for your profit.

Our Special Order Department is a Feature

DALY & MORIN, MONTREAL

F. C. SOPER, Agent for Ontario

WHERE QUALITY COUNTS

"MENZIE LINE" papers find first sale

Our advertising is backed by a product we're proud of. "Menzie Line" Wall Papers are the best that an up-to-date plant and the highest skill can produce.

It will pay you to investigate. Write for samples.

THE MENZIE WALL PAPER CO., Limited
TORONTO, CANADA.

Watson-Foster
and
Wall Paper

THEY KEEP ME BUSY



"NEXT SEASON I'LL WANT HELP; I'VE JUST SEEN THEIR LINE FOR 1908. IT'S FULL OF GOOD THINGS, BY LONG ODDS THE BEST YET IN MODERN DESIGN, COLORING, VARIETY, VALUE AND EVERYTHING; INCLUDING 2½c. GOODS, FULL EIGHT YARDS TO SINGLE ROLL"

(That's what he says—and it's so)

We say

SEND US YOUR NAME AND ADDRESS. WE WILL CALL OR SEND SAMPLES ANYWHERE IN CANADA

The Watson-Foster Co Ltd

MONTREAL

LINOLEUM

Made in Five Grades

A, B, C, D and E

2 and 4 yards wide

We have no hesitation in stating that these goods represent the best value in the market.

We claim for them

Durability——Attractiveness——Price

Floor Oil Cloth

Made in 3 Qualities

All Standard Widths up to 10-4

This line is so well and favorably known throughout the Dominion that little need be said regarding its merit. They are the quickest sellers giving satisfaction, which we consider the best demonstration that values are right.

Table Oil Cloths

Made in 5-4 and 6-4.

Handled by all the Wholesale Dry Goods Trade.

Decorative Burlaps

Oil Coated and Double Sized.

Widths of 30, 36, 45, 54, 72 and 90 inches.

In all Standard Colors.

An economical, pretty and serviceable Wall Covering, used extensively in Private Dwellings, Churches, Halls, Public Buildings and Hotels.

Write for Pamphlet giving Prices, etc.

MANUFACTURED BY THE

DOMINION OIL CLOTH CO., Ltd.

MONTREAL



WHY NOT SELL CARPETS?

No stock to carry. No waste—no loss. No old pattern at end of season. Increased trade—more customers. Added profits each year.

Without extra selling space, with no stock to carry and with the slightest amount of investment you can make a profitabfe addition to your business.

We will supply you with samples (1½ yards long) of new season's Floor Coverings, by which means you will have on hand patterns of Brussels, Velvet, Tapestry, Wool and Union Carpets, Rugs, Linoleums, etc., to show. We carry the stock; you will never be loaded with out-of-date, unsalable goods. We cut and make up any quantity, any size. Prompt service.

Write us for terms and exclusive territory at once.

Address "Cut Order" Carpet Department.

The Adams Furniture Co., Limited, - - Toronto, Ont.



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TORONTO

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made.

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Nordheimer Bldgs., 8 Colborne St., TORONTO

Imperial Carpet Co.,

Limited

60 Front St. W.

TORONTO, - ONT.

In stock for immediate delivery:

Axminster, Linoleum
Wiltons, Mattings,
Floorcloth, Brussels, etc.,
Inlaid Linoleum, Tapestry,
Cork Carpet, Ingrains,

In Body, Stair and Squares.

We are offering many of the above lines, "at old prices."

Write for quotations. We gladly send samples.

In Business 74 Years

Donald Mackay Recently Entered Upon His 94th Year, Yet He Visits Warehouse Every Day.

Donald Mackay, head of Gordon, Mackay & Co., is undoubtedly the oldest man in the dry goods trade in Canada to-day. Last month he entered his 94th year, is in good health, and on his birthday he ran half a hundred yards with a representative of The Review at what seemed like a pace of eight miles an hour.

He visits the warehouse every day, making a tour of all the departments, encouraging the young employes, and shaking hands with old customers. While he makes no attempt to direct the business in any way, his presence in the warehouse and among the customers has a good moral effect. He has been in the dry goods business in Canada continuously for 74 years. He came to Canada from the north of Scotland, landed at Halifax, from there taking a sailing boat to Montreal.

Speaking to a representative of The Review on his birthday, he attributed his long life and good health to walking and spending as much time as possible in the open air. He followed no rules of diet, never smoked, drank but little, and while he took part in all the frivolities in Montreal in the early days, he was never under the influence of liquor. He used to walk from his house to the office six times a day, going home for his luncheon and dinner. He was very fond of dancing, and many times he was out until 3 or 4 o'clock in the morning; sometimes he did not get home until 6 or 7 a.m., and then he merely took a bath, breakfast and was at work without taking any rest. He lived in those days with his brother Joseph, who used to stay up for him to come in, and always before retiring family prayers, or "worship," as it is known among Highland families, were held.

He went in for athletics in those early days, too, and won a severely contested walking match. He talks of going to British Columbia this summer to visit his daughter, Mrs. Senkler, the wife of a doctor there. Lady Clark, the wife of the Lieutenant-Governor of Ontario, is a niece of Mr. Mackay.

Mainly About Ourselves

The August number will be the special Millinery Number of The Review.

* * *

Ladies' Wear Ltd., inform us that a cut which they ran in the June Review brought them excellent orders from various parts of Canada.

* * *

The July special is undoubtedly the most interesting number The Review has ever issued. We have tried to make it a "special" in every respect, and trust that the result is such that retailers will consider it worthy of their appreciation.

* * *

Are we asking too much when we request that you mention The Review when writing to advertisers? It is a little thing to you—that is why you overlook it—but an important one to us. We are endeavoring to improve the paper with each issue, and have indicated a way in which you can assist us very materially.

The Moore Carpet Company
LIMITED
SHERBROOKE, QUE.

Manufacturers of High-Grade Carpets and Rugs

Royal Wiltons,
Kashmir Wiltons,
Burmah Wiltons,
Sirdar Wilton Rugs,
Magog Brussels Rugs,
Windsor Brussels,
Balmoral Brussels,
Magog Brussels,
Togo Washable,
Cotton Bath Rugs,

SPECIAL ANNOUNCEMENT.

Owing to the large demand for High-Grade ***Wilton Rugs*** in ***Carpet Sizes,*** we have brought out a large range of Oriental designs in a heavy three-shoot Wilton fabric, which we are prepared to show the trade immediately.

The designs are largely close reproductions of original Oriental carpets, and are woven with a deep luxurious pile of the best materials. They will be made in all the regular sizes and sold at a popular price, and we invite the courtesy of an inspection of this line before placing your orders on rugs.

All of our regular lines of Carpets and Rugs have been greatly strengthened and improved for the Fall season, and we are showing many new and original effects both in coloring and design.

Mills and Main Office, Sherbrooke, Que.
Toronto Office, 43 Scott St.
Winnipeg Office, 23 Hammond Block.
St. John, N.B., 53½ Dock Street.

The Moore Carpet Company
LIMITED
SHERBROOKE, QUE.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,

266 Greene St., Cor. 8th St.,

NEW YORK, U. S. A.

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



Size 4

NICKELED STEEL "SKELETON" IN 4 SIZES

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

THE TELEPHONE

Is a companion, friend and servant combined.

Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.

Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

Any Boy Who Has ONE Cent Can Turn it Into

$ 10 $

One cent invested in a post card to us will bring you information about how we start you in business, so that you can earn money for yourself. You can make plenty of pocket money all the time—money you will enjoy the more because you made it in business for yourself. Hundreds of boys are doing this. SO CAN YOU.

No Money Required——We Furnish Capital

We also give prizes. There is a prize for every boy whether he lives in a large city or a little village. Very fine prizes have gone to fellows in small places. Don't delay a minute. Write us to-day. A post card will do.

The MacLean Publishing Co., Limited, 10 Front Street East, Toronto

News From Various Points

ST. JOHN, N.B.

There is a healthy tone to business generally, notwithstanding the backward season. Retail sales of certain lines of hot weather goods have been light, but the past couple of weeks have been warmer, with the result that the light summer goods have been in demand. All through the month of June the retailers were conducting special sales to clear up their Spring stocks. Confidence is expressed that these Summer lines will move as the season advances. In millinery circles, the wholesalers report that the Spring trade this year was one of the best they ever experienced. The retail trade was delayed somewhat on account of the backward season, but the outlook from now on is extremely bright. In the men's furnishing line, trade has been very good, though there was a delay in the movement of Summer suits, straw hats and similar goods.

It is generally believed here, although nothing authoritative has been given out, that the Canadian Colored Cotton Mills Co., of Montreal, have purchased the Marysville Cotton Mill from the Gibson Company. Several syndicates, it is said, have been bidding for the property, but that eventually the Upper Canadian firm was successful. The relations of the Gibson Company with the purchasers have been very close for some time past. For several years the Canadian Company have been purchasing the whole output of the Marysville mill. The travelers of that company have sold all their goods and the mill has been run under direction of its head office. The Gibson Company's own travelers were taken off the road some time ago. Lawrence McLaren, of Liverpool, England, one of the directors of the Gibson Co., was in Fredericton recently in regard to the negotiations. The property which passes into the control of the upper Canadian company is said to be valued at $1,250,000. It includes the large building and annex, a good many acres of land and al lthe brick apartment buildings.

Macaulay Bros. & Co. are having their premises repaired after the recent disastrous fire. The insurance adjustors have made their report, and the various companies have paid their claims. The total amount of insurance held by the firm was $69,500, and the amount paid by the insurance companies was $60,933.67. The fire sale which is being held by the firm is the biggest success of its kind ever conducted in St. John. The store has been thronged with buyers from morning till night, and they have had to be allowed in in relays.

A novel display of straw hats was shown by Scovil Bros., Ltd., (Oak Hall) a few days ago. The background of the window was covered with loose straw, on which straw hats were arranged. The floor was also covered with loose straw, with a pile of the same material in the centre, in which was a nest with a number of eggs in it. Two boys were to be seen in the act of robbing the nest. One had his cap full of eggs, while the other was in the act of abstracting one from the nest. The arrangement of the boys was very lifelike. At one side was a stuffed fox crouched in the straw, while strewn in front of it was a quantity of feathers, one of the feathers protruding from its mouth. Just above the animal was a card reading, "Where is the hen?" The hats were arranged on high fixtures at each side of the centre pile, and were also displayed—not too abundantly—on the floor. With the help of a few warm days just at that time the sales in the straw hat department were given a wonderful impetus. Small boys took up the catchy words of the sign, "Where is the hen?" and it became a by-word about the streets. Many were attracted to the window and thus converted into buyers of the hats. Thomas F. Drummie, the Oak Hall window trimmer, came in for much praise for his tasty and attractive design. Several other cards were prominently displayed. They read: "The grilling days of Midsummer are stripped of half their terror by an Oak Hall straw hat." Buy one now." "Get under one of our straws—latest styles." "Correct styles in straw hats."

F. W. Daniel & Co., London House Retail, corner of Charlotte and Union streets, have made quite extensive improvements to their quarters. They have taken a portion of the new building put up by D. R. Jack on Union street, adjoining their premises, which gives them about twenty feet additional space on the ground floor, which will be used in extending their dress goods department. The Union street entrance has been remodeled and they now possss an extra twenty-foot show window. A very successful series of alteration sales were conducted while this work was going on.

The Union Clothing Company's store, 26 and 28 Charlotte street, has recently been fitted with a wardrobe system, and is now one of the most attractive and up-to-date houses in St. John.

The extension of Wilcox Bros.' premises, corner Dock street and Market Square, is nearing completion, and this firm will have one of the finest store fronts in the city.

Anderson & Co., hatters and furriers, have moved from their old quarters to the store at 55 Charlotte street, lately occupied by Puddington & Merritt, grocers. This brings them nearer to the heart of the business district. Their former stand has been taken by a moving picture company.

A very handsome new sandstone building for the Royal Bank of Canada is being erected on King street, alongside of the wholesale millinery establishment of Brock & Paterson.

F. C. Smith and S. C. Young, of Scovil Bros., Ltd., were in New York the week of the 10th on a business trip.

J. F. McDonald, representing E. & S. Currie, of Toronto, has been quite ill with an attack of paralysis, but is all right again. He will make St. John his headquarters in looking after the trade in New Brunswick, P.E.I. and a portion of Nova Scotia.

William M. Sanborn, who conducted a shoe store on Main street, has gone out of the business, and is engaged in insurance. His stand has been taken by C. C. Flewelling, who has moved his men's furnishing stock there. Mr. Flewelling thus secures larger quarters for his business.

The firemen of St. John are planning a tournament for Labor Day, September 2, and September 3. A large number of visitors are expected here on that occasion.

KINGSTON.

Kingston is the City Beautiful in June, unique in its historical connection, but more so as the most delightfully located city in America. It reposes on the banks where Lake Ontario and the St. Lawrence meet, and the waters which pass by are always clear, pure and blue. Excursion steamers touch here daily. One hour's sail and one is in the midst of the Thousand Islands, and in fifteen minutes one can reach Simcoe, Garden, Horseshoe, Cedar and Wolfe Islands, all veritable gardens of

surpassing beauty, where the citizen summers and picnics, and to which people from the United States flock to fish for the hardiest, gamest black bass in the country.

Dry goods merchants report brisk trade, due partly to so many excursionists coming to the city.

While business was exceedingly slow during May and the early part of June, due to the exceptionally cool weather, yet now that the good old Summer time has come in earnest, and the mercury is hovering round ninety degrees in the shade, the drygoodsmen are happy. They report that their stocks of white goods, and Summer goods generally, are going so well that there will be very little left to clean out, instead of the large quantity that they anticipated.

Edward Crumley, one of the oldest of Kingston's drygoodsmen, left a short time ago for Los Angeles, California, where he has purchased an apartment hotel. Mr. Crumley first entered business as a member of Spence & Crumley. Subsequently he severed his connection with Mr. Spence and entered into partnership with his brother, Henry, locating first at the corner of Princess and Wellington streets, and afterwards purchasing and moving into the premises on Princess street, where Henry Crumley continues the business. He was forced to go to California on account of his health. Previous to his departure he enterained about thirty companions of his youth at his home. During the evening he was the recipient of a gold watch and chain and gold-headed cane. His friends hope that he will regain his health, and also meet with success in his business undertaking.

F. X. Cousineau, who conducted the business of the Montreal Bankrupt Stock Co., has been seriously ill at the Hotel Dieu Hospital, but is now convalescent.

The building formerly occupied by Steacy's will be altered for the Knox Co., 5, 10 and 15 cent store, which will make the fifty-seventh establishment owned by this firm.

Kingston is growing. Recently a bylaw was ratified by the ratepayers, exempting from taxation two smelters, zinc and lead, which it is proposed to establish here. Free sites have also been granted. These companies will employ 250 to 350 hands, and others are likely to follow in their wake. The Canadian Locomotive & Engine Co. are extending their works, and expect to employ 1,000 hands within a couple of years—they now have 500.

Samuel Marshall, for over twenty-five years bookkeeper for R. Waldron, has resigned his position to enter the general store business in Alberta.

The London Millinery Store, managed by Miss Sutherland, has opened on Wellington street.

One thousand cavalry and three thousand infantry have been encamped near Fort Henry.

PETERBOROUGH.

Robt. Fair, of R. Fair & Co., left June 7 on his annual purchasing trip to Europe. He will be away several weeks and will visit the leading markets for dry goods lines. While in Ireland he purposes attending the Dublin Exposition.

A matter that has started a good deal of discussion among the merchants—particularly the dry goods merchants—is the number of people calling upon them for advertisements of one kind or another. Hardly a week goes by that a society, church, sporting club, or some other organization is not round selling space on a programme. It is hard for a merchant to turn down the proposition without knowing that others will support his action. Some fear to offend customers, and, consequently, suffer loss of trade. At the same time they are thoroughly convinced that money spent this way might nearly as well be thrown away so far as increased sales are concerned. It is seldom any returns are received for such ads, and the only consolation each man has is that his competitor has been bled in the same way. This class of proposition is by no means the worst that is presented to the merchant. Outside men, styling themselves advertising agents, strike the city from time to time, and unfold schemes which they claim will bring big results. Some retailers bite regularly and buy space on cards published to give a list of fire alarm boxes, a building permit by-law, or some other information that the public is supposed to be hungry for, in such a form that it may easily be referred to. The fact that it is in constant use makes advertising space valuable, of course. Many schemes of this kind are worked every year and some merchants spend a good deal of money on them. It is felt that the Merchants' Associations and The Dry Goods Review should start a campaign against such schemes.

One of the leading drygoodsmen, in speaking of advertising, said that, in his opinion, there is only one medium worth the retailer's consideration, and that is the local newspaper. He could see no money in hand bills, programmes, bill boards or any of these special schemes referred to above. He had tried many of them and all had failed to bring results. He has for several years been using one of the largest spaces in the local papers, and to-day is doing one of the largest businesses between Toronto and Montreal. He has systematically refused all propositions in regard to special publicity, although sometimes it is hard to do so.

S. Dickson Hall, manager of R. Hall & Son, left on June 11 for Europe. He went via the Empress of Ireland from Quebec. He will go to the principal markets to purchase various lines of dry goods. This is Mr. Hall's twenty-first crossing of the Atlantic. His trip will extend over ten weeks and during that time he will travel some 10,000 miles. Mrs. Hall accompanied him.

The J. C. Turnbull Co. have decided to considerably increase their floor space, and put in a larger stock of house furnishings. The store at the rear has been purchased and the stock of carpets, etc., will be put in it and the partitions torn down. The new store has an entrance on Simcoe Street, while the entrance to the main store is on George Street.

The Colonial Weaving Company have decided to erect a new factory. They have secured an option on several acres of land in the south end, and are now asking the city for a fixed assessment. The building and machinery comprising the new plant will be valued at $30,000, and the company guarantee to employ sixty hands, or about double the number they now have. They manufacture labels, and the stock is all in the hands of local men. A by-law will be submitted to the ratepayers of the city.

ST. CATHARINES.

The warm weather has brightened up the dry goods business wonderfully. Up till a couple of weeks ago people were wearing Spring, and on occasions Winter, wraps. The abrupt change brought a big rush for Summer goods.

The dry goods stores here close Wednesday afternoons during July and August. The grocers, however, take a half-holiday once a week during June, also.

A local merchant remarked the other day how greatly the merchandising methods have changed. Formerly goods were carried over from one season to another, but

now stock that proves slow is cleaned out at once for what it will bring. The style consideration is the big thing.

The Board of Trade is doing its best to promote the interests of the city. This organization has secured permanent quarters in the Carnegie library building, and the membership fee has been reduced from $5 to $2. This has brought in many new members. Committees are on the lookout for new industries, and, to promote trade, merchants refund railway fares of outsiders purchasing goods above a certain amount.

Welland has organized a Retail Business Men's Association. One of the promoters is Michael Goodsir, a former St. Catharines man. Nearly all of the town's business men are members.

St. Catharines has a Retail Merchants' Association, but its meetings are few and far between. It was organized primarily to promote cash or short credit terms, and to prevent price-cutting. The former object has been accomplished, but the attainment of the latter is yet in the distance. The grocers are making protest against the payment of the fee for adjustment of their scales.

The dry goods trade on Summer lines, up till the middle of June, was very slow. Spring goods were purchased in preference. Merchants cannot grumble very hard, however, for they have all done pretty well, and no one is cramped for money. Day after day now the stores are thronged with customers, and as all do a cash business it shows that there is plenty of money in the city and district. All manufactories are busy, and as employes receive their wages every two weeks there is no necessity for anyone seeking credit, as they did years ago.

A word or two can be said in regard to the men's wear establishments. The firms here are wide-awake and ahhressive. Ecclestone & Sons conduct two stores, one for furnishings and the other for clothing. Swayze have a steam laundry in addition to their men's wear business. John Marshall is an Englishman, who settled here many years ago. The premises he occupied on St. Paul street were too small, so he removed to a larger store, where he is now located.

The St. Catharines Knitting Goods Company, and George Warren conduct the two knit goods manufactories here.

LONDON.

Workmen have for some weeks been engaged in the demolition of buildings on Dundas and Richmond Streets to make room for what will be one of the largest and handsomest retail dry goods establishments in Canada. For many years Smallman & Ingram's, London, has been among the leading dry goods houses in the Dominion, and as a result of the enterprise and energy of the firm it has spread out from time to time. Beginning with one good-sized store on Dundas Street, the establishment has twice been enlarged by the addition of adjoining stores. People agreed that this was progress, but what was the surprise of citizens when they learned that to the present three stores were to be added five others, two on Dundas Street, and three on Richmond Street! It is in the demolition of these five stores that men are now at work, and in their place will rise up a splendid building. The new store will be a modern, five-story, fireproof building of red brick, with ground floor front of polished granite facings. It will be built with steel beams and girders and cast-iron columns. The floors will be of cement, and there will be two passenger and one freight elevator, with provision for two additional elevators when needed. J. B. Smallman, the head of the firm, hopes to get into the new premises by February next, and then the stock will be moved into it, while the present building is torn down and rebuilt in uniformity with that which is now about to be erected. It is expected that the firm will be occupying the entire new premises by August of next year. The entire store, which, of course, will be L-shaped, will have a total floorspace of over 95,000 square feet. There will be entrances on both streets, and the building will run clear back to Market Square. The stand is undoubtedly the best in the city. The Dundas Street front will be particularly attractive, the finest, perhaps, in Ontario. The interior fittings will be up-to-date in every detail. Smallman & Ingram deal extensively in ladies' and children's goods and general dry goods, and it is doubtful if any city in Canada posesses an establishment, outside of departmental stores, to equal in extent and cost that of this enterprising London firm, when it is completed.

London merchants are deeply interested in the matter of waterworks extension, which has become a burning, or boiling, question here. At present the insurance rate is very high, one wholesale dry goods firm paying $6,000 a year in insurance premiums. The underwriters say the rate will remain where it is until the city gets a high pressure fire fighting water service. Such is included among the four schemes now before the ratepayers. It provides that most of the cost be met by those who would be most directly benefited by such a high pressure service, and the merchants and manufacturers feel that they could do that and save money through reduced fire insurance premiums. A vote on one or other of the schemes will be taken some time during the Fall. Meantime dry goods stocks are suffering from insufficiently sprinkled pavements.

James Granger, of the wholesale dry goods firm of McMahen, Granger & Co., has been unanimously chosen to fill the seat on the Board of Education, vacated through the removal of Dr. W. M. English to Hamilton.

W. Boughner, men's furnishings, who has conducted a business near the northwest corner of Dundas and Richmond Street for some years, is being forced to vacate those premises through their purchase by one of the chartered banks. Mr. Boughner will shortly remove to 392 Richmond Street.

Wholesalers report business good. Difficulty is still being experienced in getting goods, which, of course, delays the filling of orders. Prices are advancing, in consequence. The rapid filling-up of the Northwest is increasing the needs of Canada, which, in turn, is making our demands on the English mills greater. A local wholesaler ascribes to this, and the increased demands from India, the fact that the English mills are so backward in filling orders. In addition to this, railway deliveries, both to wholesalers and retailers, are very backward, and retailers complain frequently, particularly as the demand for Summer goods, which has been backward, has suddenly become very great owing to the advent of real Summer weather.

INGERSOLL.

Few towns the size of Ingersoll can boast of so many first-class dry goods and men's wear stores. The clothing and men's furnishing trade is represented by Smith & Kerr, Geo. Naylor & Co., Waterhouse & Co., and E. J. Malone. Business was slow up till the middle of

June on account of the backward weather, but when it did start it made up a good deal of lost time. The dry goods stores are conducted by John E. Boles, Hollinrake & Co., and W. C. Forman, ("The Fair"). The two former carry stocks of house furnishings also.

The competition of catalogue houses is felt somewhat, but as people inspect local stock and compare prices more the home trade grows.

The marked advances in cottons, woolens, linens and silks begin to show more prominently as stocks are depleted, and new goods take their place.

Local merchants expect a larger volume of business than usual during July and August, on account of earlier trade being slack.

On account of the very large dairying interests in this section the farmers are always well supplied with ready cash, so that there is little need of doing a credit business.

It may be a surprise to many to learn that Ingersoll is the fifth largest exporting centre in Canada, a distinction of which the citizens are naturally proud. New industries are being gained year by year, and a steady and healthy growth continues. The general feeling among the people here is that the town is one of the brightest and most progressive in western Ontario.

CHATHAM.

The dress goods end of the dry goods business has been very backward in Chatham this season, on account of the long, cold Spring. The merchants prepared as never before for a big business; and as a consequence af the cold weather, were left with a lot of goods unsold. Dress goods selling was confined principally to plain cloths, and those who went in for fancy tweeds were pretty badly left. Everybody seems to be cutting prices as deeply as possible, and even then it is hard to induce purchasers to buy.

In other departments, business has been fair ; in fact, pretty well up to the standard. Of late, ladies' furnishings have been exceptionally good. The last warm spell has started the sale of Summer hosiery, Summer underwear, and all hot weather goods for women; and the merchants anticipate a good deal of business in seasonable goods.

Reports go to show that those handling carpets and house furnishings have experienced a phenomenal season, the biggest in years.

At present conditions are favorable for a good Fall business. Crops seem to be coming on nicely, and farmers in this vicinity are much more cheerful than they were two weeks ago. The effect of good crops should be felt in a good Fall business.

Ald. Meynell is having plans prepared for the remodeling of his place of business. A fine new front will be put in, and the interior of the store considerably altered.

C. Austin & Co. have also building operations under way. The clothing and furniture departments, facing on the Market Square, are to be built up to a height of three storeys, and extended to the full distance of 100 feet back from the street. This will add 68,500 feet of floor space. C. Austin & Co. are signalizing their expansion by a big "expansion building sale," which is being largely advertised.

Fred Blakely, who has been in the employ of the Northway Company here for the past two years, left recently for Orillia, where he has accepted a position on the Merchants Bank staff.

H. W. Ball & Co. have inaugurated something of a novelty. It is the Monday bargain day. It certainly has some advantages to commend it. It gives the week a good start-off, and Mr. Ball considers it better than Friday. It saves a great rush of business at the end of the week. Chatham is largely a market town, with busy Saturdays; and the innovation gives two busy days weekly, one at the beginning, the other at the end of the week. The day catches the employes when they are rested up after Sunday. Mr. Ball's innovation has unquestionably proven a success in Chatham.

"You couldn't buy that for $10 a yard. It is not on sale to-day ; it is advertised on sale to-morrow, and will be on sale at 8 o'clock in the morning." This remark, overheard by The Review man, concluded a conversation betwixt H. W. Ball and a customer. A special line of embroideries marked "for sale to-morrow," was exhibited in a show window, and the lady, happening along, asked if she could get some that day. Mr. Ball explained that the goods were advertised for sale the following day, and that the firm rigidly lived up to their agreements. Despite a popular superstition to the contrary, the lady seemed to appreciate the stand taken.

The question of a weekly half-holiday during the Summer months has been agitating local merchants the past few weeks. At a recent Retail Merchants' Association meeting, the suggestion of a Thursday half-holiday was vetoed. Several strong objections were raised, one being that the closing of the stores on Thursday afternoons would be merely an excuse for shoppers to take advantage of the cheap Thursday rate to Detroit. Chas. Austin objected to the holiday anyway, frankly stating that it practically spoiled the morning's business, and the ensuing morning's business as well. The employes put in the one morning talking over what they would do, and the other discussing the fun they had had. Several other merchants, however, were equally strong in favor of a holiday.

Later, a requisition was circulated for a Friday half-holiday. This was pretty generally signed by the merchants in the three lines concerned, dry goods, men's furnishings and boots and shoes. The outcome of this later movement is not yet definitely settled.

VERY UNUSUAL.

Editor Dry Goods Review,—I measured a piece of Japanese matting twice recently. We are invoiced at forty yards but the actual measurement is only thirty-nine yards. Would some of your readers inform us if this is usual or unusual. We think that a shortage of this kind should be rectified, and at once.—"Floor-walker."

* * *

In one of the wholesale houses The Review was informed that this was very unusual. No complaint along this line had ever been received. Every piece of matting is supposed to measure forty yards, but if it should happen that any sent out by this house were short-length they would readily make good the difference. It was pointed out that perhaps the retailer writing the above had used a yardstick, and thumbed it. A tape gives much more accurate measurement.

An example of the window trimmer taking advantage of local events was furnished by G. E. Fraser Sons, Picton, upon the occasion of the visit of Premier Roblin, Manitoba, a native of the county. The display contained large portraits of Premier Roblin and his father in the background of three large windows formed into one.

SHIELD BRAND GARMENTS

For Ladies and Children



FALL 1907

Approved Styles. - Best Values.

Big increase in Business and Quick Repeats tell us our values are right.

Children's Department

This Department has received our special attention, and we are showing the most complete range of Children's ready-to-wear garments in Canada. Bearskin Coats, Headwear, Christening Cloaks and Robes, Misses' and Children's Dresses, Misses' and Children's Flannelette and Whitewear, in fact all lines to make your Children's Department complete.

LADIES' READY-TO-WEAR GARMENTS

DRESS SKIRTS, UNDERSKIRTS, LAWN, SILK, LUSTRE, FLANNEL and VELOUR

SHIRT WAISTS : Whitewear, Flannelette Wear, Kimonas, Dressing Sacques. See our Special Values in Sateen Blouses and Sateen Underskirts.

Spring 1908

We are working on our Spring Samples and will make an Early Showing, and promise that the advance in prices will not affect our values.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
Winnipeg, Man.

GREENSHIELDS & CO. LIMITED
Victoria, B.C.

ITEMS FROM ALL CANADA.

ONTARIO.

Guelph stores will close every Thursday afternoon during July and August.

Excavation has been commenced in Hamilton for a new four-storey shirt factory.

F. Tisdale, foreign buyer for John Macdonald & Co., has sailed for Europe via New York.

The Bruce Mfg. Co., 194 King St. West, Toronto, are removing to new premises at 252 Spadina Ave.

The name of the Seaforth Woolen Mills Company, Limited, has been changed to W. E. Southgate & Company, Limited.

The Penman Co., of Paris, will establish a branch factory in Brantford if fixed assessment and railway connection is given. It is the intention to utilize a building formerly used as a cotton mill.

At a special meeting of the shareholders of the Colonial Weaving Co., Peterboro, a bylaw was ratified to increase the capital stock to $110,000, and it is expected that a new factory will be erected.

R. D. B. Timmins, a general merchant at Almonte up till a year ago, when he was burned out, has gone to Europe as one of the directors of the "Cuthbert Tour." He purposes entering the dry goods business, probably this Fall.

An Ontario charter has been granted to Thos. Mulcahy, Limited, Orillia, with a capital of $30,000, divided into $100 shares, "to buy, sell, barter, exchange, and deal in all classes of merchandise, leather goods, boots, shoes, ready-to-wear clothing, men's furnishings, and other manufactured goods and wares of every class and description."

QUEBEC.

A. E. Hassart, of J. Bourdeau & Sons, Montreal, is now in Europe.

Murray McDonald, of Richmond, has accepted a position with Taber & Co.

Mr. Kyle, Sr., of Kyle, Cheesbrough & Co., Montreal, is now on his foreign trip.

Mr. LeMastre, of the Salem Co., Montreal, spent a few days in New York last month.

P. P. Masse & Co., dry goods and millinery, Terrebonne; Mrs. P. P. Masse registered.

The stock and building of J. O. Samson & Co., fur dressers, Montreal, were badly damaged by fire.

T. W. Marshall is the new manager and buyer of ready-to-wear for the W. H. Scroggie Co., Montreal.

G. S. T. Hemsworth, representing L. Hirshson & Co., Montreal, is now in Ontario in the interests of the firm.

T. McMaster, with the Guelph Carpet Mills, Guelph, was in Montreal for a few days in the interests of the firm.

G. B. Fraser, of Greenshields Ltd., Montreal, sailed early part of this month on his annual foreign buying trip.

F. G. Crawford, general buyer, Gaults, Ltd., Winnipeg, was in Montreal last month on his way to European markets.

R. S. McCutcheon, of the Laurentian Whitewear Co., Levis, Que., had a very successful trip through Ontario last month.

Mr. McKay, of the Universal Knitting Machine Co., Toronto, spent a few days in Montreal towards the end of last month.

H. Wener, of the Montreal Waterproof Clothing Co., Montreal, returns this month from a successful business trip to England.

H. Hawley, manager Fownes Bros., Montreal, returned from an extended English and continental tour end of last month.

H. S. Fisk, advertising manager the Dry Goods Reporter, Chicago, called at the Montreal office of The Dry Goods Review last month.

The store of M. Drouin, situated at 232 St. Lawrence Boulevard, Montreal, was broken into last month. Panama hats, to the number of 150, were taken.

W. A. Williams, manager carpet department, Gaults Ltd., Montreal, left last month on a six weeks' buying trip through Europe. He will be back the end of July.

George Wyllis, manager dress goods department James A. Ogilvy & Sons, Montreal, also C. E. Burns, of the same firm, left on an extended trip in European markets.

I. Rose, of A. Kirchberg & Co., Montreal, is now in European markets, visiting all the important fur centres of Russia. He is also making his annual visit to Leipzig and London.

C. V. Allan, manager kid glove department, Greenshields Ltd., Montreal, left last month for European markets. He will visit all the important glove centres in the interests of his firm.

E. G. Brown, manager housefurnishings department for James A. Ogilvy & Sons, Montreal, is on a two months' trip in European markets in the interests of the housefurnishing department.

The store of Isidore Greenberg, located at 52 West St. Catherine street, Montreal, was broken into last month. Many valuable articles were stolen. The goods taken were valued at $2,500.

A. H. Patterson, Canadian manager Dr. Jaeger's Sanitary Woolen Co., Montreal, recently returned from London, Eng. He spoke of the large shipments of this class of goods being made to China and Japan.

J. N. Duhamel, manager linen department, and T. P. Williams, manager carpet department, of Greenshields Ltd., Montreal, sailed beginning of month on an extended buying trip in European markets.

A. J. Dugal, manager dress goods department, W. H. Scroggie Co., Montreal, returned early in the month from a ten weeks' trip in European markets. Mr. Dugal visited England, France, Switzerland, Ireland and Scotland.

A. J. Coull has been appointed representative for Montreal and other eastern cities, including the Eastern Townships, for the Pugh Manufacturing Co., of Toronto. The firm has opened sample rooms and office at room 12, Mechanics Institute Building.

W. E. Walsh, of W. E. Walsh & Brother, Montreal, spent a week in New York previous to his trip to European markets. W. F. Walsh, of the same firm, spent a few weeks last month in the western provinces, taking orders for the Fall and holiday trade.

The store of I. Vineberg, general dry goods, St. Catherine street east, Montreal, was burglarized on Tuesday, 18th of June. A number of costly garments, expensive furs and ostrich feathers were among the articles taken. The loss is estimated at $2,500.

W. C. Bland has been appointed Montreal manager of the Featherbone Novelry Mfg. Co., Toronto. He has represented the firm successfully in all parts of Canada, during the last five years in the Maritime Provinces. They have splendid quarters in the Imperial Bank Bldg., Montreal.

In the death of Pierre Telesphore Brossard, Dominion appraiser and head of the dry goods department of the Montreal Custom House, the dry goods trade has lost one of its successful men. The funeral was largely attended by members of the Customs Department and citizens generally.

Jack W. Brown, on leaving the employ of D. Morrice, Sons & Co., Montreal, was presented with a substantial cheque. Mr. Brown was for many years in the Penman department of the Morrice Co., and had been with the firm for nearly 18 years. He has established office headquarters at 30 St. Francois Xavier street, and is representing firms selling the wholesale trade, in which he has an enviable connection.

A. F. Rivol, manager of Perrin Freres & Cie., left for European markets on S.S. Victorian, on June 22nd. Mr. Rivol will remain away over two months. Business of the firm will occupy most of his time. He will also represent the Chambre de Commerce Francaise at the Bordeaux International Convention. G. L. Clinton, representing the firm in the Maritime Provinces, and R. Wolf, who represents it in the west, will accompany him on the trip.

The Redmond Co., Montreal, are erecting a new factory, with location in West Lagauchetiere, Inspector and St. Monique streets. The building, when finished, will have a 76 ft. frontage by a depth of 140 ft., and will cover an area of 12,000 square feet. It will comprise four stories and basement, and will be equipped with all the latest improvements. Owing to the large area of the roof, it has been taken advantage of to supply a splendid roof garden for the convenience of employes. Lunch rooms will also be featured in the establishment. As the building is expected to be ready for occupation April, 1908, work will be rushed ahead with all possible dispatch.

WEST.

J. F. Cairns, general store, Saskatoon; loss by fire, part insured.

B. B. Draper, traveler for E. G. Hachborn & Co., Toronto, died at Deloraine, Man.

O. B. Eaton, formerly of Campbellford, Ont., has decided to establish a fur tannery at Calgary, Alta.

Keyfitz, Wolfon & Co. recently started business in Morden with a stock of clothing and men's furnishings, boots and shoes.

BRITISH COLUMBIA.

A Vancouver paper states that a big department store will likely be established there by Ontario capitalists. A ten-story building is spoken. Among the gentlemen mentioned as being connected with the enterprise are J. J. Zock, of Toronto, and W. J. Hollinrake, of Ingersoll.

MARITIME PROVINCES.

On June 12 fire destroyed the factory of the Amherst Suspender Company, Amherst, N.S. The building was valued at $2,000 and the machinery at $6,000. The insurance amounted to $5,000.

W. J. Power, for many years a dry goods merchant in Halifax, has decided to remove to Amherst, where he will open a business. He was recently presented with a traveling bag by the local branch of the C.M.B.A.



THREE SELLING QUALITIES IN

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides, every pair is guaranteed.

Fall Samples Ready for Inspection

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

COLE'S ENCYCLOPEDIA

OF

DRY GOODS

This is a reference book containing a descriptive list of all the

Standard Fabrics, Garments and Articles of Merchandise

handled by the General Dry Goods trade, together with

A History of Cotton, Wool, Silk, Shoddy, etc.

The following processes are exhaustively treated:

Carding — Spinning
Weaving — Bleaching
Dyeing — Printing

Every wholesale and retail dry goods merchant should procure a copy. Sent *postpaid* on receipt of the

Price $3.00

625 pages. Fully illustrated. Bound in cloth.

TECHNICAL BOOK DEPARTMENT

The MacLean Publishing Co. 10 FRONT STREET E. TORONTO, CANADA

Made-to-Measure Garments

Nova Scotia Retailer Makes a Suggestion Which Manufacturers Say is Not Feasible.

Editor Dry Goods Review,—Can you inform me if there is a concern which makes ladies' suits and skirts to measure ? It is one of the necessities of the dry goods business, as it is a very difficult matter for women to get their dress materials made up. There are so few dressmakers in towns of any size that customers have to accept any old way of getting their suits and dresses made. Dozens and dozens of them ask where they can get this work done. You give the names of half a dozen dressmakers and are likely informed that they have all been called on, but that they have work ahead for two or three weeks.

I believe this problem could be solved along the same lines as men's made-to-measure business is handled. It is very true that women are much more difficult to fit, and that they are exceedingly particular about fit and finish, yet I think this could be overcome quite easily. I am sure a study of ladies' tailoring would reveal some way that would be feasible. A manufacturer might make up a series of waists or coats out of good, strong material, representing all sizes from 32 to 44, varying them as regards the length of waist, size of bust, etc. Let him send a set of these to a customer and keep a duplicate set for himself. I am sure that in this way the greater part of the difficulty could be overcome. The samples used for measuring need not show the style of garment, merely the measurement. Suppose a customer comes to my store for a suit, and I try on two or three of the coats. I find that size 36 fits particularly well, except that it is a little full-chested, or the waist measure is one-half inch too large, but that size 35 is just right in these two points. The order could be sent in accordingly.

I am about certain that it is impossible to take measures for a ladies' suit and give entire satisfaction, more than five out of ten times, but the way I suggest would give nine perfect suits out of ten, and, perhaps, not more than five per cent. unsatisfactory.

I have simply made a few suggestions, and, no doubt, there are dozens of manufacturers who would like to undertake such a business as this if the fit problem could be solved. The workmanship of factories is far superior to that of custom shops, for they have the latest machinery.

Yours sincerely,
J. W. ELLIOTT,

Windsor, N.S.

* * *

The Review has made close inquiry, but has been unable to find any firm that would adopt the plan which you suggest. If we understand you rightly, you want a manufacturer to make up the materials from your store. We are sending the name of one firm which will make from measure the materials you have sold into machine-pleated skirts, but will not undertake tailored styles.

The Review has submitted your letter to expert garment-makers, and they unanimously declare that your plan is not feasible. The majority of firms have tried the special order department in many ways, but always without success.

The head of a concern doing a big made-to-measure business states it is impossible to turn out a garment, from measure alone, that is sure to fit. Alterations are always required. This house has a large clientele, and its work is satisfactory, yet it does not guarantee perfect fit ; all risk must be taken by the merchant sending in an order.

This class of business is done satisfactorily only when the retailer co-operates with the manufacturer. This he does by putting in a well-managed alteration department, in charge of an efficient tailor, who takes measures and sees that alterations are properly made. Measures must all be taken by one person, for it is a curious fact that no two persons get exactly the same figures.

In the United States there are any number of extensive stocks, and outside sizes, both small and large, and long and short-waisted, are carried or can be procured from the manufacturer. These are stock garments and the nearest measurement is procured—the alteration department does the rest. Stocks carried, even by the largest of the Canadian stores, are not sufficiently extensive at present to make this class of business profitable. No doubt, in the near future, this change will come, but it is extremely improbable that any manufacturer will ever consent to make up the retailer's own materials, for the cost of cutting and making could not be profitably borne.—Editor.

OUR AGENT IN THE WEST.

The Review herewith gives a cut of Robert Gay, who is now in the west in the interests of the MacLean trade



newspapers. He has been with the company as subscription agent for twenty years. He will go right through to the coast.

CERRE CHAMBERLAND FUR CO.

An Ontario charter has been granted the Cerre Chamberland Fur Company, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were, Reginald W. Eyre, barrister-at-law ; Michael J. Mathews, printer ; Hugh C. Macdonald, law clerk ; Edmond J. Cerre, manufacturer, and Alcide E. Chamberland, furrier, all of Toronto. The objects of the company are "to purchase, acquire and carry on the business of the said Edmond J. Cerre, and to issue in payment therefor shares of the capital stock of the company ; to carry on the business of wholesale and retail manufacturing furriers, and to buy, sell, and deal in furs ; to clean, dye, cure, tan, or preserve fur skins, hides and pelts ; to establish stores, factories or warehouses."



Portrait Felix

Modes Laferriere

Robe of Black Merveilleux Trimmed with Lace and Braid

BUSINESS NOTES

ONTARIO.

J. A. Carruthers, dry goods, Ottawa ; assigned.

K. Hadis & Co., general store, Arden ; assigned.

A. T. Cooper, general store, Elmvale ; burnt out.

W. T. Stewart, general store, Elmvale ; burnt out.

John Fraser, general store, Bayfield; sold to John Reid.

John A. Trestain, general store, Wardsville ; sold out.

Henry Greenberg, general store, Lion's Head, assigned.

M. Greenblatt, dry goods, etc., Dryden; commencing business.

Gaunt & Jessop, manufacturers of woolens, Markham ; assigned.

A. E. England, dry goods, Gorrie ; sold out to R. H. Stephens & Co.

Glencoe Woolens, Ltd., manufacturers, Glencoe ; winding-up order granted.

Holmes Bros., general store, Devlin; succeeded by R. J. Holmes & Son.

John W. Pembleton, general store, Belle River ; removing to South Woodslee.

Chas. H. Davies, tailors M. and R. clothiers, Stratford ; winding-up order granted.

QUEBEC.

N. Tobias, general store, Ville Marie ; sold out.

G. Racine, general store, Pointe Claire ; assigned.

Schaffer & Levitt, clothing, etc., Montreal ; dissolved.

E. Labelle & Co., dry goods, Montreal ; Temple Hill registered.

Kitchen & Co., carpets, Montreal ; Geo. I. Kitchen registered.

McMurray, Saunders & Co., general store, Lennoxville ; dissolved.

Jos. Smyth & Co., general store, Cowansville ; Jos. Smyth registered.

The Broadway Clothing Store, Richmond ; Harry L. Witter registered.

H. Shorey & Co., manufacturers of clothing, Montreal ; dissolved.

Sandreuter & Waters, dry goods, Montreal; George Waters registered.

W. Ducharme & Co., general store, Magog ; Mary F. Donegan registered.

The Canada Children's Wear Manufactory, Montreal ; E. Masht registered.

Dominion Office Supply Co., Montreal ; Charles A. Marchand registered.

S. D. Paradis & E. Bourbeau, dry goods, Montreal; Ernest Bourbeau registered.

Peerless Overall Co., manufacturers, Rock Island ; Chas. F. Whitcher registered.

Jos. Lamoureux & Co., ladies' tailors, Montreal ; Wilfrid Lamoureux registered.

Boojady Bros., dry goods, Montreal; George, Nicholas and Peter Boojady, registered.

G. Labonte & Co., general store, St. Remi D'Amherst ; burnt out; partially insured.

McMurray & Hall, general store, Lennoxville ; R. McMurray and C. L. Hall registered.

Carpenter Bros., general store, Lachute; dissolved; Mrs. S. H. Carpenter, Sr., registered.

A. E. Fish & Son, general store, Ayer's Cliff ; Albertus E. Fish and Geo. G. Fish registered.

D. Miller & Sons, dry goods, Montreal ; D. Miller, Gerson Miller and Hyman Miller registered.

Weiss & Jackel, wholesale fancy goods, etc., Montreal ; Adolph Weiss and David Jackel registered.

Stewart & McDonald Export, Ltd., wholesale dry goods, Montreal ; Allan S. Bain, chief agent, registered.

WEST.

R. Curle, general store, Redvers; loss by fire.

J. F. Cairns, general store, Saskatoon ; loss by fire.

Marrom & Levin, clothing, etc., Winnipeg ; dissolved.

M. Wintrop, clothing, Winnipeg; sold to I. Gottlich.

D. M. McFee & Co., general store, Sanford ; burnt out.

Wilkin & Hicks, general store, High Bluff, discontinued.

Reese & Anderson, general store, Theodore ; dissolved.

The Farmers' Trading Co., general store, Gretna; dissolved.

The Collin Co., Ltd., general store, St. Boniface ; assigned.

L. R. Rix, men's furnishings, Wetaskiwin ; sold to J. R. Staples.

Tooth & Eccles, general store, Ribstone ; succeeded by Wm. Tooth.

W. E. Mowers, general store, Didsbury ; succeeded by B. H. Phinny.

C. E. Harvey, men's furnishings, Killarney ; succeeded by H. Ritchie.

R. J. Clare, general store, Warman ; succeeded by R. J. Clare Co., Ltd.

J. S. Wood, general store, Ranfurley ; stock sold to A. C. Whitman.

Bain & Co., general store, Hazelcliffe ; succeeded by Robb, Nichols & Co.

P. Rochon & Co., general store, Sheppard ; succeeded by Ellis Trading Co.

A. Gordon, men's furnishings, Elgin ; succeeded by J. E. Underhill & Co.

Lashburn Trading Co., general store, Lashburn ; succeeded by Klombies Bros.

N. N. Cole, wholesale woolens, etc., Winnipeg ; succeeded by Cole & Deacon.

Brownstone & Wesserman, general store, Fillmore ; removing stock to Herbert.

Marsh & Anderson, men's furnishings, Leavings ; succeeded by J. H. Marsh & Co.

M. H. Ritchie & Co., general store, Poplar Point ; succeeded by Chmelnitsky Bros.

McAllister & Robinson, general store, Boissevain ; succeeded by Robinson & McAroy.

Altamont Trading Co., Altamont ; assigned to Winnipeg Jobbers' Credit Clearing House.

Estate of Charles Peterson, general store, Camrose ; stock taken over by Thompson & Dahl.

BRITISH COLUMBIA.

Empey Bros., men's furnishings, Rossland ; succeeded by Athey & Smith

John Hamill Estate, general store, Armstrong ; business advertised for sale.

MARITIME PROVINCES.

T. G. Barnes & Son, general store, Hampton, fire damage, partly insured.

ELITE ELITE

THE FALL COAT

¶ You will improve the standing of your ready-to-wear department if you select a range of Elite Styles.

¶ Late styles now await your approval.

Ask our Travellers.

The Montreal Waterproof Clothing Co.

MONTREAL

ELITE ELITE

A SPECIALTY LAWN WAIST HOUSE.

Salem Co., St. James street, Montreal, have decided to discontinue the manufacture of men's shirts and specialties (with the exception of men's fancy Summer vests) in order to adequately meet the demands of the trade for lawn waists. This departure is in keeping with modern trade specialization, and is in line with garment progress across the line. This firm is well situated to conduct a business of the nature indicated, and the organization is now complete. Their aim is to give Canadian retailers the same service as specialty New York houses afford the trade across the line. In order to provide ample factory facilities it was necessary to discontinue all the men's lines except fancy Summer vests.

CHANGE OF TERMS.

J. H. Waldman & Co., the Montreal Garment House, 511 St. Paul street, have sent the following letter to the trade :—

> Dear Sirs,—We beg to inform you that on and after July 1st, 1907, our best cash discount will be 2 per cent only on all accounts paid within 30 days, instead of 5 per cent., as formerly.
>
> Yours very truly,
> J. H. WALDMAN & CO.

The lessening of the cash discount is in keeping with modern business methods, and Mr. Waldman explained to The Review the benefits accruing to his customers from the change in terms. He claims that as the greater quantity of their output is sold to stores with a separate ready-to-wear department, and the cash discounts in such stores are for the benefit of the office, two per cent. is sufficient for these expenses. In many cases also the discount has simply been added on and taken off again. Further, he says, their garments are priced so closely that a considerable discount is out of the question. He claims that these garments cannot be figured on the same basis as goods at so much per pound or per yard—style, fit and material are considerations besides cash discount.

THE MAN AND HIS WORK.

I haven't much faith in the man who complains
Of the work he has chosen to do;
He's lazy, or else he's deficient in brains,
And—maybe—a hypocrite, too.
He's likely to cheat, and he's likely to rob—
Away with the man who finds fault with his job.

But give me the man with the sun in his face,
And the shadows all dancing behind;
Who can meet his reverses with calmness and grace,
And never forgets to be kind;
For whether he's wielding a sceptre or swab,
I have faith in the man who's in love with his job.

L. B. Berger, of Berger & Co., Montreal, left for New York early this month.

A. Sommer, of A. Sommer & Co., Montreal, returned from a flying European trip, the middle of this month. He has made the announcement that he will take possession of the new building in St. Catherine street, west, adjoining the Princess theatre, now in course of erection.

Sam. Wener, of Sam. Wener & Co., Montreal, spent a few days in New York the early part of the month. J. L. Gittleson, of the same firm, is in western Ontario, taking orders for immediate and Fall delivery. R. E. Hart is soliciting orders in eastern Ontario.

AFTER THE SHUTTERS ARE UP

The following incident concerning one of those small india rubber mats placed on glass cases for receiving cash, occurred some time ago in a certain chemist's shop.

A small, but well-dressed lad entered and asked for a Smith's porous plaster. His change was immediately got for him from the till and placed on the mat before him.

The man of drugs then turned his back to procure the plaster, but when he returned to the counter again he was very much surprised to find that the boy had disappeared.

In ten minutes or so, however, his juvenile customer came back, bringing with him the india-rubber mat referred to and, holding it up, exclaimed in a rather indignant tone :

"Mother says this is not a Smith's porous plaster."

* * *

Husband (to wife): "Do you believe in the theory that the greatness of a father often proves a stumbling-block to the advancement of his son in life?"

Wife: "I certainly do. I think am thankful, John, our boy will never be handicaped in that way."

Husband: "Oh!"

Grocer : "Willie, I am glad to see that you are doing the errands quicker. Where were you going when I saw you flying down the street an hour ago ?"

Willie (the errand-boy) : "Me, sir ? Oh, I was going home to dinner then."

* * *

A funny story is told of a certain wealthy tradesman who, on retiring from business, erected a mansion in an aristocratic neighborhood, and who with his family commenced to cultivate social relationships with their stylish neighbors.

Unfortunately for their ambitions, the high-toneh people of the locality proved to have the usual prejudices against trade, and showed themselves so very exclusive that after a series of snubs the new-comers could endure it no longer, and determined to dispose of their residence and quit the neighborhood.

But the baffled tradesman did not propose to go without leaving some mark of his resentment, and a huge notice-board erected at his gate sent a thrill of horror through the veins of all the blue-blooded residents in the neighborhood. It bore the words :

"This Desirable Residence to be Let or Sold. Suitable for a Fever Hospital or High-Class Laundry."

Ultimately, so the story runs, the place was sold at a sacrifice, the owner cheerfully foregoing a large portion of its value on condition that the house should be exclusively used as a lunatic asylum ! It has been a bitter pill to the tradesman's former neighbors.—Tit-Bits.

* * *

He had risen in the world, and made a fortune, and much fulsome flattery had come his way. His wife and daughter had, against his will, induced him to build a superb and costly mansion, in which he entertained his wife's and daughter's friends, who naturally sang his praises.

He would have much preferred to hear someone say what they really thought of him.

One day a friend visited him and was enthusiastic about his splendid house. But he was puzzled at the gloomy expression of his host.

"Why, whatever is the matter ?" said his friend. "You oughtn't to look so miserable. You can't say you haven't everything you want."

"Yes, I can," replied the millionaire, dolefully. "I want a parrot !"

"Why a parrot ?"

"I should just like to place him over the front door, so that every time I enter this house he would yell out : 'There comes that old fool again.' "

* * *

In a certain factory it was formerly the custom to pay the hands every fortnight. The men, having found this somewhat inconvenient from their standpoint, decided to send a representative to the head of the firm to state their grievance. An Irishman was selected for the task. He duly waited on the "guv'nor," who said :

"Well, Michael, what can I do for you ?"

"If ye plase, sor," said Mike, "I've been sint by the workers to ask a favor of ye regardin' the paymint of our wages."

"What do they want ?"

"Sor, it is the desire of mesilf an' of ivery other man in the establishmint that we resayve our fortnightly pay every week."

* * *

She was a fresh-colored, guileless-looking schoolgirl, and as she stepped to the glove counter of the great emporium the salesman smiled encouragingly.

"Gloves?" he said. "Yes, miss. What kind? Dogskin is very fashionable."

"Oh," she answered, "I should not like gloves made from the skins of poor little dogs."

He smiled afresh.

"That is merely the trade term," he explained. "They are not really of dogskin."

"Then why do they say so? It is clearly dishonest."

"Oh, it's just the popular name for them. They are a good deal worn now."

"I don't want worn gloves; I want new ones."

By this time the salesman's smile had become a trifle sickly.

"They are all new," he said; "this season's goods. Perhaps you would prefer suede gloves?"

"Is suede the name of an animal?"

The salesman did not know.

"I should so like to know!" she murmured. "Suede —now, isn't that French for Sweden?"

The salesman fell back on his former defence. "It is merely a trade term," he explained. "These trade terms are merely—er—in fact, they are just, so to speak, trade terms."

And to cut the discussion short he reached down several boxes of gloves.

After a long interval consumed in selecting the right shade, the girl made her choice.

"I will take one of these," she said, presently.

"One pair, miss?"

"No, one glove. Right hand, please."

"But we can't split them."

"No. I don't want you to. The gloves would be no good then."

"I mean we can't separate them."

"Oh, yes; simply break the thread that joins them."

Then the young man grew irritable.

"I mean we can't sell you one glove," he snapped.

"The left-hand glove is of no use to me," she said, simply. "My mother has lost her left hand, and I am

buying a glove for her. Of course, I should expect to pay the price of a pair."

The salesman regained his good temper.

"Oh, that alters the case," he said. "We shall be very pleased—the right hand glove, I think you said?"

"No, thanks," exclaimed the young lady. "You told me you could not separate them. You told me so twice. I don't want to make you tell untruths for the sake of three-and-sixpence. I will buy the glove elsewhere. Good afternoon."

* * *

Mrs. Briggs was in high feather for Mr. Briggs had just presented her with the usual Christmas cheque, and as it was a nice big one there was much rejoicing.

"That is jolly," said Mary, Mrs. Brigg's eldest daughter; "just think of the Christmas presents we can buy."

"And how do you propose to spend the money?" asked the mother.

"I'd buy you a set of sables, and we can get a new bicycle for Tommy. Then I can have that lovely set of furs I saw the other day, and we can book six seats for the pantomime. Sister Clara must have that new muff, and the cook that gold-mounted umbrella we saw last week, and er—er, let me see, I know there's something else. Oh yes, of course; we've forgotten papa's Christmas card!"

* * *

Father: "How's this, Eleanor—a $25 bill rendered from Fuss and Feather?"

Daughter: "Oh, yes, papa, dear; that is for my new bonnet, you know; it was lovely, too."

Father (grimly): "It ought to have been."

Daughter: "It was, I can assure you. Jack thought it was a perfect gem."

Father: "H'm! That was very kind of Jack."

Daughter: "Yes, wasn't it? I don't mind letting you, papa, dear, see a bit of poetry he wrote about it on the fly-leaf of my album."

Father (reading):—

A flutter of ribbon, a fringe of lace,
A bunch of posies nodding upon it;
Two tender eyes, a mignon face—
This is my love in her best new bonnet.

"Thanks, my dear. I appreciate your confidence and Jack's rhyme. I will not forget either."

One Year Later.

Jack: "Eleanor, isn't $25 a big price for a new bonnet?"

Eleanor: "Oh, no, not specially; the bonnet is of superior design and elegance. Papa met me and said I had never looked prettier. Oh, and he sent a message to you, too!"

Jack: "What was that?"

Eleanor: "He bade me be sure to tell you that my bonnet was very becoming, and that if you intended to write an ode to it as usual this year, he would suggest that you write in blank verse and affix your autograph."

Jack (reddening a little): "Your papa, Eleanor, is a very funny old gentleman."

* * *

The new lady clerk's yellow hair glittered in the flood of sunlight that poured through the window of the office.

But old Duke, the book-keeper, had no eyes for the girl's beauty. He lighted a cigar and set to work.

"Mr. Duke," said the lady clerk.

"Eh?" the old man grunted.

"Look here," she said, imperiously. "I am sorry, but smoking always makes me ill."

"Then," said Duke, without looking up, "don't ever smoke."

Express Rates in the West

Schedules of Rates for Non - Competing Points Differ Widely — Business Men Indignant—Investigation by the Railway Commission.

As compared with the rates charged in eastern Canada and in the western states, the express rate charged in our western provinces are unreasonably high. Western business men have a real grievance in these excessive rates, but up to the present time they have attracted little attention, as people have been more interested in the more important question of freight rates. However, at the recent convention of the Associated Board of Trade of Western Canada, held in Prince Albert, this subject came up and the discussion that followed made it very plain that western business men are becoming keenly alive to the disabilities under which they suffer. H. W. Laird, of Regina, made a very strong speech on this subject, and through his kindness this paper is permitted to quote herewith some very interesting figures which he has compiled. These figures are taken from the official schedules of rates issued by the express companies, and they afford some very interesting comparisons.

Companies' Rates Differ.

One complaint that is made is that the express companies in the west charge different rates for non-competing points, the Canadian Northern Express Company's rates being considerably higher than those of the Dominion Express Company. As illustrating this point, the following schedule of rates is interesting and instructive:

	Miles from Winnipeg.	Dominion.	C.N.
Altona	62	.75	....
Burnside	63	.75	....
Walldon	61	....	1.00
Woodridge	65	....	1.00
Vassar	84	....	1.25
Holland	85	1.00	....
Morden	81	1.00	....
Swift	120	....	1.50
Douglas	121	1.25	....
Cartwright	148	1.50	....
Souris	150	1.50	....
Laurier	149	....	1.75
Barwick	181	....	2.00
Dauphin	178	....	2.00
Virden	180	1.75	....

In contrast with this, note the uniformity of rates charged in the east by the Dominion Express Co. and the Canadian Express Co. to non-competing points:

	Miles from Toronto.	Can. Express.	Dom. Express.
Sarnia	177	1.00	....
Sharbot Lake	172	....	1.00
Orillia	91	.75	....
Norwood	94	....	.75
Brockville	208	1.00	....
Smith's Falls	209	....	1.00

Eastern and Western Charges.

But the principal grievance is that rates are invariably much higher in western Canada than they are either in eastern Canada or the United States. There would be little complaint if the scale of rates were only slightly in advance of eastern charges, for there is a general disposition to be fair in these matters and it is freely recognized that conditions in the west are different from the east and probably warrant a slightly higher rate; but the following figures show a state of affairs that calls for explanations:

EASTERN CANADA.

Dominion Express.

	Miles from Toronto-	Rate.
Brampton	29	.40
Guelph	48	.50
Norwood	94	.75
Ivanhoe	121	.90
Perth	197	1.00
Beaconsville	323	1.00

WESTERN CANADA.

Dominion Express.

	Miles from Winnipeg.	Rate.
Lasalle	18	.50
De Wit	49	.75
Darlingford	94	1.00
Treesbank	120	1.25
Birtle	193	1.75
Qu'Appelle	324	2.75

C. N. Express.

	Miles from Winnipeg.	Rate.
White Plains	21	.60
Marchand	47	.90
Berton	94	1.25
Baldur	116	1.50
Gilbert Plains	198	2.00
Mafeking	321	2.75

A comparison with the rates charged in the western states is equally interesting. Conditions in Minnesota are much the same as in western Canada, and yet the rates charged are considerably lower.

Rates in Western Canada and Western States.

Winnipeg to Birtle, 137 miles, Dom. Ex., $1.75.
Minneapolis to Cloutoub, Minn., 138 miles, G. N., $1.25.
Minneapolis to Brainerd, Minn., 138 miles, N.P., $1.25.
Winnipeg to Broadview, 264 miles, Dom. Ex., $2.58.
Winnipeg to Bruno, 264 miles, C. N., $3.25.
Minneapolis to Mapleton, N.D., 263 miles, N. P., $2.
Minneapolis to Durbin, N.D., 263 miles, G. N., $2.25.

Railway Commission to Investigate.

These figures indicate a real grievance which requires investigation. An Ottawa dispatch the other day stated that the Railway Commission are about to commence an investigation into the question of express rates. The business men of the west welcome the announcement and hope that there will be no unnecessary delays in getting down to business. Owing to the long distances and delays in getting goods by freight, the express companies in the west handle a large amount of business that in the east they do not get. The express bills of the western business man are very heavy in the course of a year, and the figures quoted certainly show that an investigation is necessary.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

Specialize on $9 Shirts.

John Forsyth & Company, Berlin, are now to enter upon one of the most important enterprises in their history, in the form of erecting a large plant for the manufacture of $9 neglige shirts exclusively. H. A. Hagen, formerly proprietor of the Hagen Shirt & Collar Co., Berlin, has been appointed manager, and with his long experience and able assistance this department will no doubt meet with unprecedented success. The above firm recognizes that Canada is now ripe for what has proved a big success in the United States, that is, manufacturing a special article at a special price, etc.

Greenshields Limited.

Every department in the house presents a busy scene, as Fall shipments are being made rapidly, and every effort is made to clear Summer goods in preparation for the arrival of Fall lines.

In their carpet and house furnishings department Greenshields Limited, report that they have just opened up a large shipment of squares, which include latest patterns and designs. For prompt deliveries in carpets, curtains, squares of all kinds, cretonnes, art muslins, mattings, etc., they are well equipped. In addition to above lines, they carry in this department, for Fall trade, a large and well assorted stock of comforters of all grades, also white and grey blankets. These lines have been especially selected and already large orders are booked.

Their range of handkerchiefs is larger than any previous season, and includes every good seller in hemstitched, scalloped and lace-edged goods. In ladies' and men's linen lines they offer grades from 5c. to 10c. In ladies' pure linen lines, they have all grades from 5c. to 25c. All lines for Fall season are of exceptional values.

Their glove department has done fairly well considering the backward Spring, and the conditions of the glove market in fabric lines. In the kid gloves they have been much more fortunate, and Pewny's kid lines have been largely sold.

Greenshields' ribbon department is now in a complete condition, with one or two exceptions. Plains and fancies in all the popular shades and designs are shown. Baby ribbon, in Alice blue, London smoke and pink, etc., are also included in their stock for Fall. A visit to this department is sure to prove useful.

Advance orders in ladies' hosiery have, so far, been very satisfactory, and their favorable contrasts have been appreciated. In cashmere lines, to retail at 25c. they offer two specials, "Defiance" and "Excel." Other lines to retail at 50c. are "Countess" and "E 66." In rib hosiery a special line to retail at 50c. is No. "14X." A full range of this hosiery is in stock in sizes from 1 to 10.

A trial of any of above lines mentioned is sure to prove of mutual advantage.

The W. R. Brock Co., Toronto.

Visitors to the W. R. Brock Company will see a great change in Her Ladyship department, as it has now been moved to the new quarters, and the change should be a great benefit, as in the old quarters the space alotted cramped it greatly as the business grew and outgrew it. They are showing in this department several new lines of voile skirts to retail for from $6 to $10 and as these goods are in such great demand they should sell very quickly. They are for immediate delivery. Lines of white waists are fairly complete, several new lines of them being lately added to their already large range. The W. R. Brock Company have sent out to the trade one of their popular offers for free advertising on overskirts. With every purchase of $150 worth of these goods they give free 1,000 circulars (illustrated) with the customer's prices, name and advertisements inserted. These sell the goods for them and also sell all classes of goods in the store. They reserve the right to confine them to one merchant in a town, and it would repay those who are interested in this to put their orders in at once.

As usual, Brock's fancy knitted wool goods section is full of the latest novelties from Germany, Italy, Leicester, and domestic-made goods—knit shawls, hoods, tams, caps, bootees, infantees, polka jackets, clouds, golf jackets, boleros, ice wool and silk squares and fascinators. Some houses do not bother with these knitted goods, on account of their bulk, and the great amount of detail entailed. Brock's cater to all the legitimate wants of the dry goods trade.

Ladies' and misses' vests and drawers are amongst Brock's specialties. Their lines of ribs "Canuck" T 7 and T 4 meet all possible requirements, and can be retailed from 10c to 50c per garment. Four lines of camel's hair tams, to retail from 15c to 50c each, are about one-half the usual price.

The stock of embroideries and laces for Fall will be found unusually attractive. It has been reinforced by all of the latest novelties from the St. Gall, Calais and Nottingham markets.

The assortment of white bearskin goods for Fall is large and attractive. All were bought before the late heavy advances, consequently last season's prices are being quoted. The stock consists of coats, muffs, hoods, caps, ruffs, boas, mitts, etc.

Silk handkerchiefs in brocades, hemstitched, initial and odd borders for ladies' and men's wear, can be had at Brock's in large variety of prices and designs, direct from the silk handkerchief centres of Japan, etc.

Prepare for the wet season and send your orders for umbrellas and waterproofs to Brock's, Toronto. "Primus" frame umbrellas, self-opening, in "Shoofly" for men and "Shoot" for ladies, to retail at $1 are value not to be beaten. "Leader" raincoat for men can be retailed at $6.50, worth $8 and $8.50. "Lillian" and "Reita," for ladies, to retail at $5 and $6, will sell if shown.

Fifty cent trade attractors—"Llama," black, plain cashmere hose; 98, black, 1-1 ribbed cashmere hose, double knees; "Toeproof," 2-1 ribbed black worsted hose; 829, black plain cashmere hose; W 935, clouds in white, black, cardinal, navy and pink; L 166, white bearskin hoods; W.A.B., embroidered black cashmere hose; "Devaney," ribbed vests and drawers; Ladysmith, fleeced vests and drawers; R 256 and R 257, honeycomb toques in all desirable colors; L 74 X, honeycomb shawl.

Scarce goods for July trade, in stock—white cotton and tan cotton hose; white Persian lawns; white victoria lawns; white India linen; Swiss spot muslins (see a line that is going out in 10, 25 and 50-piece lots, to retail at 12½ to 15c, splendid value). A line of ladies' sunshades, with new handles, to retail at 50c.

The two popular prices for retailers are A1 value to retail at 25 and 50c. The W. R. Brock Co. study this continually, and while aiming to have good value at all prices, make a point of having good 25c and 50c "drives" that are always eye-openers. Many of them are old reliable lines that it is impossible to attempt to eclipse—"New Cairo," 2-1 ribbed black cashmere hose with double knees; "Brockbest" 2-1 ribbed black cashmere hose with plain knees; "Pegtop," 4-1 ribbed black wool hose; "Rusher," 2-1 ribbed black wool hose; "Hustler," 2-1 black wool hose; 417 cashmere gloves and 392 ringwood gloves, both in black, white, navy, seal brown, cardinal and grey; L 153, white bearskin muffs; L 163 white bearskin hoods; "Gaiety" embroidered black cashmere hose.

Brock's carry in their Toronto warehouse white swansdown, white wool boas and white llama fringe.

The men's furnishing department is showing three lines of men's tweed pants that are much below regular price to retail at $1, $1.25 and $1.50. Notwithstanding the recent heavy advances in drills and derrys they are still selling their overalls and smocks at the old prices and report a very active demand for them. Two special lines of men's work shirts are "Rockfast" and "Great West." These cannot be excelled for size, quality and workmanship. The men's glove department are showing two lines of men's gloves which are extra value. "Benson," an unlined kid glove to retail at $1; "Royal," a silk lined kid glove to retail at $1.25. "Premier," and "Brocknit" are two specia, lines of men's black cashmere half hose which are extra value to retail at 25c.

Liddell's Linens.

New sample lines of Liddell's hand embroidered linens are now showing, and these comprise an extensive collection of very handsome bedspreads, sheets, pillow slips, shams, tea cloths and other household linens. All the latest ideas in hand-work are shown. Extensive use is made of drawnwork, and not only do lines of it follow the hems, but flower centres, leaves and scrolls of the finest work are used to enrich the patterns. Eyelet work is seen on many of the designs, and another new feature is a border of hand-made Cluny to many of the articles.

There is a growing trade, particularly in the higher priced goods, for there are few retailers who do not stock art linens, and all who do so will be interested in Liddell's new sample line.

Import Samples of Old Bleach.

The Canadian agent for Old Bleach linens has received the sample lines for the import season, and, as usual, the towel line is an extensive one. Though only to hand a few days, some very large orders have already been placed. This is partly explained by the fact that prices of Old Bleach goods show no advance over last March, when, as the trade will remember, a stiff advance was recorded. As the merits of these goods become known their sales increase. This is particularly noticeable in the case of towels, which are a specialty with this firm. Buyers in closest touch with present market conditions are placing heavy orders, not just for December delivery, but also for March, as they know that they cannot afford to have assortments of towels run out, for they have customers who always buy Old Bleach.

Greenshields Western Limited.

Greenshields Western, Ltd., Winnipeg, have their big warehouse filled with new goods for Fall and Winter, and large shipments are now on the way. They anticipate a big Fall trade, and in order to make room for the new goods direct special attention to many attractive offerings in Summer goods, of which they are prepared to make immediate shipments.

They have in stock an exceptionally full range of bathing suits, lustre coats, outing shirts, fancy hose and Summer underwear in light weights and all materials and colors. The men's wear department is full of good things in hot weather goods, and prompt shipment can be made. A big range of leather belts in all the newest designs is worthy of special mention.

Big shipments of Fall and Winter blouses have already arrived. Flannels, lustres, flannelettes and silk make up an extensive range that is worthy of special attention. This department also offers a large variety of golf coats in plain colors and plain colors trimmed with darker shades. A new thing in golf coats is an Eton golf jacket with three-quarter length sleeves. This is a very dressy coat. The ladies' wear department also shows a large variety of ladies' coats in seven-eighths lengths nicely trimmed. For Summer wear there is a big range of print wrappers ready for immediate shipment and for Winter wear there is a splendid variety of flannel wrappers that should prove good sellers. A couple of lines of ladies' wool hose to retail at 50 cents and 65 cents will net the retail trade a good pro-

fit. In woolen toques Greenshields Western have a big variety and they have stocked heavily the pineapple or honeycomb stitch variety which has been so profitable in the past. In cashmere hose, in spite of the big advances made by the manufacturers, Greenshields Western state that they can offer the same qualities as before at the old prices. They have a range of cashmere hose which it will pay the trade to examine.

Three carloads of linoleums have just been placed in stock and the trade will find an immense variety from which to make their selections. There are also many new lines of carpets and the stock is so large and the range of kinds so extensive that all requirements can be met promptly. A big stock of "Sanitas" wall coverings in many different patterns has just been opened out. The warehouse is crowded with new blankets and comforters for the Winter trade and these are offered at attractive prices.

In prints Crum's and the B.B.B. lines are shown in immense variety and repeat orders for Summer trade can be attended to promptly. Sorting orders for fancy muslins and victoria lawns can also receive prompt attention.

A big shipment of shawls has just come in and immediate deliveey can be made.

The dress goods department have a full range of grey suitings for Fall and will be pleased to send samples on request.

M. F. Phelan.

M. F. Phelan, 505 Lindsay building, Montreal, is representing a strong list of English upholstery and carper firms. Representative retailers may secure particulars upon request. Mr. Phelan has traveled in Canada for some years and found that the business needed his permanent attention, so has established the above office.

A Thread Proposition.

The Andrew H. McDowell Co. (incorporated), Montreal and Toronto, have been appointed selling agents for the Dominion Thread Mills, Ltd., Toronto, and are conducting a strong selling campaign direct to the retail trade. The Dominion Thread Mills have reorganized and have extended their facilities. They are so confident of the rightness of their values that an active publicity campaign is being conducted, acquainting retailers and consumers with their product. They are manufacturing machine and six-cord sewing cotton. While they do not count upon sentiment to market their goods it is worth noting the industry is purely Canadian, and it is not connected with any of the foreign thread combinations. Retailers have no duty to pay, an appreciable and active saving. The McDowell Company have made extended tests of these lines and claim they are equal to the best standard goods. The boxing and labeling is of an attractive type, and retailers pushing these goods are assured of good profits and steady sales, as quality is the backbone of the line. Prices are: $4.60 per gross 200 yards; $6.15 per gross 300 yards. Retailers who desire to make comparison with lines now in stock may have a sample upon request to the Andrew H. McDowell Company, Montreal and Toronto. A special line, designed for the tailoring trade, is known as "Peerless," put up on 1,000-yard spool, a splendid thread for basting and hand sewing purposes.

National Skirt Company.

One of the most interesting developments in the Montreal garment trade is the growth of the National Skirt Co., who confine their attention to the wholesale trade. Within a few years jobbers have appreciated their lines to such an extent that this firm has now the largest output of skirts in Canada. Their organization compares favorably with leading New York houses, and their factory at 291 Notre Dame street west is of a size that insures prompt delivery. Mr. Kellnor, the founder of the firm, has made steady progress each year. Recently Mr. Gittleson joined him and will look after the office end of the business. Wholesale buyers will find the range for Spring, 1908, exceeds any previous season's production. The enormous output means consequent savings in material and workmanship. These savings are apparent in their prices. The firm spares no expense in securing the very latest styles, and their designers are constant visitors to the New York market.

John Macdonald & Co.

John Macdonald & Co., Limited, state that greater care than ever has been exercised in the buying of their Fall stock for 1907. The markets of the world have been visited by experts and contracts have been made on the most favorable terms. Prompt shipments are assured, and everything possible to make business run smoothly and profitably to their customers has been done. In their warehouses you may expect to see the very latest creations of fashion, as they will appear in the fashion centres of the world—dress goods from the French, German, English and Canadian looms; silks from Europe; blousings, waistings and wrapperettes from the Canadian and United States manufacturers; mattings and mats from Japan; rugs from the Orient; smallwares and haberdashery from all over the face of the earth.

They make special mention of some lines they are showing in plaid and check dress goods, plain cloths in venetians, sateen finish, panamas and voiles, embroidered flannels for waistings, and silks in peau-de-soie, taffetas and chiffon taffetas; also fancy plaid tamalines in a variety of colors. They have added two more qualities to their famous brand of "Imperial" velveteen. All their other lines will be stocked the same as usual.

John Macdonald & Co., Limited, are showing special lines in men's natural wool underwear, Summer

Condensed Advertisements

AGENTS WANTED.

STRAW GOODS AND MILLINERY—London, England, house wishes to correspond with manufacturers' agents in Montreal, Toronto and Winnipeg, with a view to representation; women's and men's straw hats, flowers, feathers, shapes, etc., and fur goods; good inducements offered to the right men. Address Faire, care of DRY GOODS REVIEW, 88 Fleet St., London, Eng.

NOTTINGHAM manufacturer of torchons and valenciennes laces, medium to fine quality, requires smart agents on commission, to sell same to wholesale warehousemen, and underclothing manufacturers in Canada; only men acquainted with these goods need apply, giving full particulars. Box P.O.B. 141, Nottingham, Eng.

MANUFACTURERS' AGENT with good connection is open for additional lines for Winnipeg; would represent agencies through Montreal and Toronto agents on half commission. Box A, DRY GOODS REVIEW, 511 Union Bank, Winnipeg.

FOR RENT.

STORE to rent—Plate front, solid brick, 80 feet deep, two storeys and basement; situated in a good village of 1,200 people, good streets, electric lights, waterworks and first-class surroundings; good opening for general store with crockery and dressmaking; old business stand; good references. Apply Box 144, MacLean Publishing Co. [6]

WE will have ready in about two months, two office flats, 85 x 41 feet, steam-heated, with modern passenger elevator, situated on Sparks street, main thoroughfare; these we will rent for sample rooms, subdivided as required. Apply Butterworth & Co., Ltd., Ottawa, Ont.

MISCELLANEOUS.

RETAIL MERCHANTS—I invented and used a secret cash mark eight years ago, which no clerk or outsider ever solved; will tell one merchant in each town. If interested write G. F. Smith, Waubaushene, Ont.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto.
465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block and 422 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

MICHAEL F. PHELAN
MANUFACTURERS' AGENT

REPRESENTING

CHARLES HARRISON, KEMPSON & CO., LTD.,
Long Meadow Mills - Kidderminster.

HOOPER & EDMAN
Bedstead and Fender Manufacturers,
Spring Hill Foundry, - Birmingham.

LEE, BEHRENS & CO., LTD.,
Successors to R. Stanway, Upholstering Fabrics,
2 King Edward St., Newgate St., London.

ROWLAND RAWLINSON, Felt Manufacturers,
Brook St., London Road, - Manchester.

H. DAVIS & CO., LTD.,
Art Metal Workers, Electric, Gas, Oil and Fancy Goods,
Vauxhall Street - Birmingham

MARK PALFREY & CO.,
Sheep Skin Rug Manufacturers, Forward Works,
Stourbridge - - England.

505 LINDSAY BUILDING - MONTREAL

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Elec tric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM, Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favora le terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Lin-n Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal
SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

DIECKERHOFF RAFFLOER & CO.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal 361 St. James St. Winnipeg Sylvester Willson Bldg.
Toronto—70 Bay St.—Head Office
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets. Felts.
Stock carried in Montreal and Toronto.

S. W. STEVENSON & CO.
DRY GOODS
COMMISSION MERCHANTS
TORONTO 218 Stair Bldg. Phone Main 7130
MONTREAL 42 Victoria Sqr. Phone Main 4843

HAROLD F. WATSON
Manufacturers' Agent
6 St. Sacrament Street - MONTREAL
GLOVES, SILKS, RIBBONS,
Laces, Embroideries, Hair Nets, Waists
Appointments upon request.

Cable Address "Kingsons, Toronto" Phone Main €158
W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC.
74 YORK STREET - TORONTO
Canadian and Foreign manufacturers' lines solicited on favorable terms.

MANUFACTURERS' AGENTS.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
MANUFACTURER and IMPORTER of Covered, Ivory, Pearl and Metal Buttons.
Complete stock always on hand.

HAVE YOU SEEN THEM?
If not, we invite your inspection of our large range of Men's Shirts, (all descriptions), Pyjamas and Collars. We can guarantee **make, value and delivery.**
CUMMING & FRASER
84 St. Frcs. Xavier Street, Montreal.

Em. de Boeck & Co.,
Manufacturers' Agents
Specialties—Hand-Made Lace Blouses and Dresses, Cluny Lace, Embroidered Lace Curtains, and Hand-Made Laces for Blinds and Curtains.
43 St. Sacrament St., Montreal
Tel. Main 3812

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

Children's Hats and Bonnets, Working Shirts, Cashmere Hose
SPECIAL VALUES. DELIVERY AT ONCE.
GILMOUR, NEPHEW & CO.,
366 St. Paul Street, Montreal
TELEPHONE MAIN 2202.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

Past Due Accounts.

We can assist you to convert these into **Working Capital.**

Intelligent and up-to-date attention given to all claims entrusted to us.

Let us assist you.

The Beardwood Agency
Claims Collections and Commercial Reports
313 New York Life Bldg., MONTREAL

weight, unshrinkable, sizes 34 to 46, at $6.50 per dozen. Men's derby neckties, reversible, at $2.25 per dozen. A complete range in men's leather belts for Summer wear, to retail at 25c. to 50c, each. Men's fancy cashmere half-hose in spots, stripes and checks, to retail at 25c,, 35c. and 50c. per pair. Ladies' fancy belts for Summer wear, washable, to retail at 25c. each. A complete range of ladies' fancy combs, including all the newest shapes and designs, from $1 to $1.50 per dozen.

John Macdonald & Co., Limited, in their carpet department for Fall, 1907, business are prepared to show a fine range of carpets, tapestries, Brussels, Axminsters, Wiltons and velvets, at prices 25 per cent. to 35 per cent. below market value. Goods were bought before heavy advances took place. Some patterns are job and others old stock, all to be cleared out during Fall season to make room for Spring, 1908, carpets.

They are showing a larger range of squares than ever, which the trade demands, and they are stocking almost every size in tapestries. Brussels, velvets and Axminsters ; also a fine line of hearth rugs and door mats to correspond with colorings in squares.

Linoleums, floor and table oils, all widths, special paper patterns of these goods supplied for mail orders on application.

Lace, Swiss, tapestry and chenille curtains, quilts, counterpanes, table covers and all sundry house furnishing lines are now complete.

Universal Mfg. Co., Ottawa.

Few manufacturing concerns have grown more rapidly than the above. Starting in a very modest way a little over three years ago, it now employs over 150 skilled hands, and the product is known from coast to coast. The company manufactures skirts, costumes, mantles and fur shells, which are known as the "Princess garments." The large three-storey building occupied is one of the best equipped factories in Canada, and the show rooms extend right through to Rideau street. Here may be seen a most fashionable diversity of the newest creations. Style, fit, quality and price are the foundation stones upon which this large business has built success. It is a feature of the house they make a motto to always treat everyone well. What is the result ? Simply when the trade thinks of skirts, costumes, mantles or fur shells they naturally think of the "company of satisfaction" in Ottawa.

Card Writing Made Simple.

By the use of Small's letter patterns anyone, without previous experience, can made up-to-date show cards, board signs, etc. They are utilized by experienced sign-writers who want a time-saving method, as well as beginners who have not time to learn the old way. These patterns are not stencils, but true outlines cut from extra durable paper, and with ordinary care will last a lifetime. Small's show card paint is the only water-color paint on the market for this purpose that will show up full strength on any colored surface. It is ground by machinery, and ready for immediate use, with the addition of water for thinning. There are six colors, and they are put up in screw-top jars. Write for circular to W. L. Small, College and Dufferin Sts., Toronto.

Book on Display.

"Window Dressing and Display," the complete catalogue and price list just issued by J. R. Palmenberg's Sons, will be sent gratis to every merchant of standing forwarding his name. It would be obviously unfair to expect that so elaborate and expensive a work could be profitably circulated unless some discrimination was exercised. It must, therefore, be distributed along conservative lines and only among firms and individuals of repute.

The Whole Story in a Nutshell.

Dayton, Ohio, May 9th, 1907.
Grand Rapids Showcase Company,
Grand Rapids, Michigan.

Gentlemen,—I have to-day placed my order with your company through your traveling representative, for 134 sections of your "20th Century" clothing cabinets. I will thank you to get this order out by the date mentioned in contract, as I am in urgent need of them.

I wish to congratulate your company upon having gotten up such a thoroughly practical cabinet. It may be of interest to you to know that before placing my order for this outfit, I personally investigated the respective merits of the different clothing cabinets on the market, and went so far as to send two of my representatives to Cleveland, Columbus, Detroit, Rochester, Chicago, Lansing and Grand Rapids, and can conscientiously say that your cabinets are superior from every standpoint.

Yours very truly,
MOSE COHEN

The Figg Cravat Holder.

The Figg cravat holder is meeting with great success at the present time. Merchants find it a decided aid in making neckwear sales. Mr. Figg has protected his interests by securing a patent in the United States as well as Canada. Retailers may secure full information by addressing George E. Figg, neckwear manufacturer, 715 Wellington street, Montreal.

Gilmour, Nephew & Co., 366 St. Paul street, Montreal, have a special line of English cashmere seamless hosiery in stock for immediate delivery, and at attractive prices. Particulars will be given on request.

Cummings & Fraser, Montreal, are showing special values in men's shirts, pajamas and collars.

CONTENTS

A

Art of Display 93
Amalgamation of Local Merchants 70

B

Business Management 51
British Letter 197
Business Notes 220

C

Clever Arrangement of Space 61
Co-operative Stores 90
Carpets 198
Cutting Down Expenses 129
Complaint re Glove Supply 182

D

Dress Goods Problems 81
Dress Accessories 131
Dress Goods 160

E

Editorial 168

F

Fancy Goods Management 84
Furs 111
Fancy Goods and Notions 163

G

Good Advertising 52

H

History of the Empire Gown 82
House Furnishings 198

I

In Advocacy of Cash System 66
Items from all Canada 216

K

Knitted Goods 117

L

Local Merchants v. Catalogue Houses 73
Linens 177

M

Men and Methods 41
Management of Staples 88
Methods of a Card Writer 107
Millinery 199
Men's Furnisher 179
Manufactures of Canada 98

N

New York Mode 195
News from Various Points 211

P

Profitable Millinery Department 78
Points Regarding Knitted Goods 86
Paris Fashions 192

Q

Question Department 68

R

Ready to wear Garments 145

S

Store of Wright & Son, Brockville 50
Store of Whiteley, Ltd., London 57
Some Up-to-date Store Fronts 69
Steacy's Store, Kingston 59
Store of T. Lindsay, Ottawa 67
Starting Business on $300 70
Store of R. McKay & Co., Hamilton 71
Supply Credit Business 58
Store of A. Bristol & Son, Picton 76
Successful Garment Department 80
Store of Kane & Co., Halifax 85 and 87
Show Card Writing 105
Staples 173

T

Trade Inquiries 159

W

World's Most Artistic Store 62
Wall Paper 200

CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants, Auditors.
Davenport, P. P., Winnipeg.
Jenkins & Hardy, Toronto.

Blankets, Quilts, Traveling Rugs, etc.
Dr. Jaeger's Sanitary Woollen System Co., Limited, Montreal.
Toronto Feather & Down Co., Toronto.

Button Machines and Buttons.
American Button Co., Montreal.
Berlin Button Co., Berlin.
Defiance Button Machine Co., New York.
Merchants Button Co , Waterloo.
Shantz, J. Y., & Son Co., Berlin.

Carpets, Curtains, Rugs, Window Shades, etc.
Adams Furniture Co., Toronto.
Brock, W. R. Co., Toronto and Montreal.
Daly & Morin, Montreal.
Dominion Oilcloth Co., Montreal.
Garland, John M , Son & Co., Ottawa.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Imperial Carpet Co., Toronto.
Ishikawa, K., & Co., Toronto.
Knox, John & Co., Hamilton, Ont.
Macdonald, John, & Co., Toronto.
McRae & Walker, Winnipeg.
McDowell, A. H., & Co., Montreal.
Moore Carpet Co , Sherbrooke, Que.

Cash Sales Books.
Carter-Crume Co., Toronto.

Cloaks, Costumes, Skirts, Shirt Waists, Raincoats, etc
Berger & Co., Montreal.
Brock, W. R., Co., Toronto and Montreal.
China & Japan Silk Co., Montreal.
Cumming & Fraser, Montreal.
De Boeck, Em, & Co., Montreal.
Dominion Cloak Mfg. Co., Montreal.
Dominion Garment Co., Guelph.
Empire Mfg. Co , Montreal
Fairbairn, Rhys D., Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, Co., Hamilton, Ont.
Kyle, Cheesbrough & Co., Montreal.
Mishkin, I., & Co., Montreal.
Konig & Stuffman, Montreal.
Montreal Skirt & Cloak Mfg. Co., Montreal.
National Skirt Mfg. Co., Montreal.
Pugh Mfg. Co., Toronto.
Revillon Bros., Montreal.
Salem Co., Ltd., Montreal.
Sommer, A., & Co., Montreal.
Standard Cloak & Skirt Mfg. Co., Montreal.
Universal Skirt Mfg. Co., Ottawa.
Waldman, J. H., & Co., Montreal.
Weiller & Herman, New York City.
Wener, Sam, & Co., Montreal.

Corsets.
Konig & Stuffmann, Montreal.
Parisian Corset Mfg. Co., Quebec.

Cottons, Prints, Muslins, Shirtings, etc.
Dominion Textile Co., Montreal.
Haworth, Richard, & Sons, "Spero," Manchester, Eng.
Horrockses, Crewdson & Co., Manchester and London, Eng.
"Kingcot" Cottons.
Knox, John, & Co , Hamilton.
Montreal Cotton Co., Montreal.
Stevenson, S. W., Toronto and Montreal.
Victor Mfg. Co., Quebec.

Cotton Batting.
Dominion Wadding Co., Montreal.

Counter Check Books.
Carter-Crume Co., Toronto.

Dress Goods, Silks, etc.
Bradford Dyers Association, Bradford, Eng.
Brock, W. R., Co., Toronto and Montreal.
Brophy-Cains, Limited, Montreal.
China & Japan Silk Co., Ltd., Montreal.
Debenhams (Canada) Limited, Montreal and Toronto.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Harris & Co., Rockwood, Ont.
Hirshson, L., & Co , Montreal.
Ishikawa, K., & Co., Toronto.
Law, Russell & Co., Bradford.
Macdonald, John, & Co., Toronto.
McDougall, A., & Co., Montreal.
McDowell, A. H., & Co., Montreal.
Montreal Cotton Co., Montreal.
Nisbet & Auld, Toronto.
Paton Mfg. Co., Sherbrooke, P.Q.
Priestleys'—Greenshields Limited, Montreal.
Priestleys'—Greenshields Western Limited, Winnipeg.
Ripley, E., & Sons, London, E.C.

Dress Shields, etc.
Kleinert, I. B., Rubber Co., Toronto.

Dryers, Cleaners, etc.
Bradford Dyers Ass'n., London, Eng.
British American Dyeing Co., Montreal, Toronto, Ottawa and Quebec.
Hermsdorf, Louis, New York.
Parker, R., & Co., Toronto.

Embroidery Hoops.
Gibbs Mfg. Co., Canton, Ohio.

Fancy Leather Goods.
Lambert, P. W., & Co., New York.
Sale, Julian, Toronto.
Walsh, W. E., Montreal.
Western Leather Goods Co., Toronto.

Flannels, Flannelettes, etc.
Brock, W. R., Co., Toronto.
Brophy-Cains, Limited, Montreal.
Debenhams (Canada) Limited, Toronto.
Dominion Textile Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Haworth, Richard, & Sons, "Spero," Manchester, Eng.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Knox, John, & Co., Hamilton.

Frillings.
Fairbairn, Rhys D., Toronto.
Plantagenet Frillings (C. H. Hill & Co.), Nottingham, Eng.

Furs.
Alexandor, A. J., Montreal.
Hirshson, L., & Co., Montreal
Livingstone Mfg. Co., Montreal.
Paquet, J. Arthur, Quebec.
Swift, Copland & Co., Montreal.
Universal Skirt Mfg. Co., Ottawa.

General Dry Goods.
Brock, W. R., Co., Montreal and Toronto.
Brophy-Cains, Limited, Montreal.
Bruce Bros., Montreal.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Hirshson, L., & Co., Montreal.
Knox, John, Co., Hamilton.
Macdonald, John, & Co., Toronto.
Rylands & Sons, Manchester, Eng.

Gloves, Mittens, etc.
Fownes Bros. & Co., Montreal.
Paquet, J. Arthur, Quebec.
Pewny's Kid Gloves—Greenshields Limited, Montreal.
Storey, W. H. & Sons, Acton.
Wreyford & Co., Toronto.

Hose Supporters.
Kleinert, I. B., Rubber Co., Toronto.

Knit Underwaists.
Nazareth Waist Co., New York.

Laces and Veils.
Bach, R. C., Montreal.
Brophy-Cains Limited, Montreal.
Debenhams (Canada) Limited, Toronto.
De Boeck, Em, & Co., Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, & Co., Hamilton.
Konig & Stuffmann, Montreal.
Laces & Braids Mfg. Co., Toronto Junction.
Revillon Bros., Montreal.
Sandersons, Limited, Toronto.

Ladies' Neckwear.
Bach, R. C., Montreal.
Fairbairn, Rhys D. Toronto.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, & Co., Hamilton, Ont.
Ladies' Wear, Ltd., Toronto.
Sandersons, Limited, Toronto.

Mending Wools, Silk, Cotton and Linen Thread, etc.
Baldwin & Partners, J. & J., Leicester, Eng.
De Gruchy, Philip, Montreal.
Dominion Thread Mills, Ltd., Montreal.

Men's and Boys' Ready-Made Clothing (Overalls, Leather and Rain-coats, Sweaters, etc.).
Brock, W. R., Co., Toronto and Montreal.
Garland, John M., Son, & Co., Ottawa.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Knox, John, & Co., Hamilton, Ont.
McDougall, A., & Co., Montreal.
Mishkin, I & Co., Montreal.
National Rubber Co., Montreal.
Rock Island Overall Co., Rock Island.
Wilkins, Robert C., Montreal.

Millinery, Ribbons, etc.
Barry, W. H., & Co., Montreal.
Brophy-Cains Limited, Montreal.
Debenhams (Canada) Limited, Montreal. and Toronto.
Francois & Co., London, Eng.
Garland, John M., Son & Co., Ottawa.
Gill, W. C., New York.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
McCall, D., Toronto.
Vyse, Sons & Co., Ltd., London, Eng.

Neckwear.
Figg, G. E., Montreal.
Niagara Neckwear Co., Niagara Falls, Ont.

Needles and Pins.
Nicklin, J., & Co., Birmingham, Eng.

Novelties and Notions.
Bach, R. C., Montreal.
Boyd-Brumell & Co., Toronto.
Edwards Skirt Supporter Co., Bridgeburg, Ont.
Gibbs Mfg. Co., Canton, Ohio.
Ladies' Wear, Ltd., Toronto.
Newey Bros., Birmingham, Eng.
Nicklin, J., & Co., Birmingham, Eng.
Sandersons Limited, Toronto.
Weyerstall, Alfred, Toronto.

Office Supplies.
Business Systems Ltd., Toronto.
Dancyger Safety Pin Ticket Co., Dayton, Ohio.

Oil Cloths, Linoleums and Mattings.
China & Japan Silk Co., Montreal.
Dominion Oilcloth Co., Montreal.
Imperial Carpet Co., Toronto.

Papier Mache Forms, Wax Figures, etc.
Clatwothry, J. C., Toronto.
Delfosse & Co., Montreal.
Palmenberg's, J. R., Sons, New York.
Richardson, A. S., Toronto.

Picture Post Cards and Albums
Walsh, W. E., Montreal.

Shirts, Collars, Ties, etc.
Brock, W. R., Toronto.
Brown & Aschroft, Montreal.
Canadian Underwear Co., Montreal.
Clement, A. E., Montreal.
Colossus Brand Shirts.
Cumming & Fraser, Montreal.
Empire Mfg. Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Gordan, J., & Son, Montreal.
Greenshields Western Limited, Winnipeg.
Hagen Shirt & Collar Co., Berlin.
Ishikawa, K., & Co., Toronto.
Knox, John & Co., Hamilton.
Monarch Shirt Co., Rock Island.
Niagara Neckwear Co., Niagara Falls, Ont.
S.M. Co , Ltd., Toronto and Manchester, Eng.
Standard Shirt Co., Montreal.
"Success" Brand Collars and Cuffs, Montreal.
Wilkins, Robert C , Montreal.
Wreyford & Co., Toronto.

Silks and Satins.
British American, The, Import Co., Montreal

Smallwares.
Boyd-Brumell & Co., Toronto.
Brock, W. R., Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Gilmour, Nephew & Co., Montreal.
Knox, John & Co., Hamilton.
Morrall, Abel, Redditch, Eng.
Newey Bros., Ltd., Birmingham, Eng.
Nicklin, J., & Co., Birmingham, Eng.
Phillips & Wrinch, Toronto.
Twining & Sons, Birmingham.

Staples and Linens.
Brock, W. R., Co., Toronto and Montreal.
Brophy-Cains, Limited, Montreal.
Dominion Linen Mills, Bracebridge, Ont.
Garland, John M., Son & Co., Ottawa.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Liddell, Wm., & Co., Belfast, Ireland.
McDowell, A. H., & Co., Montreal.
Nisbet & Auld, Toronto.

Store Fixtures and Show Cards.
American Reflector & Lighting Co., Chicago.
Botanical Decorating Co., Chicago.

Clatworthy & Son, Toronto.
Delfosse & Co. Montreal.
Grand Rapids Show Case Co., Grand Rapids, Mich.
Harris & Sheldon, Birmingham, Eng.
Martel-Stewart Co., Montreal.
Milbradt Mfg. Co., Chicago.
Mitchell Self-Testing Safety Code Co., Toronto.
Richardson, A. S., Toronto.
Russell, A. N., & Son Co,, Ilion, N.Y.
Small, W. L., Toronto.
Thayer and Chandler Co., Chicago.
Toronto Brass Mfg. Co., Toronto.

Store Lighting.
Lamson Consolidated Store Service Co., Toronto.
Luxfer Prism Co., Montreal and Toronto.

Suspenders.
Berlin Suspender & Button Co., Berlin.
Brock, W. R., Co., Montreal.
Globe Suspender Co., Rock Island.
Montreal Suspender & Umbrella Co., Montreal.

Umbrellas, Parasols, etc.
Irving Umbrella Co., Toronto.
Montreal Suspender & Umbrella Co., Montreal.

Underwear, Hosiery and Knitted Goods.
American Stocking Co., New York.
Canadian Underwear Co., Montreal.
Cartwright & Warners, Loughborough, Eng.
"Ceetee" brand—Turnbull, C., Co., Galt.
Chipman-Holton Knitting Co., Hamilton.
"Crescent" brand—Lennard, S., & Sons, Dundas.
Eagle Knitting Co., Hamilton.
Ellis Mfg. Co., Hamilton.
Garland, John M., Son, & Co., Ottawa.
Gordon, J., & Son, Montreal.
Greenshields Limited, Montreal.
Greenshields Western Limited, Winnipeg.
Henderson, A., & Co., Montreal.
Jaeger, Dr., Co., Montreal.
Knox, John & Co., Hamilton, Ont.
Konig & Stuffmann, Montreal
Lennard, S , & Sons, Dundas, Ont.
Macdonald, John, & Co., Toronto.
McDowell, A. H., & Co., Montreal.
Oxford Knitting Co., Woodstock.
Paton, Son & Co., Montreal.
Peerless Underwear Co., Hamilton.
Penman Co., Paris, Ont.
Perry, G. B., Knitting Co., Hamilton.
Raven, W., & Co., Ltd., Leicester, Eng.
Simpson, J., Sons, Toronto
Stanfields Limited, Truro, N S.
Watson, Mfg., Co., Paris.
Williams, Walter, & Co., Montreal.
Wolsey Underwear Co., Leicester, Eng.
Wreyford & Co., Toronto.

INDEX TO ADVERTISERS.

A

	PAGE
Accountants' Directory	227
Adams Furniture Co.	208
Alexandor, A. J.	114
American Button Co	153
American Reflector & Lighting Co	102
American Stocking Co.	126
Australasian Draper	103

B

Bach R C.	135
Baldwin, J. & J., & Partners	32
Barry, W. H., & Co	138
Beardwood Agency	226
Bell Telephone Co.	110
Berger & Co.	149
Berlin Suspender & Button Co.	188
Botanical Decorating Co.	101
Boyd, Brumell Co,, Ltd.	105
Bradford Dyers' Ass'n.	27
British-America Assurance Co.	31
British American Dyeing Co.	102
Brock, W. R., Co. 13,14,15,16,17,37, 38, 39, 40	
Brock & Paterson.	227
Brophy-Cains, Limited	89
Bruce Bros	161
Burnet & Temple	105
Business Systems Ltd.	103
Busy Man's Magazine	210

C

Canada Haircloth Co	227
Canadian Underwear Co.	inside front cover
Carter-Crume Co.	31
Cartwright & Warners	119
China & Japan Silk Co	165
Chipman Holton Knitting Co	129
Clatworthy & Son	166
Clement, A. E.	185
Confederation Life Association	110
Cosbie, R. H.	33, 162
"Craftana"	126
"Cravenette" Co	184
Cumming & Fraser	227

D

Daly & Morin.	207
Dancyger Safety Pin Ticket Co.	23
Debenhams (Canada) Limited.	34, 135
De Boeck, Em	227
Defiance Button Machine Co.	210
Delfosse & Co	102
Dieckerhoff-Raffloer & Co.	227
Dominion Cloak Mfg. Co.	148
Dominion Garment Co.	143
Dominion Oilcloth Co	203
Dominion Textile Co.	175
Dominion Thread Mills.	142
Dominion Wadding Co.	29

E

Eagle Knitting Co.	121, 122
Edwards Skirt Supporter Co.	138
Ellis Mfg. Co	116
Empire Mfg. Co.	157
Evans, Geo. H., & Son.	162

F

Fairbairn, Rhys D.	130
Figy, Geo.	184
Flaws, R., & Son.	227
Forsyth, John, & Co.	inside front cover
Fownes Bros. & Co.	138
Francois & Co.	194

G

Garland, John M., Son & Co.	24
Gibbs Mfg. Co.	162
Gill, W. P., & Co.	138
Gilmour, Nephew & Co	27
Globe Suspender Co	188
Gordon, John, & Son.	12
Grand Rapids Show Case Co.	99
Greenshields Western Ltd.	9, 10, 11 and inside back cover
Greenshields Limited.	1, 2, 3, 4, 5, 6, 7, 8, 37, 215 and outside back cover

H

Hagen Shirt & Collar Co.	185
Harris & Co	161
Harris & Sheldon.	101
Haworth, Richard, & Sons.	32
Hees, Geo. H., Son & Co.	199
Hermsdorf, Louis.	128
Hewson Woolen Mills	189
Hirshson, L., & Co	135
Hitchcock Williams & Co.	35
Horrockses, Crewsdon & Co.	26
Hotel Directory.	227

I

Imperial Carpet Co.	208
Irving Umbrella Co.	91
Ishikawa, K., & Co.	31

J

Jaeger, Dr., Co	124
Jay Finish Underwear	119

K

King, John, & Son	208
King, W. P.	227
Kingcot	172
Kleinert, I. B., Rubber Co.	29
Knox, John, Co.	91
Konig & Stuffmann	18, 19, 20, 21

L

Laces & Braids Mfg. Co.	158
Ladies' Wear Ltd	139
Lambert, P. W., & Co.	166
Lamson Consolidated Store Service Co.	104
Laurentian Whitewear Co.	154
Law, Russell & Co.	28
Legal Directory.	227
Lennard, S., & Sons.	119
Liddell, William, & Co.	162
Livingstone Mfg. Co.	114
Luxfer Prism Co.	100

M

Macdonald, John & Co	22
McCall, D., Co	191
McDougall A., & Co.	187
McDowell, A. H., & Co.	227
McRae & Walker	128
Menzie Wall Paper Co.	204
Merchants Button Co.	153
Merchants Mercantile Co	227
Metropolitan Bank	31
Milbradt Mfg. Co.	99
Mitchell Self Testing Safety Code Co	114
Mishkin, I., & Co.	143
Monarch Shirt Co.	177
Montreal Cotton Co.	176
Montreal Skirt & Cloak Mfg. Co.	158
Montreal Suspender & Umbrella Co.	30
Montreal Waterproof Clothing Co.	221
Moore Carpet Co.	209
Moore, F. W., & Co	153
Moulton & Co.	227

N

National Rubber Co.	153
National Skirt Mfg. Co.	148
Nazareth Waist Co.	127
Newey Bros. Ltd.	137
Nicklin, J., & Co.	210
Nisbet & Auld.	155, 156

O

"Old Bleach" Linen Co.	33
Oxford Knitting Co.	128
Oxford Mfg. Co	177

P

Palmenberg's Sons, J. R	101
Paquet, J. Arthur.	110
Parisian Corset Co.	149
Parker, R., & Co.	34
Paton, Son & Co.	126
Paton Mfg. Co	186
Peerless Underwear Co	123
Penman Mfg. Co.	178
Perrin Freres & Cie.	137
Perry, G. B., Knitting Co.	128
Pewny's Kid Gloves	217
Phelan, Michael F.	226
Phillips & Wrinch, Ltd	36
Plantagenet Frillings.	25
Pugh, Mfg. Co.	148

R

Raven, W., & Co., Ltd.	126
Revillon Bros.	140, 141
Richardson A. S.	99
Ripley, Edward, & Son.	159
Rock Island Overall Co.	188
Russell, A. N., & Son Co.	102

S

Sale, Julian, Leather Goods Co.	164
Salem Co., Ltd.	152
Sandersons Ltd.	130
Shantz, J. Y., & Co.	91
Silver, M., & Co	114
Simpson, J., Sons	120
Small, W. L.	109
S.M. Co., Ltd.	188
Smith, J. Sproule.	227
Smith, McKeown & Co.	188
Sommer, A., & Co.	150
Standard Cloak & Skirt Mfg. Co.	143
Standard Shirt Co.	183
Stanfields Limited	115
Stauntons Limited.	201
Stevenson, S. W., & Co.	227
Storey, W. H., & Son.	137
Swift, Copland & Co.	113

T

Toronto Brass Mfg. Co.	92
Toronto Feather & Down Co.	208
Turnbull, C., Co., of Galt.	125
Twining & Sons.	31

U

Universal Skirt Mfg. Co.	148

V

Victor Mfg. Co.	154
Vyse Sons & Co., Ltd.	191

W

Waldman, J. H., & Co.	144
Walsh, E. H.	129
Walsh, W. E.	227
Watson, Harold F.	227
Watson Mfg. Co.	116
Watson-Foster Co.	205, 206
Weiller & Herman	157
Weir Wardrobe Co.	120
Wener, Sam, & Co.	151
Western Assurance Co.	210
Western Leather Goods Co	164
Weyerstall, Alfred	227
Wilkins, Robert C.	inside front cover
Williams, Walter, & Co.	124
Wolsey Underwear Co.	124
Wreyford & Co.	185

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

There is a Season for Everything

and you can take our word for it that this will be a ***White Goods Season.*** So don't let your stock get too low. We were fortunate in being able to place a large order before the advance in prices of cotton goods and as a result can offer you exceptionally good values in

Ladies'

Night Gowns ***Underskirts***

Corset Covers ***Drawers***

Chemises ***Blouses***

and children's garments of all kinds.

54, 56, 58, 60 **Arthur Street** | **Winnipeg** | 53, 55, 57, 59 **King Street**

PRIESTLEYS' HUGUENOT CLOTH



This Fabric
is Priestleys'
Latest Creation.
It possesses all
the durability
and close texture
of the old time
Serge, with the soft
rich draping
qualities of a
French Cashmere.

—In all Colors,
For Hard and
Dressy Wear.

SOLE AGENTS FOR CANADA

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited
Vancouver, B.C.

Dry Goods Review

August



The MacLean Publishing Co.
Montreal
Toronto
Winnipeg
London, England

USING THE DULL SEASON AS A MONEY MAKER

Give a little time out of your leisure to go over your stock and make up a case of unsalable fabrics, that only need changing to another color to become as valuable as the newest goods on your shelves.

This story of dead stocks has no place with the Dry Goods Merchant or Milliner who has become a customer of these works.

—No experiment in this business. Our experience goes back to over thirty years and leading houses in all parts of Canada are our customers.

Write and ship to

R. PARKER & CO., DYERS TO THE TRADE, Toronto, Can.

Perrin Freres & Cie.

MONTREAL

Agents for

"RAGUET"

FRENCH UNDERWEAR

Balbriggan. Sea Island Cotton, Lisle Thread, Natural Wool. Samples for Spring 1908 are now ready and our Travellers will call on the trade during August and September.

We will show a line of "Raguet" French Balbriggan to retail at 50c., also New lines in **University Style Garments; I.E. Sleeveless and Short Sleeve Shirts and Short Drawers**—as well as our Standard Numbers now so well known to the trade.

By special arrangement with the manufacturer, every line we show has been ordered, and is NOW IN WORK. THEREFORE EARLY DELIVERY IS ASSURED.

"ROOSTER BRAND"

Best  **Made**

Heavy Working Pants
Heavy Working Shirts
Hunting Coats

Overalls and Jackets
White Coats and Sleeve Vests
Boys' Knickers

ROBT. C. WILKINS

MONTREAL.

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads. on pages 6, 7 and 8 and inside back cover.

DRY GOODS

As usual, we have a splendid assortment of all Seasonable Lines. Every Department is splendidly equipped to meet the demands of the

FALL and WINTER TRADE

Note what our travellers have to show you in

Cottons, Wash Goods, Dress Goods, Silks, Carpets and House Furnishings, Men's Furnishings, Woollens and Tailors' Trimmings, Small Wares, Ready-to-Wear Garments

We can fill orders promptly.

Greenshields Limited
Montreal

Greenshields Western Limited
Winnipeg, Man.

Greenshields & Co. Limited
Vancouver, B.C.

PRIESTLEYS' HUGUENOT CLOTH

Their Latest Creation



Priestleys' All-Wool "Huguenot" cloth is a combination of beauty, suppleness and durability, which will add to the reputation of these celebrated makers.

"Huguenot" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a French cashmere.

YOU NEED IT. YOUR CUSTOMERS WANT IT.

Samples and Particulars upon request from the Sole Agents for Canada.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited
Vancouver, B.C.

JOHN M. GARLAND SON & CO.

Wholesale Dry Goods

Preparations for Fall, 1907

We have made preparations for the largest Fall business in our history, and to meet the situation fairly we have provided each department with carefully selected lines and with a very limited number of changes in the prices outside of Cotton Goods Staples. In Dress Goods the values are equally as good as last season, with a few exceptions.

Mantle Cloths—We placed sufficiently early to get the bottom price along with the new designs and colors. As usual we will show four leaders to retail at $1.00, $1.25, $1.50 and $2.00. Previous seasons' selling has demonstrated the fact that the above four prices suit the trade admirably.

NOTE
To Mail Order Buyers

We are issuing a lot of very convenient mail order forms which we think will meet the requirements of customers ordering goods by mail. If by chance we do not mail or enclose one in your parcel, a postal will bring one by mail.

P.S.—A right smart line for Fall are our new Bannockburn Tourist Coatings. Sample clips for the asking.

OTTAWA, CANADA

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

H.M.

ARE
You Handling
KLEINER'S
Dress Shields and Hose Supporters?

If so,
you have the best. Sold by all the leading Jobbers.

I. B. KLEINERT RUBBER CO.
TORONTO

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

MITCHELL'S
Self-Testing Safety Code

A NEW and Scientific System for the Transmission of Messages by Telegraph or Cable, so arranged that one word may convey several meanings, such as Article, Quality, Price, Quantity, Terms, etc.

By other codes three and four words are required to express what this system will convey in one word, thus costing three and four times as much as the same message if sent by this system.

EXAMPLE

ZYGUMTABUK WABXYTCOGY MITKEKULTY RUPADCEVAR LOFRABFACK:

INTERPRETATION

Kid Gloves ship, as per your sample number 15-52a, 12 dozen 6¼, 18 dozen 6½, 24 dozen 7¼, assort 15 per cent. Blue, 20 per cent. Black, 25 per cent. Tans, balance assort latest colors. Samples wanted quickly, forward by express.

Try This With Your Code. Full Description Mailed on Request

The MITCHELL SELF-TESTING SAFETY CODE CO.
8 Colborne St., Toronto, Canada.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.

DRY GOODS REVIEW
Montreal and Toronto.

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

OUR MAIL ORDER SERVICE.

Just a word or two about our Mail Order Service. You can always rely upon us filling your mail orders promptly and intelligently.

This is the sorting season, and you want many odds and ends; and when you do want them you want them in a hurry. We understand this perfectly and we are prepared to give you the promptest possible service.

We have a full stock and we can ship the same day your order is received.

We mean business---Try us.

54, 56, 58, 60 Arthur Street	Winnipeg	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

A Special Offer this Month

in

Ladies' Skirts

This line consists of a variety of styles and patterns in Tweeds and plain colors. They are put up in half dozen boxes with colors and sizes well assorted.

The price is $2.25 each

Write us for a sample box

State whether you want light tweeds, dark tweeds, or plain colors.

Special

A big range of Wool Shawls and Wraps just to hand, prices from 37½ cents to $6.00 each.

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Fall 1907

New Silk Waists

Our line of ladies' silk waists is now nearly complete—it's the best assortment we've ever carried; all the styles are chic and attractive. They all pay you good profits.

White is Always Popular

and our range consists of exclusive designs trimmed with lace, silk embroidery and tucks.

Should you enquire any for special rush orders just send us a card stating prices of goods wanted and we will give you the best.

54, 56, 58, 60 Arthur Street	Winnipeg	53, 55, 57, 59 King Street

ABOUT OUR GUARANTEED BLACK TAFFETAS

Taffeta **Supreme** three widths 21, 36 and 43 ins.
Taffeta **Splendour** " " 21, 36 " 43 "
Taffeta **Noblesse** 21 inches.

WRITE FOR SAMPLES

THE GUARANTEE

We Guarantee these Taffetas not to split or wear creasy if subject to fair wear, and we undertake to replace any length which does not fulfil these conditions.

DEBENHAMS (CANADA) LIMITED

TORONTO

'SPERO'

The quality alone of 'SPERO MAKE' Flannelette is sufficient to guarantee a wide popularity for these famous goods. 'SPERO MAKE' Flannelette is most carefully manufactured from the best quality cotton ; it has a close, even pile, is firmly built and very durable. Moreover, it is offered in a great variety of most attractive designs and colourings. ¶ 'SPERO MAKE' Flannelette is practically fireproof.

Ask your Wholesale House to show you a complete range of samples of 'SPERO MAKE' Flannelette

See that the words 'Spero Make' are stamped on the selvedge. 'Spero,' Manchester.

"SPERO" MAKE Regd

FLANNELETTES

Any Boy Who Has ONE Cent Can Turn it Into

$ 10 $

One cent invested in a post card to us will bring you information about how we start you in business, so that you can earn money for yourself. You can make plenty of pocket money all the time—money you will enjoy the more because you made it in business for yourself. Hundreds of boys are doing this. SO CAN YOU.

No Money Required — We Furnish Capital

We also give prizes. There is a prize for every boy whether he lives in a large city or a little village. Very fine prizes have gone to fellows in small places. Don't delay a minute. Write us to-day. A post card will do.

The MacLean Publishing Co., Limited, 10 Front Street East, Toronto

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE CAMPANY OF CANADA

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29.833,820.96

A BUSINESS CHANCE

is often missed when it might have been easily embraced by

Systematic Saving

Begin now to prepare for the day of opportunity by depositing your savings in *The Metropolitan Bank*. In the *Savings Department* $1.00 or upwards opens an account. Interest is allowed from date of deposit, and compounded *four* times a year. No delay in withdrawal.

THE METROPOLITAN BANK

Capital Paid Up $1,000,000.00

Reserve Fund and Undivided Profits, $1,183,713.23

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - -	$3,570,000
Income for 1906, over	3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

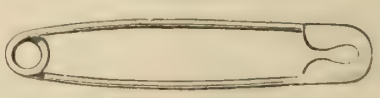
Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



Size 3

NICKELED STEEL DUPLEX IN 7 SIZES

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc.	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc.	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**112 Wood St.**
New York,	**1 Broadway**

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S. A.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address:

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT
And Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED
BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

Established 1832

Cable Address: "LAW," Bradford

FALL 1907

"Lawrus" Fabrics.

(Registered)

These Goods are rolled on Special boards and stamped "Lawrus" every five yards.

SUITINGS

in all the latest weaves including our new range of

PANAMAS and VICUNAS

The Royal Squadron Serge

The Dreadnaught Serge

Unspottable Finish.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Law, Russell & Co.

Converters of Bradford Goods

LIMITED

BRADFORD AND LONDON

THE NAME OF

KIRK

STAMPED ON AN ITALIAN CLOTH MEANS THAT IT HAS THE BEST POSSIBLE DYE AND FINISH AND THAT THE FINISH IS PERMANENT.

"MEN'S WEAR" says : –

" Tailors and Oufitters all over the Kingdom are greatly indebted to
" Messrs. Samuel Kirk and Sons, Ltd., for the perfection to which
" they have brought their permanent finishes for linings (Italians,
" Mohairs, &c.)"

Patterns of Kirk's Permanent Finishes can be had on application to

BDA (Copyright)

The Bradford Dyers' Association, Ltd.

Advertising Offices :

100c, Queen Victoria Street, London, E.C.

"Old Bleach" Linens



Bleach Green (100 acres) Randalstown.

are the Sweet, OLD FASHIONED LINENS of our Grandmother's Day. They are made of PURE FLAX YARNS and are BLEACHED ON THE GRASS by the Sun without the use of Chemicals and so retain the FULL STRENGTH of the FIBRE and its NATURAL LUSTRE.

TOWELS, TOWELINGS, DIAPERS.
PILLOW OR EMBROIDERY LINENS.
ART LINENS IN FANCY WEAVES.
DRESS AND SHIRTS WAIST LINENS.

"*Old Bleach*" on every article and every yard of good

ALL FIRST CLASS DEALERS KEEP THEM.

Before buying your Linens, be sure and see "OLD BLEACH."

Ask your traveller for them. ***Booklet sent on request.***

See Towel designs in our advertisement in July number of Dry Goods Review.

R. H. COSBIE IRISH LINEN AGENCY Toronto



BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

LATEST SPECIALTIES:

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND
Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO
Please Send for Samples.

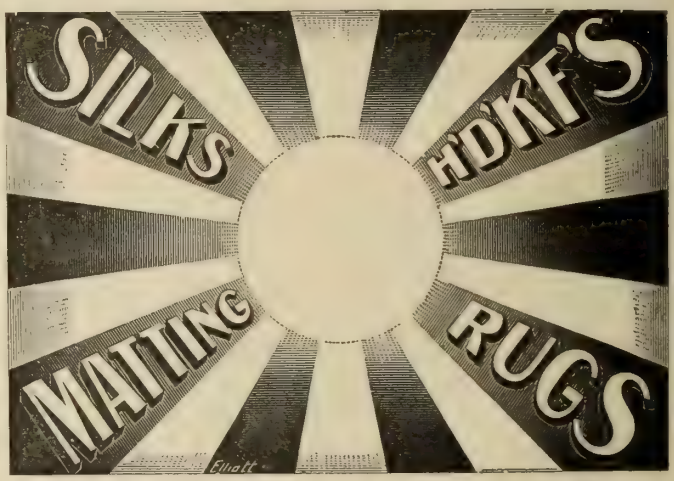
White Parasols

A complete line of these scarce goods in stock at

$9.00, $11.50, $15.00, $16.50, $18.00, $20.00, $24.00 and up to $60.00 per doz. for immediate shipment.

THE
Irving Umbrella Company
LIMITED

79-83 Wellington St. W., - Toronto

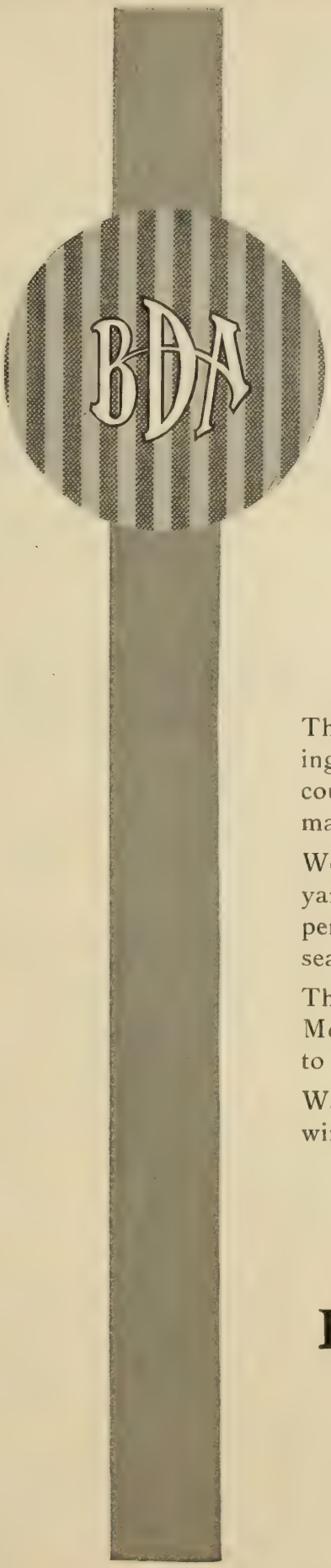


K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.



The Twofold Selling Strength of B. D. A. Mohairs

Fashion Value
Quality Value

The last came first. We perfected the dyeing and finishing of Mohairs before they could demand or expect attention from the makers of styles.

We have added to the iron-wear virtue of the yarn, suppleness, softness, a rich lustre, and perfection in the approved fashion tones each season.

This double appeal they carry to women puts Mohairs in the front rank of desirable fabrics to handle.

Watch for the Spring, 1908, lines for sure winning novelties.

The Bradford Dyers' Association

BRADFORD
ENGLAND

The W. R. Brock Company. (Limited)

TORONTO

Linen Specials

IN STOCK

Purchased before the sharp advance in prices, which we are offering (while they last) at from 20 to 25 per cent. below present values.

JB88—	**70 inch Bleached Table Linen**	can be retailed at	**75**c. per yard
JB36—	**60 inch** " " " mercerized	" "	**50**c. "
"	**Napkins,** 21 x 21, **to match**	" "	**$1.40** per dozen
Tiger—	**60 inch Half Bleached Table Linen**	" "	**40**c. per yard
JB78—	**Linen Sets,** one Cloth, 3 x 2 yards **1 doz. Napkins,** 22 x 22 inches	" "	**$6.50** per set
JB36—	**Linen Sets,** one Cloth, 3 x 2 yards **1 doz. Napkins,** 21 x 21 inches	" "	**$5.50** per set
WR1—	**18 inch Bleached Huck Toweling**	" "	**12½**c. per yard
305—	**36** " " **Embroidery Linen**	" "	**25**c. "
LU1—	**22** " **Blue and Red Check Glass Toweling**	" "	**10**c. "
LU2—	**22** " **Plain Glass Toweling**	" "	**10**c. "
L—	**18** " **Bleached Union Crash Toweling**	" "	**10**c. "
Dunbar—	**18 inch Bleached Toweling** (red border)	" "	**10**c. "
LD1—	**38 inch Half Bleached Dowlas**	" "	**25**c. "

MEN AND METHODS

Detroit Attracts Big Trade Even in Furs, from Windsor — Two Stores Sell on Strictly Cash Basis Large Stocks of Dress Goods— Dearth of Descriptive Advertising.

WELL-EQUIPPED WINDSOR STORE.

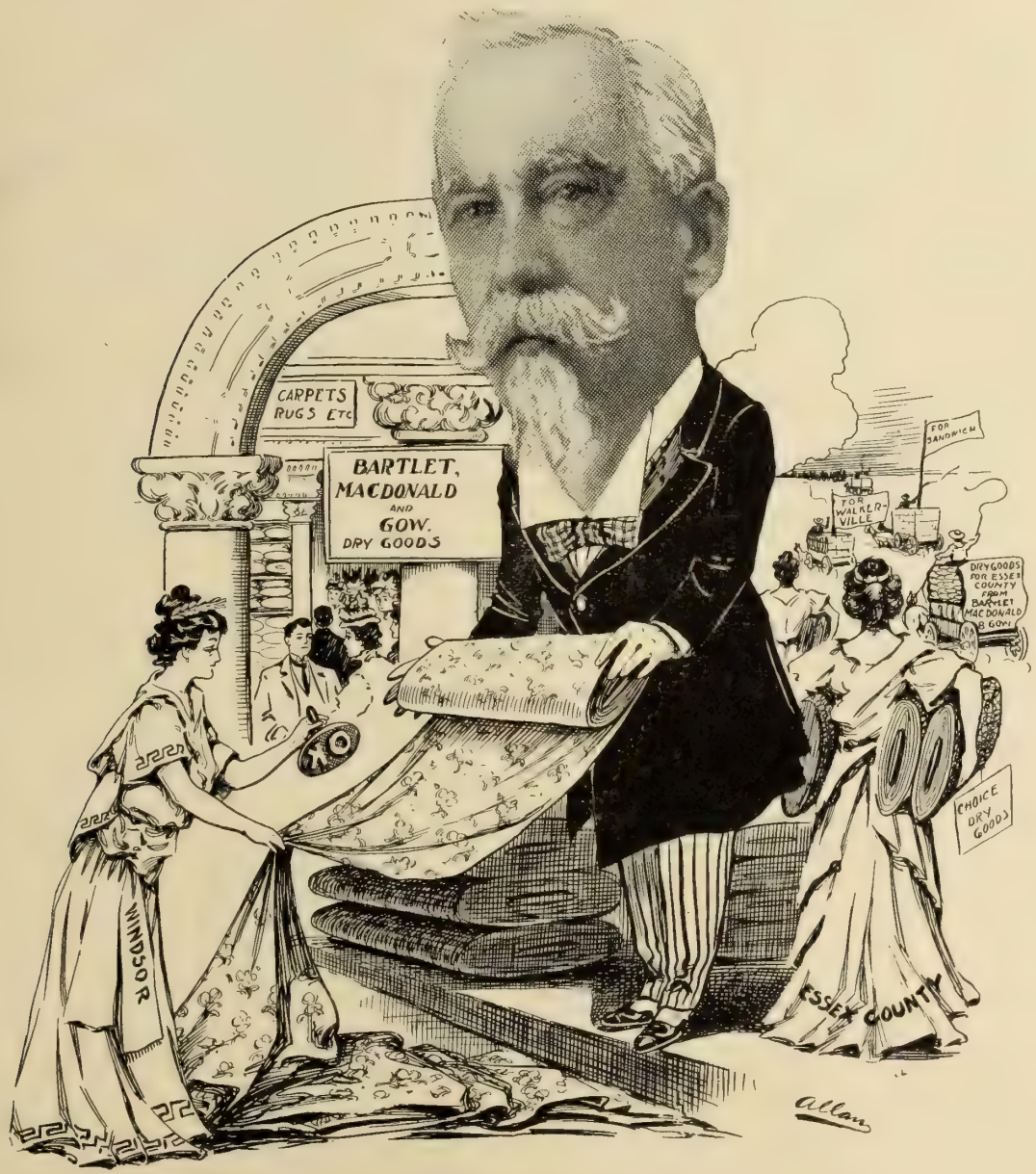
Bartlet, Macdonald & Gow are the oldest established dry goods firm in Windsor. They have fine premises, 46 x 110 feet, three floors and basement, and the equipment throughout is modern. A noticeable feature is a number of large showcases, which rank among the best that I have seen. These are kept well trimmed and the principle that goods to be sold must be displayed is well exemplified. Fancy goods and notions are right at the entrance, and, consequently, the department is active. Full advantage is taken of the large windows.

Carpets and other housefurnishings occupy the first floor, and millinery the second. From this may be gathered the relative importance of these departments. Other lines carried are general dry goods, men's furnishings, ready-to-wear garments and furs. Merchants tailoring is another department, and it does a good business.

Millinery appears to be a fairly good line. Special openings are held here, as well as in the ready-to-wear section.

The store is equipped with an elevator which makes it easy to attract customers to the upper floors.

Bartlet, Macdonald & Gow do not follow the strictly cash system of selling, but they are careful to extend



GEORGE BARTLET, of Bartlet, Macdonald & Gow, Windsor.

their credit to only such persons as are good. Accounts are rendered monthly, and customers look for them. On occasion when there has been a little delay in this respect, some people have telephoned to ask why their accounts had not been sent in. As one member of the firm remarked, they have about all the advantages of a cash business without its disadvantages.

In this store are employes who have been with it for thirty four and thirty five years. The only way in which the services of good men can be retained for such periods is by paying them good salaries and treating them well.

Bargain sales are not looked upon with any favor here and they are conducted only at clearing time. Of course, leaders are offered occasionally. It has been found that where cut price sales are held frequently they greatly disturb regular merchandising; people wait for them, and do not feel inclined to pay regular prices for anything. This firm used to have customers go to their store simply for the purpose of enquiring when the next sale would be held.

The mail order department is growing in importance, and goods are sent out for some distance round. Newspaper advertising is depended upon entirely to draw the business.

Under the head of "Prominent Men You Have Met," the Windsor Record recently illustrated George Bartlet, head of the firm, as distributing dry goods to a personification of Windsor, and also of Essex County, Walkerville, etc. We reproduce the illustration herewith. Following are some extracts from the short sketch which accompanied it: "Foremost among the city's business men stands George Bartlet. . . . He possesses many qualities of sterling merit and ranks high in the estimation of his fellow citizens. . . . He is ready to converse on almost any subject, dry goods especially. . . . Business claims his first attention. . . . Mr. Bartlet is naturally equipped to discharge the full duties of citizenship. He takes a keen interest in the city's affairs."

CASH AND ONE PRICE.

J. A. Diebel went to Windsor from Essex four years ago, and, very wisely, opened out on the strictly cash and one-price basis. He has done well, tangible evidence of which fact is to be seen in a thirty-foot addition to his premises which was found necessary a short time ago. A new front of up-to-date design is now being put in. It will be equipped with prisms, a lighting facility that should be adopted by every dry goods store. Mr. Diebel recently purchased the premises which he occupies. He carries general dry goods, small stocks of ready-to-wear and furs, but no millinery. Dress goods are his big line.

WINDSOR PEOPLE BUY FURS IN DETROIT.

Detroit takes a great deal of business away from Windsor merchants, and although this is offset, to a certain extent, by a good trade with people from across the line, in woolens, silks and linens, I am told that the balance is quite heavily in favor of the larger city. All things considered, this might reasonably be expected, but I was rather surprised to learn that Windsor people buy the greater quantity of their furs in Detroit. In all other border cities and towns—and some a considerable distance from the border—that I have visited, I have found the dry goods stores doing a big trade in furs of all kinds with people from the United States. In Toronto, Montreal, and other cities, large displays have been made since the middle of June for the purpose of attracting the business of tourists.

Windsor drygoodsmen could easily improve their advertising. There is a very decided dearth of the descriptive quality. In this connection I would refer them to the "Good Advertising" department of the July Review.

Reference has already been made to the small amount of business sent from Windsor and district to the Toronto mail order houses.

SPRING, 1907, MUCH AHEAD OF 1906.

J. W. Peddie, of Windsor, finds his business going ahead very satisfactorily. Trade was slow up till the middle of June, but it picked up with a rush, and the Spring season will show an increase of fully fifty per cent. over that of 1906.

Mr. Peddie carries general dry goods, millinery, and ready-to-wear, and operates on the cash and credit system.

SPECIALIZE ON DRESS GOODS AND CARPETS.

Appelbe & Co., of Windsor, carry general dry goods and housefurnishings. They do not handle millinery or ready-to-wear garments. Dress goods is the leading department, and, consequently, a big stock is carried. Carpets and rugs occupy the greater part of the first floor.

Stock boxes are used for hosiery and gloves. They are found very convenient and profitable.

Mr. Appelbe went from Brantford to Windsor nine years ago. One singular thing about his business is that he has not aided its growth with a line of newspaper advertising. However, he believes in the merit of this form of publicity, and gives as his reason for not employing it that his premises are too small for the extension of his lines—when he can enlarge his present departments and add others he will be ready to advertise. At present he uses only handbills, which are distributed from house to house. There are few merchants who would find it safe to follow Mr. Appelbe's example, even under similar circumstances.

No cut price sales are held, except those for clearing purposes.

Mr. Appelbe started in Windsor on the cash basis and has not departed from it.

COST OF SELLING GOODS AT RETAIL.

The cost of selling must be considered at some time, for it certainly has to be paid. What the cost is remains a mystery to many merchants who have to look after most of the details of their business themselves. The great merchants of the big cities have clerks who figure all these things out for them, according to systems devised by experts for keeping proper account of the business. The merchant who cannot take time to figure out what per cent. it costs him to sell goods had better accept at least 20 per cent. as the figure. If it is much more, it is too much for the keen competition of these days.

Then this percentage must be considered in marking the price on goods. A shoe that is billed at a dollar thus really costs the store when it is sold at least a dollar and twenty cents. If sold for a dollar and a quarter, it may prove a good leader, but it cannot be considered a profit-maker. The merchant who figures to make 25 per cent., or 33 1-3 per cent. profit, and marks goods on that basis, "guessing" that that will allow for all expenses and leave him a good profit, will have a lot of "guessing" to do to find out what has become of the profit he thought he was making.



OMISSIONS



No doubt you've made omissions in your Fall buying. Every merchant makes them---some more, some less.

The question is how best to rectify them. We're in a position to help you in the matter---speedily, and to your satisfaction.

Is It Dress Goods?

We've still a splendid showing in all the favored lines.

Is It Staples?

We've always a full stock from which to ship at a day's notice.

Is It Novelties for Evening Wear?

Is It Novelties for Waistings?

Is It Dress Accessories?

Is It Hosiery or Underwear?

In each and all of the above departments we are prepared to meet your needs with prompt service, and at prices that will please. Test our statement.

BROPHY-CAINS, LIMITED

Victoria Square, MONTREAL

WHOLESALE DRY GOODS. QUICK SHIPPERS

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

THE WANAMAKER CONCEPTION OF A GREAT STORE'S DUTY TO ITS PUBLIC.

To gather conveniently under one roof all the world's multitudinous products, for personal wear and the furnishing of the home. To select them with expert care and wise discrimination—buying always the best, but buying with such knowledge and judgment that the merchandise may always be sold at the lowest possible price.

Keeping constantly in stock the staple merchandise in general demand, but assuming the greater duty of sending our buyers into strange places and over little-traveled roads, seeking for the new and different things not found in the usual channels of trade.

Always seeking to do a better thing than has been done. Working aggressively with manufacturers to have merchandise better made or manufacturing conditions improved. To place our orders conveniently, so that economies in the cost of production may be secured for our public. To develop constantly newer and better styles and yet have them produced at prices usually lower than equal qualities in commonplace designs.

Recognizing the fact that errors will creep in, to blight the best intentions, in a great institution that depends upon human heads and hands, many of which must be constantly newly trained; but always regarding each fault as monstrous until cured, so that continued error cannot exist.

Providing a store service that is polite, intelligent, prompt and efficient, to make shopping here as pleasant as it is satisfying. Recognizing the fact that good morals and good manners are of as much importance as good merchandising, that the customer's comfort and convenience deserve first thought and that nothing but perfect satisfaction ever seals a sale.

To do every minute the utmost that we know, as the experience of almost half a century has taught; sparing no pains or expense where service or facilities can be improved. To do the best that is known to-day, and still seek for the better to-morrow and do it.

That is the John Wanamaker idea of modern storekeeping.

* * *

If one were asked to name the greatest individual power in the world's dry goods industry, one would be compelled to name John Wanamaker of New York and Philadelphia. It is not my intention to eulogize the prowess of this prince of all merchants, but to emphasize those ideals which have served to make the name of Wanamaker a household word all over the continent. From time to time I have warned merchants against the folly of long introductions and the reproduction of this lengthy editorial may seem somewhat inconsistent. But, then, Wanamaker's ad man has something to say—something of vital importance to the buying public. Every now and again the Wanamaker ideals are set before the public in firm but modest language. The big store's methods are betrayed in a way the public likes. It is sound commercial sense to take every probable customer



into one's confidence and John Wanamaker's ad man does that at the psychological moment. It is not necessary for us to comment on the methods of this big business institution in detail; let us concentrate our grey matter on the following paragraph for a few minutes:

"Providing a store service that is polite, intelligent, prompt and efficient, to make shopping here as pleasant as it is satisfying. Recognizing the fact that good morals

and good manners are of as much importance as good merchandising, that the customer's comfort and convenience deserve first thought and that nothing but perfect satisfaction ever seals a sale."

This is no mere moralizing, but the soundest commercial sense I have read for many a day. It certainly does pay to be polite. The people want more than a merely efficient service, although no service can be called efficient in the best sense when ordinary courtesy is considered of no importance as a business asset. But the point to remember about the editorial is that "perfect satisfaction" and that alone, "seals a sale."

There is a bright future for more than a few dry goods merchants in this Canada of ours. There are a few unknown Wanamakers reading this article right now and they know positively that the editorial we have reproduced mirrors the only known road to commercial supremacy pretty exactly. The coming Wanamakers of this Dominion are just the men who are giving the buying public the best possible values for their money and tendering that service in an efficient and courteous manner.

* * *

This may not seem much like an article on Effective Advertising, but those of my readers who dig below the surface of things will readily recognize its value. You may spend considerable money in newspaper publicity, but unless your goods prove the truth of your ads you are playing a losing game. Never make rash promises in your ads. Mean every word you print and you won't take long to win the entire confidence of the people in your vicinity. Let your values talk louder than your advertising and fortune at least is assured you. People lose faith mighty quick in loud talk and tremendous reductions. It is human nature to place one's faith in the merchant who makes it quite plain that he is in business for dollars and cents—not glory. The woman with money to spend does not believe much in charitable institutions and your sale talks are discussed with the man who puts up the coin. You may have flimflammed his father but you can't flimflam that man and it's bad business policy to try.

* * *

I've been scanning quite a number of ads lately and this fact seems to have been lost sight of entirely. Many of them are aimed solely at women. While it is true that the ladies buy easily over three-fourths of the world's merchandise, it is erroneous to suppose that the man who pays the bills takes no interest in how his money goes. In most cases your ad is discussed by that man and it will pay most merchants to size him up as a pretty intelligent fellow. A rational story only appeals to him.

* * *

We reproduce two ads this issue both of which strongly appeal to me as pretty good salesmanship. The Dundas & Flavelles ad comes pretty near being first-class in every way. The introduction is now of the lengthy sort. The ad-writer in this case gives several strong reasons for holding "The July Clearing Sale"—reasons which will stand analysis. He recites a few facts and then points to the figures in the body of the ad, so that the sceptical may be convinced. The arrangement of this ad throughout is very excellent and betrays the fact that the matter was not thrown at the printer any old way.

* * *

The Robert Wright Co. ad is very neat and commendable. The descriptive items call for special study because they are excellent. After a woman has noted the price, nothing appeals so strongly to her as a good description of the article for sale.

There are a number of ads crowded out this month on account of limited space. However, they will come in for their share of attention in our next issue.

Interesting Extracts and Ideas

"What do you need on Canada's birthday? Monday is a day of Summer excursion. Everybody, big and little, young and old, rich and poor, should try to celebrate Canada's birthday in the open air, granted fine weather, we will predict right now the happiest and most enthusiastic birthday party for Canada in her history."—The Robert Simpson Co., Toronto.

BROCKVILLE'S GREATEST STORE

Special Values in White Blouses!

This promises to be the greatest season yet for White Blouses. We anticipated this in our buying and have provided for your wants as never before.

Nowhere will you see better values or equal variety. Be sure to see our display.



Ladies White Lawn Blouses—With round yoke of wide embroidery and two rows of val. lace, also wide embroidery in front, fine tucked back, ¾ sleeve finished with tucked cuff and narrow lace; price **2.00**

White Lawn Blouse—Deep round yoke of heavy embroidery, finished with embroidery insertion, front trimmed with narrow val lace, ¾ sleeve finished with lace; price **2.00**

White Lawn Blouse—Square yoke of val lace, wide embroidery down each side and centre with clusters of fine tucks between, lace collar and cuff, ¾ sleeves; price **1.75**

White Lawn Blouse—Dutch neck of wide open embroidery, neck trimmed with narrow lace, front trimmed with graduated tucks, tucked back, ¾ sleeve; price **1.40**

White Lawn Blouse—Pointed yoke of wide German val lace, large medallions in centre of front, with two wide pieces of lace on either side, lace collar, neatly tucked back ¾ sleeve, lace trimmed; price **2.25**

ROBT. WRIGHT & CO.

IMPORTERS

"Each waist in this charming collection bears some delightful touch of distinctiveness to lift it above the commonplace, to strongly commend it to exclusive dressers. . . . Special at $1.75. Sheer White Lawn, very dainty, front of allover embroidery with pleats and one row of val. insertion, clusters of pin tucks down back, short sleeves, finished val. insertion and lace, val. insertion collar, button back."—The John White Co.,

Woodstock. The latter paragraph is an example of good descriptive advertising.

"A week-end sale with some rare values."—T. Lind say, Ltd., Ottawa.

"A carnival of holiday clothing bargains."—J. Stanley, Brantford.

On June 28 J. M. Young & Co., Brantford, advertised one special from each of the following departments: Whitewear, notion, staple, dress goods, ready-to-wear, carpet, men's furnishings, millinery and lace.

"One lot Ceylon silk frilled cushions, fine cambric covers, size 22x22. They are a comfort giver and a life preserver. Just the thing for boating. These cushions float for 24 hours and will support a person in the water for that length of time."—Crowell's Limited, Halifax.

"For the convenience of the visitors to our city, and the public generally, our store will remain open till noon on Monday, July 1."—Sinclair's, Belleville.

"Men's Suits.—High grade English worsteds and all wool Scotch tweeds. S. and D.B. latest three-button style, broad shoulders, long, medium width lapels, close-fitting collars, semi-form fitting back with creased side seams."—Southard, Lethbridge, Alta. Good descriptive advertising.

"Thursday will be 53-cent day in dress goods, and we have selected a lot of unusually good values."—Paquet's, Quebec.

"A business built on values—Goods equal to those seen in the large city stores sold right here in Simcoe at the H. S. Falls Co.'s store at prices that put city prices in the shade. We have made this statement before and are prepared to substantiate it."

"Don't worry about the style of your clothes. Of course it's unpleasant to have an old out-of-date style foisted on you, but if you know of the merits of ——— clothing, and know where to obtain it in this town, who is to blame if you get caught with an old style or a wrong style? The makers take all the worry about style off your shoulders."—J. F. Brownscombe & Co., Uxbridge.

"After Supper Sale, Saturday."—The Playfair, Preston Co., Midland.

"You can buy these goods on Monday at a mere fraction of what they would have cost you three weeks ago. There is not an article that is not usable and highly desirable at this present season. We've held on long enough; you can have them at these Monday bargain prices."—Hudson's Bay Stores, Vancouver.

"Overloaded! The Hutchinson Co., Alliston, find that on account of the backward season their inventory reveals a heavy overplus of stock, which must be sold in 10 days. . . . To all purchasers of $25 worth and over, upon exhibiting their tickets at the cashier's office, a refund will be made of the amount of their return fare to any point in the counties of Grey and Simcoe. . . . Five dollars cash prize will be paid to the man outside of Alliston who brings in and unloads at our store during these ten days the largest load of ladies. . . . We assure every purchaser absolute satisfaction. We guarantee every garment, every price, and every statement here made, and will take back, exchange, or refund the money on any purchase not satisfactory for any reason whatever. Everything marked in plain figures. No juggling with figures—one price to all."

"Children's smart little coats go on sale to-morrow at a price that means a very considerable saving to mother. They're in the short loose-fitting and reefer styles, the latter with military and navy emblems, brass buttons and red braiding; also some smart cravenette coats and nice tweed checks. . . . A most useful line of art sateens at a saving of one-half to the purchasers. They are of heavy quality fabrics in a good selection of ground colors, with flower patterns and figures in nice contrasty effects."—David Spencer, Limited, Vancouver.

"Midsummer green ticket sale."—J. H. Chapman & Co., London.

"Embroidered voile, just five patterns. The leading coloring in each is grey, blue, reseda and mauve, and there is a pretty tinsel stripe that enhances the beauty."

"Your appearance means much to you—or little. The way you dress is but another form of expressing your personality."—Macdonald Bros., men's wear, Sarnia.

"It's much earlier than usual for such an emphatic clearance of women's tailored suits, but we've had such a successful season's selling that we can afford to sacrifice prices now."—James Stark & Sons, Vancouver.

"After supper shopping. Our Saturday night inducements have become so popular, it will be necessary for you to come early."—The Ritchie Co., Belleville.

THE LATE JOHN THOMAS.

John Thomas, of Birmingham, England, who died April 17, after two years of suffering, was well and favorably known throughout Canada, having for many



The Late John Thomas.

years represented Old Country carpet and linoleum firms. He leaves a widow, two daughters and two sons. The latter continue their father's agencies.

George: "A thoroughbred gentleman puts on his clothes and then forgets them."

Ned: "That's what I try to do; but my tailor won't let me."

John Knox Company LIMITED

Wholesale Dry Goods

HAMILTON, - - ONT.

The Dress Goods Section

of our business has ***shown pronounced activity*** in sales for early Fall Trade. ***Stock is still well-assorted***—following are some lines of special note :

VENETIANS—38 in. 37½c. ; 45 in. 55c. ; 48 in. 75c.

BROADCLOTHS—46 in. 75c. ; 51 in. 95c. In Greys, Fawns, Browns, Greens, Cardinals, Navy, Blacks.

PANAMAS—38 in. 37½c., in all the best shades.

POPLINS—38 in. 37½c. ; 43 in. 55c., latest shades.

SCOTCH TARTANS—40 in, 37½c. ; 41 in 55c. ; 46 in. 75c. ; 50 in. 95c.

TWEEDS—Large range from 19½c. to 75c.

Manufacturers of Skirts and Costumes can find some interesting lines in our Dress Goods departments. If open ask us to submit samples.

A Drop in Threads

THE DOMINION THREAD MILLS LIMITED · TRADE · 200 YDS · MARK · CANADA · SIX · CORD · 36

Dominion Threads cost you less—can be sold for less—and you still make more profit on them, than imported Threads.

Dominion Threads are made by the only independent company in Canada, The Dominion Thread Mills, Limited, who are not connected, in any way, with any trust or combine.

Being right here in Canada, there is no duty to pay on their threads. Dominion Threads are manufactured from the highest grade cotton, prepared and finished by a special process—and are the equals in every way — and the superiors in many ways—to the higher priced imported Threads.

We Are Selling Agents for

Dominion Threads

and have all numbers from 10's to 70's ready for immediate delivery.

Both 200 and 300 yard spools are put up in white cardboard boxes of a dozen each.

$4.60 a gross for 200 yards
$6.15 a gross for 300 yards
5% 10 days—1st following month

Forwarding charges prepaid on trial orders of 5 gross and over.

Write for sample spool of Dominion Thread—compare strength, length and quality, with any imported Thread—and then figure **how much more profit** there is in it for you, at the same time giving your customers better thread.

Send for a sample spool, anyway.

THE ANDREW H. McDOWELL CO., Inc., Sole Selling Agents, Montreal and Toronto

PROPER BOOKKEEPING OR JAIL

Because he failed through keeping no books, The Canadian Merchants Protective Association have entered proceedings against a man.

The law says:

"Any man who fails and who has not for five years before his failure kept proper books shall be liable to a fine of $800.00 and one year's imprisonment."

It is cheaper to keep proper books than to pay a fine of $800.00 and go to jail for a year, isn't it?

* * * * *

Business Systems bookkeeping is proper bookkeeping—the modern way of doing it.

Business Systems Monthly Account System, especially adapted to retail business, not only keeps your own books straight, but, as well, your customers' accounts any time and all the time.

* * * * * *

We would like to tell you more about this, and you don't have to buy unless you want to, either.

Drop us a post card for information.

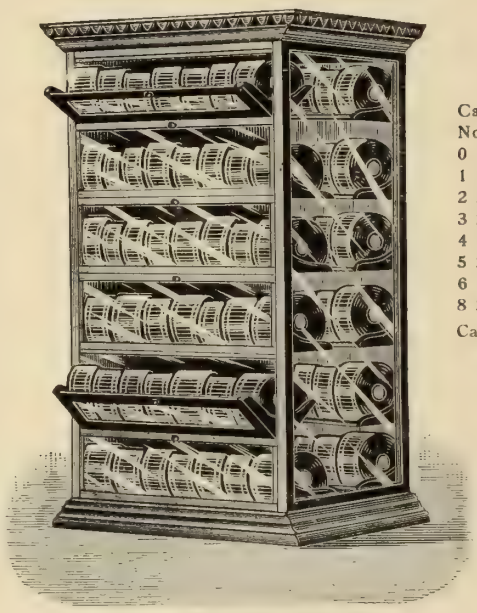
BUSINESS SYSTEMS LIMITED

83 SPADINA AVENUE

TORONTO - - - CANADA

66a

The Practical Ribbon Cabinet—The Constant Increasing Business Getter



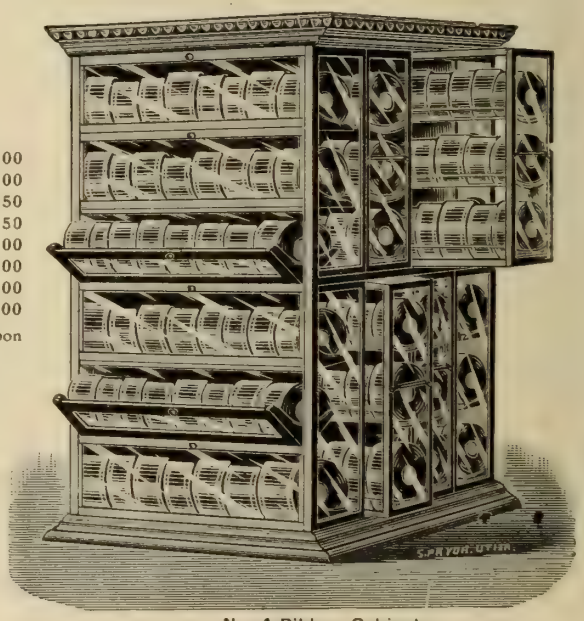
No. 2 Ribbon Cabinet

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¾x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x43¾x43½	700	42 00

Capacity based on No. 7 Ribbon

MADE OF OAK
ANTIQUE FINISH



No. 4 Ribbon Cabinet

No. 0 Ribbon Cabinet opens from one side. Nos. 1 and 2 open from two sides. Nos. 3 to 8 open from four sides.

Sold by the Leading Jobbers of Dry Goods and Notions. Send to the manufacturers for Catalogue, which describes not only the Ribbon Cases, but various other Fixtures for the Dry Goods Trade, and the list of jobbers through whom the fixtures may be ordered.

A. N. RUSSELL & SONS CO., Ilion, N.Y., MANUFACTURERS OF **DRY GOODS STORE FIXTURES**

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

How to Show Fall Millinery

New Selling Policy Makes Heavier Demands Upon the Trimmers—Methods of the City Trimmers.

Even though the high noon of Summer is over the land, it is not too soon for the window trimmer to get busy with plans for the coming Fall. Perhaps you have had the benefit of a visit to some larger centre during the holiday time, perhaps even the privilege of discussing ways, means, and methods with one or more experienced city trimmers. Even if such an advantage has not fallen to your lot, a change of scene has no doubt served to brighten your mind, and you are back at your work, ready and willing to tackle and vanquish the window dressing problems that the Fall season is sure to present.



Millinery Window that Offers Many Useful Suggestions.

The showing of millinery will come first in many cases, as there is an increasing number of stores that hold their openings upon the same date, or just after that upon which the importing houses make their special exhibits. These stores make week-end displays of millinery novelties in the department. When this policy is wholly or partly pursued, there is plenty of work cut out for the trimmer, as he must plan a fetching window display each week. As millinery is a line that requires a fairly elaborate background to show it to advantage, this way of doing business gives him a good deal of advance planning.

The background is, after all, the foundation of the window display, particularly when it is dressed for a special event. There is a growing tendency to install permanent backgrounds. They have much to recommend them on the score of economy, both of time and expense. Mirrors, or hardwood paneling, are the chief permanent backgrounds used. Both have points for and against them. Mirrors are excellent for millinery, garment, and fancy displays, but are not desirable when piece goods are to be shown. Even for the showing of millinery, etc., the trimmer, in his endeavor to get new and interesting effects, often either wholly or partly covers his permanent backgrounds. Fringes and festoons of ribbon and flowers, etc., are used, and the mirrors are often wholly or partially veiled with tarlatan or muslin. Sometimes a fabric of this class is stretched over the face of the mirror, and trailing leaves, vines or grasses painted upon it, in monotone. The painting can be done directly upon the glass if desired. This treatment is somewhat of a novelty and gives good results. Another excellent idea is to wholly or partially cover the mirror with gilded or silvered poultry netting and intertwine trails of flowers or vines. A panel or scroll, both top and bottom, should be used with the netting.

Hardwood paneling is much favored when frequent window changes have to be made. By its use both time and material are saved. The wood paneling, as a general rule, gives a sombre effect that forms an excellent foil for most lines of goods. These paneled backgrounds are handsome and dignified, but their chief fault is that when they are frequently used they are apt to give a monotonous tone to the display. The public, after a time, become familiar with them, and are apt to go by the windows with only a passing glance. They catch sight of the same old background and conclude there is nothing new to see; therefore, interest is lost in the window display.

The monotone millinery window illustrated in this number was in mauve and violet shades. As mauve and violet are coming strongly to the front now in Paris and promise to become prominent in high class millinery this Fall, a detailed description of this window may be of value. The curtain was of mauve sateen, veiled with cream Madras muslin. The straight panel above the curtain, and the frame of the poster, were sawn from boards and covered plainly with felt, of a medium shade of helio. The foliage used was sprays of white geranium leaves, with shaded mauve and violet edges. Half way from the front of the window a step was built, and it and the rest of the floor were covered with pale mauve felt. All the millinery shown was in mauve and violet shades.



Millinery Window Dressed for G. E. Fraser Sons, Picton.

The display was varied in many ways, and though well balanced, had none of that exact repetition that gives sameness and tameness to many windows. Note the small stand, or table, in the right corner, the way in which the poster is placed, and the arrangement of the bust forms. In using this window as a guide, if a poster cannot be obtained, a large mirror might effectively take its place.

This window is well worth careful study as it presents an excellent example of the more artistic manner of making a millinery display. It is not crowded, for, though the window is a large one, only fourteen hats are shown. Its artistic, its educative, and also its selling power is heightened by the introduction of other accessories. Handsome ribbons, laces, gloves, parasols, etc., are used, for this was a Spring window. This using of other lines of goods is a practice resorted to freely by the trimmers in the big Montreal and Toronto stores.

A tan color scheme based upon that of the mauve window would be a good one. Tans and browns are much to the fore now, and all the new colors, even the new greys, tone in excellently with them.

The panel and frame for the poster might be of tan or leather-colored felt or plush, edged with a gilt picture molding, the curtains of soft yellow tan, or deep yellow.



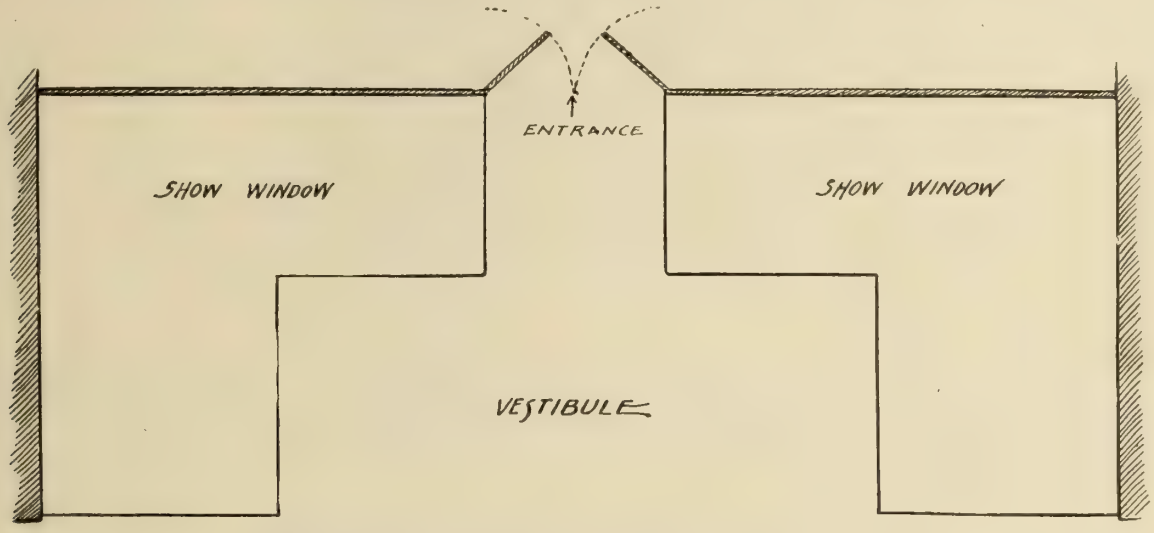
Drape 1—Drape on Home-Made Stand.



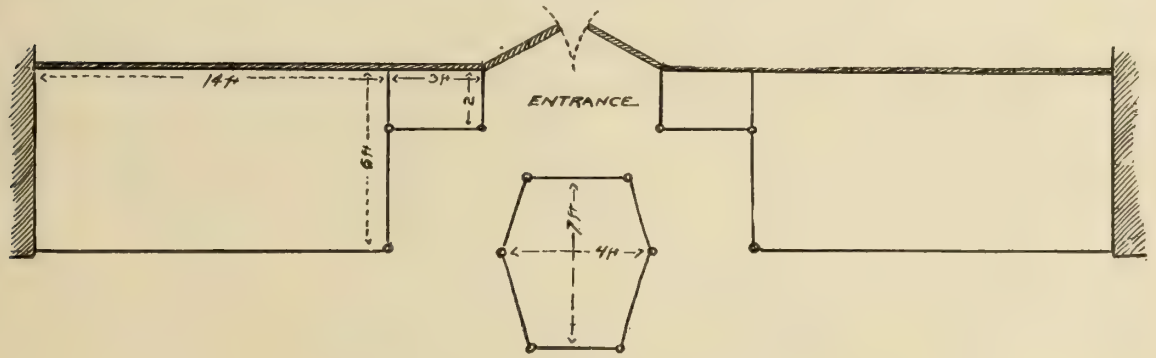
Drape 2—Drape on Home-Made Stand.

veiled with cream Madras, and the foliage in green and Autumn tints. The floor covering should be pale tan or cream and a handsome gilt fancy chair or stand, or both, might be attractively used, as well as a figure.

The best trimmers introduce one or more figures into their millinery windows. This adds to the interest and makes the display both more authoritative and attractive. From the milliner's point of view it is also a benefit, for when a figure is utilized the hat can be shown in the proper position upon the head. The manner in which the hat is worn changes almost every season. The new Fall models are worn very far back, and showing much of the front hair, which is arranged in a loose and fluffy



Recessed Vestibule, by means of which Display Space may be Nearly Doubled



An Excellent Idea for Securing Extra Display Space.

manner. As much of the effectiveness of the new millinery depends upon the placing of the hat properly upon the head, and the proper dressing of the hair, the value of a figure in a millinery window is easily grasped.

Drapes on Home-made Stands

How to Use Some of the Stands Illustrated in the July Review.

Store decorators who have spent, or will spend, a little time in putting together a few of the home-made stands illustrated in the July Review, will have for the minimum amount of expense the nucleus for a big variety of novel and original drapes. These stands and their possibilities deserve careful study, and the experienced decorator will, with their help, be able to design and execute, quite a variety of new drapes.

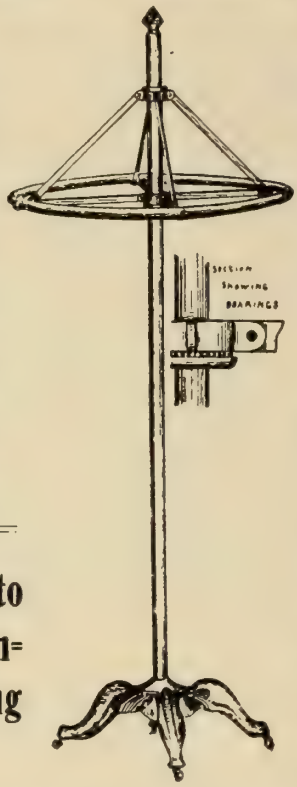
Just to put the man of less experience on the right track, The Review is giving a couple of ideas that have actually been worked out. These he can use as a guide and basis upon which to build his own. Both drapes shown are practical, and well within the reach of the average decorator's resources.

Drape 1 was worked out in soft, clinging silk and wool fabrics of the veiling class, and is best adapted for materials of that kind. Soft, light weight woolens would also easily adapt themselves to this drape. A handsome umbrella with a crook handle—the original was of pearl and gold—is tied securely, in a slanting position, to the upright of the stand. One portion of the goods is arranged through the crook, and another part of the material goes over the half-circle that forms the head of the stand. The rest is merely a matter of artistic draping.

Drape 2 is rather more complicated, though perhaps not so much so as it appears at first sight. A T stand furnishes the beginning of the group. The horizontal bar is hidden by an ornate umbrella in the sketch, but its place could be filled in many other ways. For instance, a handsome trimming, or lace, or a fancy ribbon, could be festooned over the stand, with the ends arranged over the lower part of the drape. The upper portion is a waist form with a handsome waist of net or lace upon it. A soft finished fancy novelty silk is draped over the waist to simulate one of the jumper or Japanese effects now so much worn. A hat or a fancy stand completes the group. Gloves and other accessories, such as belts, neckwear, shopping bags, hosiery, etc., can also be used. Should a waist stand not be obtainable, a corset form will make a good substitute. If you use a corset form you will have to cover the skirt part with crepe paper, etc. The sleeves must be well padded out with soft paper,

MANTLE RACK

WELL MADE OF EXCELLENT MATERIAL



Mounted on Ball Bearings.

Turns Easily with the Heaviest Load.

Standard and Base in Black Japan.

Ring and Fittings in Oxidized Copper.

PRICE

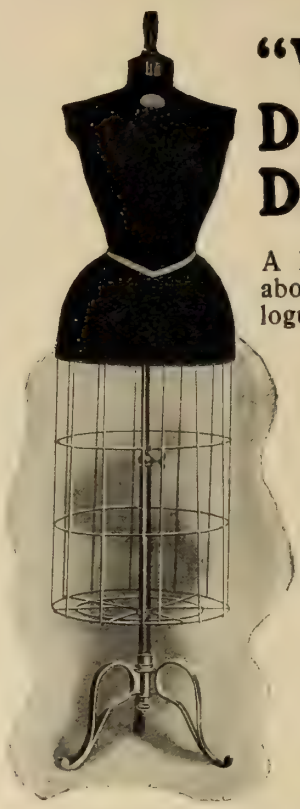
$10.50

Place Your Orders Well in Advance for Delivery.

Write for Our Catalogue.

The Toronto Brass Manufacturing Company

17-21 Temperance Street, TORONTO



Suit Form 60 P.

"Window Dressing and Display"

A host of hints about the above in our latest catalogue.

560 pages and each one contains something written apparently for you alone.

Important changes in our stock numbers. Get posted.

Complimentary Copies for Canadians.

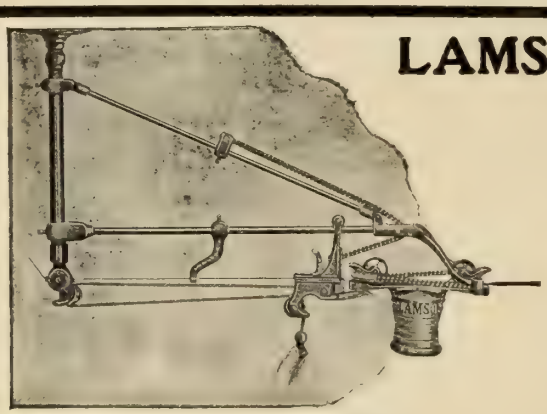
Mention Catalogue 15 L.

J. R. Palmenberg's Sons

FACTORY 89 and 91 W. Third St.

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED 1852)



LAMSON RAPID SPRING CASH CARRIER

PERFECT SERVICE
CASH CENTRALIZATION

Both are requisites in busy retail stores. You can have them by installing a

LAMSON RAPID CASH SYSTEM

ASK FOR BOOKLET N. 5

Lamson Consolidated Store Service Co.

126 WELLINGTON ST. WEST - TORONTO, ONT.

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

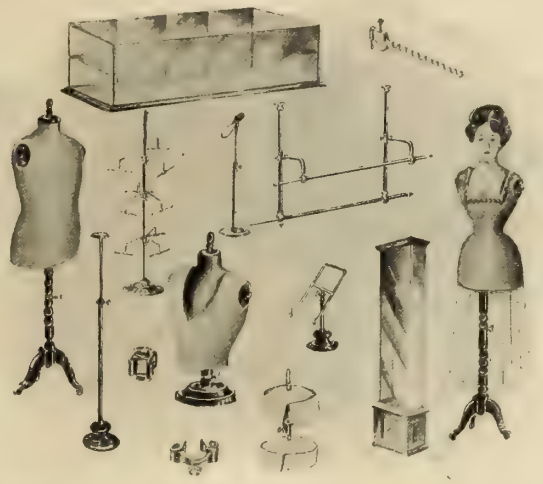
All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

HARRIS & SHELDON LTD

THE ACTUAL MAKERS OF STORE FITTINGS OF EVERY DESCRIPTION

ILLUSTRATED CATALOGUE MAILED FREE ON APPLICATION



ENGLISH BRANCHES

LONDON
70 Wood St.
MANCHESTER:
38 Thomas St.
GLASGOW:
71 Queen St.
DUBLIN:
15 Wicklow St.

DEPOTS

CAPE TOWN:
94 Hout St.
JOHANNESBURG:
102 Fox St.
BERLIN:
40 Krausenstrasse

SHOPFITTERS, BIRMINGHAM.

ENGLAND

A GOOD FRONT

The buying public judge a merchant by his store front. a merchant with an up-to-date and attractive front will do three times more business than a man with a shabby front.

We are not only able to supply you with an attractive front, but can give you a good light throughout your store by installing our

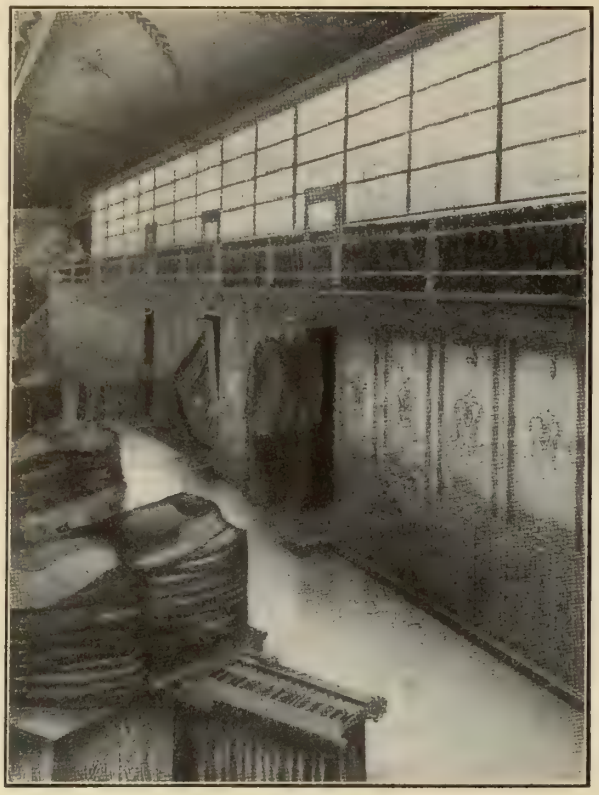
Luxfer Prisms

in your transoms.

We are specialists in this line, and have to our credit some of the best fronts in Canada.

Designs and estimates cheerfully submitted. Write us for information.

Luxfer Prism Co., Ltd., 100 King St. W., Toronto



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of London, Limited

Head Office and Factory: **Mount Forest, Ont.**
U. S. Factory: **Mason City, Iowa**

"DO NOT MOVE"



If you need more room, simply build your shelving to ceiling, which you can conveniently utilize by installing a system of the

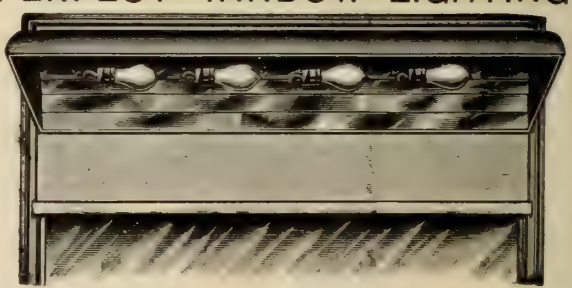
Milbradt

Rolling Step Ladders

They cost but little and enable you to utilize space now vacant.
Save your goods and fixtures.
Save time and clerk hire.
Add to the beauty of your store.
We make ladders to order and to fit any shelf arrangement. A fully illustrated catalogue will be sent on request.

Milbradt MFG. CO.
1450 N. 8th St.
St. Louis, Mo., U.S.A.

PERFECT WINDOW LIGHTING



This powerful reflector placed at top of the window doubles the capacity of each lamp and reflects an even light on the entire window. Made in lengths to fit any window and ready to put up. It will pay you to write for our illustrated catalogue.

AMERICAN REFLECTOR AND LIGHTING CO.,
199-201-203-205 Van Buren St., CHICAGO, ILL.

MENTION

DRY GOODS REVIEW

IN WRITING TO ADVERTISERS

SHOW CARD WRITING

BY CRAFTSMAN. (Continued from July Number.)

If you desire to duplicate scrolls you must, of course, copy the structural or main lines through tracing paper with a very soft pencil and transfer in reversed position by placing the side of your paper having the lead pencil marks downward on your card, then using a hard pencil and tracing over the soft lead design, which will show through the paper distinctly. The pressure of the hard pencil transfers the soft lead marks to your card. For instance, if you take this scroll, No. 25, and insert it you will see that the beauty of the design is not only not lessened, but, perhaps, intensified.

The student should practice making designs in this reversed position. In this manner they can readily be duplicated in this reversed position also by rubbing a soft pencil over the entire surface of that side on which you have used the hard pencil. Then trace over the original soft pencil marks by using a hard pencil. Transfer carbon paper can also be used to good advantage. When writing large scrolls the hand is generally entirely raised from the surface of the table.

Centre and Side Scrolls.

For show cards, scrolls like A to G in illustration are used with good effect under words to emphasize them or to make a paragraph. The side scrolls are used to great advantage to fill in a space, to place on one end of a word, or on both sides of it. In the latter case to make them exact they should be transferred as explained in a previous lesson.

Embossed Ornaments.

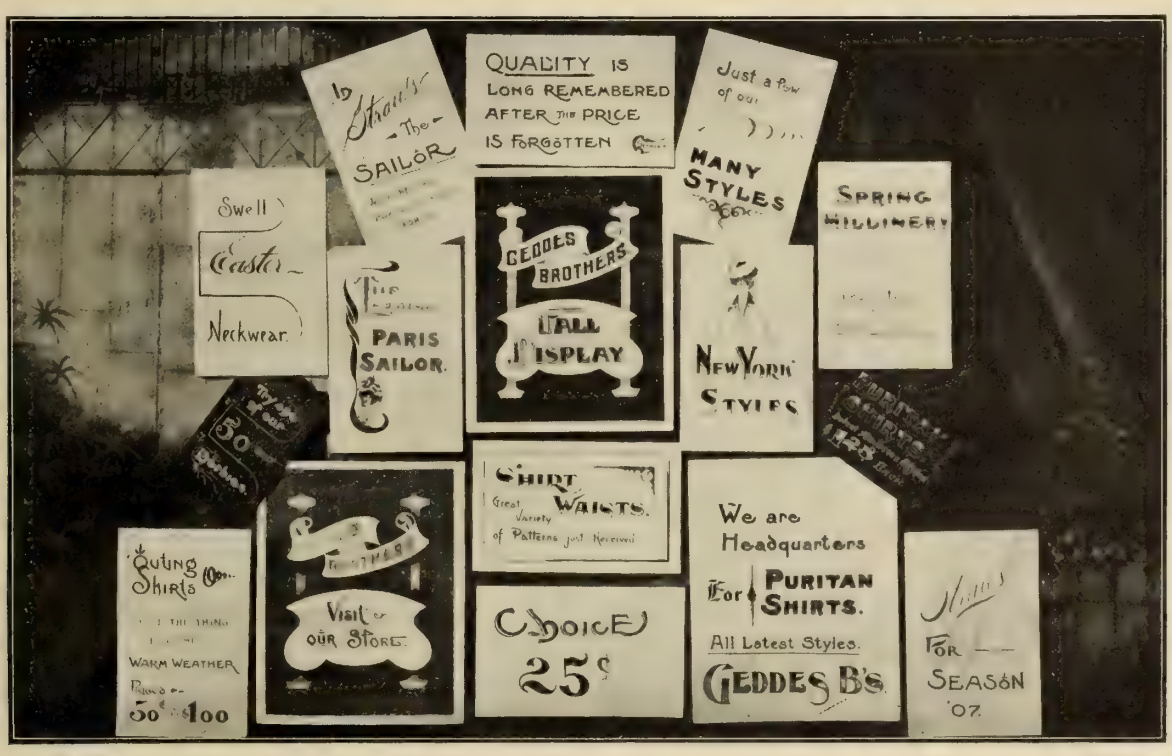
Gold ornaments like those on the corners of card No. 210 and in the centre of No. 217 illustrated in a previous issue are imported from Germany. The first are in squares forming sheets, having 100 to the sheet. The rings are packed in nests, beginning with those one-half inch in diameter and ranging in various sizes to five inches wide. The same may be bought in ovals.

To fasten embossed ornaments, the best method is to spread glue across a pane of glass, place the backs of the ornaments on the glass, then take a paper, cover them, and use considerable pressure of your hand while stroking and rubbing the top of the paper. With a pair of tweezers place the ornaments in position wanted, and with a narrow roller such as is used by paperhangers, roll over the ornaments, which will then be firmly attached to the card. The gold rope rings such as are used in the centre of No. 211 are made by a machine, which embosses it and sinks it into the body of the card, so that it is firmly embedded.

Flitter.

Flitter is a flaky tinsel which is sold by the pound or ounce at all paint or supply stores. It can be obtained in gold, silver, purple, green, fire gilt, and a variety of other colors. It is frequently used on signs intended for night display or holiday purposes. It is best applied by using thinly diluted glue, just like paint. Place a large sheet of paper under your card and spread a liberal quantity of flitter on its surface, being careful that every portion of the wet glue lines is completely covered with the flitter by gliding it along the entire surface of the card by raising and lowering one end. Then shake off any surplus flitter onto the paper beneath.

If you wish to display a line of gold flitter next to a line of green or other color of flitter, repeat the same process after you have applied one color. Then allow the card to dry thoroughly before handling it.



Show Cards Made by Chas. E. Weeks, with Geddes Bros., Strathroy.

Bronze.

Bronze can be bought in many colors. Pale gold and aluminum (instead of silver) are the most in use by

show card writers, though the latter is seldom used. It is advisable to place it in a small bottle. This will keep it free from moisture and it is more cleanly and readily handled than if it is allowed to remain in the paper ounce packages in which it is enclosed when purchased.

Take a quantity and place it in a cup or glass, add enough mucilage to make a thick, stiff paste, stirring and grinding it thoroughly against the sides with a round stick. Add enough water to thin it to the consistency of a thin syrup.

Bronze liquid, which is varnish and turpentine, can be used to mix with bronze, and after it is applied to



any surface the same will dry hard and be nicely bronzed. Another method is to cover any object with shellac diluted in alcohol. This dries rapidly. As soon as it becomes tacky apply the bronze powder with a dry bristle brush. Some use a piece of black velvet for the same pupose.

Mat Cutting.

A straight-edge, cutting knife, lead pencil and an oil-stone for keeping th blade keen and sharp, constitute the equipment of the mat cutter. Examine the Christmas card on Page 113, June Dry Goods Review. The light background and the oval on top are marked out on a sheet of Manila paper the same size as the entire card. The mat cutter then places it on a sheet of mat card, and with his knife, which has two curved, sharp edges, shaped somewhat like an ink eraser and encased in a strong handle, he cuts out the shape, holding his knife in a slanting position, which makes its edges beveled. This mat then serves as a pattern for the others to be



cut, and is laid on the mat card, the pattern edges being quickly traced by running a pencil point along its surface. Expert cutters merely lay on a cut-out mat, following its contour with the knife.

Corner Scrolls.

Figs. 8 to 12 in July issue offer excellent examples of corner scrolls to be used on cards instead of plain edge-lines. Fig. 14 is a modest centre scroll design. Fig. 15 is of difficult construction, being different on both sides and requiring much practice. It is an appropriate side scroll for any light-faced, lettered panel, and can be effectively used as a centre, top or bottom scroll. Fig. 13 forms a neat, readily learned panel that can be utilized in many ways.

Beveling.

Card beveling is also a distinct business. The beveler clamps from twenty-five to fifty cards in a wooden screw vise. The cards are so arranged that one overlaps the others, according to the thickness of its edge. With special hand planes the entire pack is planed smooth, gold sizing is applied, and metal or gold leaf burnished on top of this. All four sides being thus treated, the cards are finished. You can bevel your cards with a knife, one at a time, and, if desired, can readily gild the edges with gold bronze.

HOPE AHEAD.

A committee of shareholders who waited upon the superintendent of a Californian mine in days gone by to ask why the said mine hadn't panned out anything but calls upon shareholders, were graciously received, invited to be seated, and the official explained:

"Gentlemen, you are all aware of the fact that we had scarcely begun work when the mouth of our mine was blocked by a landslide. That put us back a month."

They nodded their remembrance.

"Then we had just got in shape to take out 4,000 tons of ore, worth $2,000 per ton, when the mine caved in. You recall it?"

They did.

"Once more we bent ourselves to the burden of reaping $500 for every $10 invested when the mine was flooded by a subterranean river."

That was true also.

"Then we had just got the water out when we discovered that our mine was located on another man's claim. We had him shot to prevent trouble, and once more we were about to declare a dividend of 200 per cent. when the dead man's [illegible] put in an appearance. There were three of them. We chased one over the range, had another hung by the vigilance committee, and I am happy to inform you that I have four men out after the other, and am every hour expecting to hear that he has tumbled off a cliff. Gentlemen, there is hope ahead—golden hope. Please come up and drink with me, after which there will be another call of 10 per cent. from you!"

PREPARED.

Mrs. Greene met a friend, and in the course of conversation, remarked:

"My husband's birthday comes next week."

"Well," asked the other lady, "what gift are you choosing for him?"

Mrs. Greene smiled proudly as she replied:

"I've been taking a cigar out of his case every day for the last three months. I've got a hundred now, and I'll give them to him for a birthday present."

ONLY THEN.

A smartly dressed young man was chatting with a prominent financier of a most economical disposition, when the latter suddenly drew attention to the suit of clothes he was then wearing.

"I never pay fancy prices for made-to-order garments," he said. "Now, here's a suit for which I paid $12. Appearances are very deceptive. If I told you I purchased it for $20 or $25, you'd probably believe that to be the truth."

"I would if you told me by telephone," replied the young man.

The Paying Trade

Shrewd Dry Goods Merchants are positive about one thing. They are absolutely certain that The Staying Trade is The Paying Trade. You can corner The Staying Trade by featuring

"Hygeian" REGISTERED UNDERWEAR

because it is so much superior to the next best brand that there is no comparison.

"HYGEIAN" BRAND is made in all styles, sizes and weights. It's a thoroughly reliable, easy-priced Canadian Underwear—the Brand demanded by particular people all over the Dominion.

NOTE—You are handicapping yourself in the race for commercial supremacy every day you are without "Hygeian" Brand. The quality of our famous brand is well known and

We Deliver Like Lightning

Eagle Knitting Co., Ltd.

HAMILTON, CANADA

Keep "Hygeian" Waists in stock at all times

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR
PURE WOOL

Cartwright & Warners
LIMITED
LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing discontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners
(SQUIRREL BRAND)
PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.



PRINCESS RIB
The genteel stocking for Boys and Girls.
Made of fine double Egyptian Lisle Yarn.



ROCK RIB
Strong as Gibraltar
The Stockings made especially for Boys' and Girls' hard wear.
Made of Three-ply Specially Strong Yarn.



HERCULES RIB
The Limit of Strength

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.
E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

Crescent Brand
Hosiery and Underwear

S. Lennard & Sons
DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

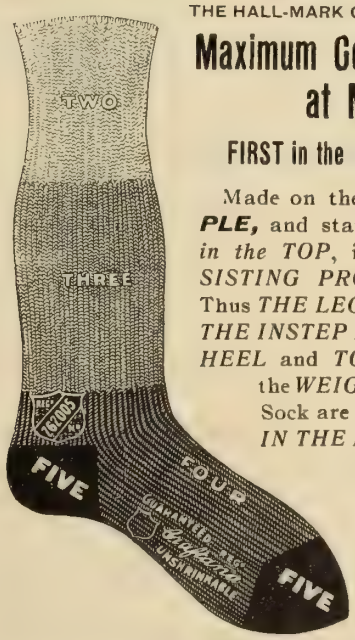
RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS
The Richard L. Baker Co.
Empire Bldg., Wellington St. W. TORONTO, ONT.

"Craftana."



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFEOTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.**
MONTREAL and TORONTO

Manufactured by
W. RAVEN & CO., Ltd.
Leicester, Eng.

"Remember that we are Sole Makers of Genuine Spring Needle Ribbed Underwear in Canada."



How Many Kinds of Underwear Can You Feel Safe in Recommending to a Really Particular Customer?

Isn't that the best by which to judge the desirability of an underwear brand, from the haberdasher's point of view?

ELLIS SPRING NEEDLE RIBBED UNDERWEAR is made with that test in view; made to please the hard-to-please kind of people; made to be sold by retailers who take pride in handling only reliable goods, and who aim to retain the confidence of the better class trade.

THE ELLIS MANUFACTURING CO., Limited

HAMILTON, ONTARIO

MONEYPENNY BROS. & CO., Toronto and Montreal, Selling Agents

Knitted Goods

Hosiery
Underwear
Golfers

Underwear

Backward Spring Helped Deliveries—Stocks Now in Good Shape—Clear of Both Heavy and Lightweight Underwear.

Continued warm weather during June and July has done much to change the face of the underwear situation. The early Spring business opened up briskly, but was almost completely checked by the cold weather during April and May. It looked then as though the season was to be very poor. June days set the ball of trade arolling, and the counter demand has been a brisk one during the past two months. This retail business has resulted in the sending in of frequent sorting orders, which have made a big inroad into the stocks held by the jobbing houses.

Though much complaint has been heard of the backward season, it would seem, in the light of the present situation, that it has helped the jobbers and manufacturers. It has certainly prevented the register of many kicks about delayed deliveries. It has given them time to catch up with orders, and has enabled them to get stocks into fairly good shape. Notwithstanding all trouble, it will be found, when the half-yearly stock-taking operations are over, that the Spring underwear business has been fully up to, if not over, the average. One thing is certain: Scarcity and high prices, have had a distinctly educative value, for both the retailer and the consumer. They have—and more quickly than any other set of circumstances would have done—educated them to the advantage of buying the better grades. The buying of better grades is now the rule over the whole of the Dominion.

Prices are holding very firm, for both cotton and woolen underwear. The underlying scarcity is also a feature that causes trouble. The present cotton situation is giving cause for uneasiness regarding future prices, present crop reports being of an unfavorable nature. The fact that a shorter crop than that of last year is predicted, coupled with the inferior nature of much of the 1906 cotton, seems to assure the continuance of high prices.

The prices for cotton underwear now selling for the Spring of 1908 show already a small advance.

Those retailers who may have an overstock at the end of the selling season have no cause for worry. They will, in all probability, congratulate themselves on the fact, before the end of the Spring of 1908. At any rate, they will get full price for their goods.

Retailers report a growing demand for lighter weights, in all kinds of underwear. Sheer goods are in increasing favor, particularly with the better trade. This is a tendency that, in the present market situation, meets with the approval of the manufacturers and for obvious reasons. There are signs, however, that this tendency has a more lasting basis than the present high price of raw material. It is to better heating facilities the wearing of furs and long outdoor wraps, etc., that it may, with more truth be attributed. In connection with this increased demand for lightweight, high-class goods it is interesting to note that a company is now seeking a suitable location for the manufacture of lisle thread underwear in the Dominion.

Hosiery

Fancies Growing Stronger—White, Tan and Brown for 1908—Blue Hose Worn With Tan Shoes.

There will be little price-cutting in the hosiery department, as desirable stocks on hand are by no means heavy. Buyers' troubles will not end with the present season, as there is still no sign of the supply overtaking the demand. Buyers, both for the wholesale and retail trade, have placed big orders at a much earlier date than usual, simply to be sure of having the goods on hand when the selling season opens.

Reports from the Chemnity district show that the past year has been one of remarkable prosperity, and that prospects point to another flourishing season in that centre. Factories have worked to their fullest extent, without, in the majority of cases, being able to meet current orders. Profits have reached no extravagant figure, owing to the high price of raw materials, and the higher wage scale paid. The trade is now limited only by the capacity of the mills, and by the difficulty experienced in securing competent operatives. Prices have, under these conditions, risen, but as the increase has been less marked upon the better and finer grades, and also owing to the greater reduction in quality in the cheaper lines, the better goods have come into increased consumption. This has been very noticeable in the retail departments, where the 35-cent and 50-cent hose are the leading lines, in place of the 15-cent and 25-cent of a season or so ago.

High prices have, in this case, an educative tendency that ought to be of permanent benefit to the hosiery department, and one that the manager and buyer ought not to lose sight of.

The big Summer demand has been for white, though tans are, and promise to continue, heavy sellers. Colored hosiery, particularly with the better trade, have sold steadily. No one color has been the leader, but pale blue, Dresden blues, rose, helio, nile, yellow, grey, etc., have

GLORIA

The "Gloria" Hosiery

Manufactured by MORITZ SML. ESCHE, of CHEMNITZ.

For durability, elasticity, extra length and perfect fitting qualities there are no better **Cotton, Lisle, Wool or Silk Hose** to be had.

Imported and sold by all leading dealers.

A full range of Samples at your disposal on request.

Test our values—We will post-pay a pair of Cotton and Lisle—double sole—high spliced heel—in two leading numbers, upon receipt of 50c.

HARROWER & JOHNSTON

Wholesale Distributors

301 ST. JAMES ST., - MONTREAL

The Watson Manufacturing Co., Limited

Manufacturers of MEN'S, LADIES' AND CHILDREN'S RIBBED KNIT UNDERWEAR

PARIS, - ONTARIO, - CANADA

TO THE RETAIL TRADE

Our business is based on the belief that a large number of good firms want the very best that can be produced. Do you wish to carry underwear, the quality of which is in keeping with the dignity and reputation of your house? If so, WATSON'S is what you are looking for; and, exclusive as it is, it costs no more than others of inferior make.

Your pride demands it—results will prove its value to you. EASY TO WEAR—HARD TO TEAR. While thanking you for your support in the past we beg to solicit your future favors, as, owing to the enormous increase in our business, we have been compelled to add largely to our plant, so that our range will be bigger and more varied than ever.

Yours truly,

THE WATSON MFG. CO., Limited.

AGENTS:

McCLUNG & BURNS, TORONTO, ONT.
A. L. GILPIN, MONTREAL, QUE.
J. A. MURRAY, SUSSEX, N.B.
BRYCE & CO. WINNIPEG, MAN.

all sold remarkably well, in the higher priced silk and lisle goods. A tendency not to be ignored is the wearing of hose to match the gown, and with a black shoe. A buyer for a high-class department assures The Review that this fashion is becoming pronounced with his customers; in fact, the general trade tendency is all in favor of fancy lines. This may not be an unmixed blessing, as it makes buying and stock-keeping more difficult, but it undoubtedly leads to a large increase in counter sales.

Tan and brown shoes are regarded as a certainty for the early Spring and Summer in 1908. It was in February last year that the first free development in the wearing of tans and browns took place. As a consequence tan and brown hosiery will certainly be heavy sellers. There is no need, however, to stock a big variety of shades, golden brown, and just a good medium shade of tan is all that is necessary.

A fashion development that promises to have some effect upon the selling next season is announced from the American Summer resorts. This is the fashion of wearing navy or blue hose with tan or brown shoes. Tan or brown shoes with matching hose have been freely worn with a navy gown, but the hose as now worn matches the gown, not the shoe. Considering the growing favor of navy, and medium dark blues, for dress purposes, this development may have an important influence upon Spring lines of hosiery.

The demand for fancies seems to grow stronger, and hosiery novelties find a ready sale. Newer developments are largely in the embroidered line, and though laces are well worn, embroidered effects are decidedly in the lead. Sheer goods, and gauzes are in high favor.

Children's hose follows the fashions of their elders, and white, tans, and colors are splendid sellers. All-over lace sox have sold well this Summer in white and tan, in the city stores. Black is, of course, staple, and has to be stocked in quantity.

SOME DEFINITIONS OF "PLUCK."

Fighting with the scabbard when the sword is broken.

Silent endurance coupled with cheerful energy.

The power a man has to say "no" when he knows his wife wants him to say "yes."

The bow from which are shot the arrows of heroism.

Pluck is that spirit in man which fails to understand the meaning of despair.

Fearlessness free from foolhardiness.

The chivalry of nature's knighthood.

That which enables one, when fighting against adverse circumstances and knocked down, to rise and try another round.

The heart of a lion in the body of a man.

The best remedy for despair.

The force which converts an ordinary man into a hero.

Honest daring without caring.

The absence of fear in the presence of danger.

The courage to do the right thing at the right moment.

Irrepressible stoutheartedness.

The indomitable "I will," before which the mountains of fear become molehills.

That which keeps a man up when he's down.

The pulse of enterprise.

The offspring of courage and the mother of success.

Bottled energy, opened by the corkscrew of emergency.

THE LEADING
English Underwear
JAY
Unshrinkable Woollen
UNDERWEAR



SPECIALITIES:—

LADIES' COMBINATIONS fitted with the Patent "S" WRAP, which affords complete protection where this is most necessary. No button is needed, and the garment does not drag when wearer is sitting.



Any Garment shrunk in Washing will be replaced.

Gentlemen's "STAR" Seated Pants & Drawers.

NO SEAMS at fork, up back, and down inside of leg to chafe, or give way.

EXTRA SPLICED with great freedom of movement.



These Specialities can also be obtained in Merino, and Silk and Merino.

SEE THIS MARK

THE JAY FINISH TRADE MARK UNSHRINKABLE.

ON EVERY GARMENT

Wholesale only:—
Messrs. I. & R. Morley and Geo. Brettle & Co.
LONDON, ENGLAND.



FAST BLACK ALWAYS

HERMSDORF-DYED Stockings are as black in the end as in the beginning. The dense black imparted by the HERMSDORF process can neither be *washed* out nor *worn* out. All genuine HERMSDORF-DYED Stockings bear my signature on the toes. HERMSDORF-DYED goods are carried by practically every Jobber in the United States and Canada.

"The Story of a Successful Hosiery Week." 48-page booklet free. Write for it.

"The Name That Sells the Stocking."

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony

American Bureau: 200 Greene St., New York

Electro of above cut will be supplied on request to all dealers who carry Hermsdorf-Dyed Hosiery.

The Advantage of

popular approval is readily appreciated by the shrewd dry goods man. There's a reason for the **popular approval** of

"Ceetee" Underwear

People know that it **really is good.** That's why you should handle it. Both "Ceetee" and

Perfect Fitting Elastic Ribbed Underwear

are great sellers simply because you can't keep a good thing down. That being the case, it follows that

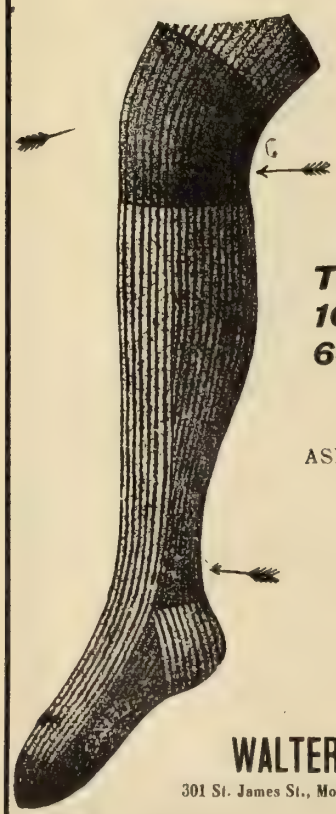
There's Money in it for You

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT, CANADA

ADAMS LOCKSTITCH HOSE



Will win and hold your trade.

An unrivalled reputation for wearing qualities.

NOTE
The Lockstitch
10-fold Knees
6-fold Ankles

ASK YOUR JOBBER FOR THE RANGE.

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS

WALTER WILLIAMS & CO.

301 St. James St., Montreal 33 Melinda St., Toronto

Our Specialty Prompt Deliveries

It's not the best business to place your orders for **Ladies' and Children's Underwear** for the Spring of 1908 until you have seen

Oxford Brand Samples

Material, workmanship and finish all first-class. Quality and Durability guaranteed. Our Swiss Ribbed goods are the finest made in Canada, and our whiteness is superior to any.

Best Values Quick Deliveries

THE OXFORD KNITTING COMPANY,

Woodstock, Ontario

The only factory in Canada specializing in Swiss Ribbed Underwear

We have used tape buttons on the

Nazareth Waist

for ten years—but just heard of a man who didn't know it.

THESE

CANADIAN WHOLESALE HOUSES

will supply you with any one of the four Tape Button styles :

ST. JOHN, N.B.
The Vassie Co., (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros., (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co., (Ltd.)
Greenshields Western, (Ltd.

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co., (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co., (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd.)

HALIFAX N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains, (Ltd.)

ADDRESS, ADVERTISING DEPARTMENT

Nazareth Waist Co.

350 BROADWAY

NEW YORK

This mark woven in Red is on every genuine Nazareth Waist, and it means something.

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

Jaeger Pure Wool Underwear

JAEGER



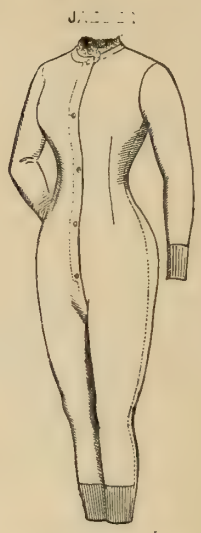
United Garment, Double-breasted, Long Sleeves.

THE QUESTION OF SIZE

We carry a full stock in Men's Goods in all weights, from 34 to 50 in. chest measure. Ladies' Goods 30 to 40 in. Childrens' in all sizes 21 in. to 30 in.

We also make to special measures if required, in our own factory in Montreal.

PROMPT DELIVERIES OF MAIL ORDERS



Ladies' Combinations

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 301 ST. JAMES STREET, MONTREAL



WOLSEY

Pure wool unshrinkable underwear has won its way into every corner of the world.

Order Early. From Your Jobber

FOR EVERY CLIMATE IN CANADA

Stanfield's Underwear is made in Canada by Canadians, for Canadians.

It is designed by men who know the country and the climates.

It is made in one weight for Nova Scotia and another for British Columbia—a special weight for Manitoba and the Northwest, and one, not so heavy for Ontario.

No matter where your store is, you can get just the right weight to suit your trade, in Stanfield's Underwear.

All sizes, to perfectly fit every figure, and every garment is guaranteed absolutely unshrinkable.

Write for samples.

Stanfield's Limited, Truro, N.S.

STANFIELD'S Unshrinkable UNDERWEAR

Pleased Customers
and a
Growing Business

We've been making underwear for upwards of forty years—and have now reached a point in our career where we can confidently assert that there is no better value on the market than that contained in the Simpson line.

If you appreciate the power of such a line of underwear, to aid you in pleasing customers and enlarging your business, you surely stock these goods.

Joseph Simpson Sons

CORNER BERKELEY AND ESPLANADE, TORONTO

"There's a Reason for Our Success."

Knitted Goods, Spring 1908

We are Specialists

SPRING LINES NOW READY.

UNDERWEAR Canadian, English and Swiss Lines for Ladies, Men and Children in Cotton, Lisle, Wool and Silk.

HOSIERY Canadian, English, German and French Lines for Ladies, Men and Children.

The above goods are from the most renown makers.

PROMPT DELIVERIES. *RIGHT VALUES.*

Our travellers will show the range early in September.

L. HIRSHSON & CO.

Phone Main 2715. JOBBERS MONTREAL

AFTER THE SHUTTERS ARE UP

Mr. Topnoody lighted his cigar the other evening after supper, just before starting down town, and Mrs. Topnoody looked at him and said :

"You smoke good cigars, don't you, Topnoody ?"

"I try to, my dear."

"I heard a lady say to-day her husband told her you smoked the seven-for-a-shilling kind."

"The scoundrel !" said Mr. Topnoody, indignantly.

"I told her I knew you had better taste than that."

"Of course I have, my dear, and I'm glad you defended me. I smoke only the best, and these cost 6d apiece, wholesale."

"How many do you smoke a day ?"

"I smoke only about half a dozen; but I give away enough to make it average as many as ten a day. There is nothing mean about me, my dear, in that sort of thing."

"Ten a day," said his wife, meditatively; "three hundred and sixty-five days in a year; 3,650 cigars a year, at 6d apiece, amounts to £91 5s. Topnoody, I want a £20 costume."

"What ? You shock me ! Why, I can't afford it. I never wear any £20 clothes."

"All the same, I'm going to have it, and if I have to select it I'll get one for £25, Topnoody."

"But, my dear——"

"Don't 'but' me, Topnoody. You may be a goat, but I'm no target."

"Good heavens, woman, you'll bankrupt me with your reckless extravagance !"

"You think I'm extravagant, do you ?"

"Yes, I do; you are extravagant in everything, from your jaw to your housekeeping."

"Not everything, Topnoody."

"Name one thing you're not extravagant in, and I'll give you a dozen costumes, if I have to mortgage the house to do it."

"Will you ? Well I'll tell you mighty quick. I'm not extravagant in my admiration of a man named Topnoody, and I——"

Topnoody did not remain to hear the conclusion.

* * *

Mrs. Newwed : "My dear, as you said, we must do everything possible to economize. I have been at work turning my old dresses, and I can make most of them do another year. It won't take me over six weeks, and then I'll re-shape and trim my old bonnets."

Mr. Newwed : "That's very sensible, I must say."

Mrs. Newwed : "I have also been trying to patch up my old shoes, and I believe they'll last six months longer, and I've turned that old carpet we bought second-hand, and given it a thorough washing, so that it will do very nicely, and I'm going to make some curtains for the upstairs windows, to avoid buying new ones."

Mr. Newwed : "Eminently sensible, my dear."

Mrs. Newwed : "And I've sent off the washerwoman and discharged the girl. I will do all the work myself."

Mr. Newwed : "You're an angel, my love."

Mrs. Newwed : "And I took that box of expensive cigars you bought and exchanged them for two boxes of cheaper ones."

Mr. Newwed : "Now, look here; economy is a good thing, but there is no need for you to become an unreasoning, fanatical monomaniac on the subject."

* * *

The Boy : "Please, sir, I 've come for the job of errand boy at this shop."

The Boss : "But I don't want an errand boy, I've got one already."

The Boy . "No, you ain't, sir. He's just bin run over by that cab over there."

* * *

The lady walked into the shop with a light in her eye that filled the grocer with nervous anticipation.

"Been rubbin' my 'all linoleum with that stuff this last two hours," she sniffed, as she banged a pot on the counter, "and the 'arder I rub the worse it gets. It'll be a long while afore I buy anything on your recommendation again, I'm sure. Accordin' to you I was only to show the oilcloth a dab o' this floor polish and I could see my face in it."

The grocer waited patiently till the lady was out of breath.

"You have my sympathy, madam," he said courteously, " you'll remember buying some potted ham and tongue at the same time ?"

"Well ?"

"There it is, madam," and the man in the apron pointed to the half emptied pot the woman had laid on the counter.

"Then it's rough on my 'usband, that's all I can say," gasped the lady. "Poor George's spendin' the only day's 'oliday 'e gets in the year fishin', and, if this 'ere's the 'am and tongue, 'es either got to starve 'isself till 'e gets 'ome or eat floor polish sandwiches !"

A Supply Credit Business

By HOWARD R. WELLINGTON.

Continued from the July Issue.

Having gone into a plan for conducting the fishing end of the business under discussion, it has been suggested that a few words along the line of the inside end of the business might not be out of place.

The accounts necessary for such a business would be: 1, merchandise, (which may be subdivided into two others —purchases and sales); 2, fixtures and equipment; 3, accounts receivable (with customers); 4, bills receivable; 5, cash and bank (which may be kept in the cash book); 6, real estate and schooners; 7, expenses; 8, wages or salaries; 9, bills payable; 10, accounts payable (with creditors); capital account.

As a practical illustration, suppose the business has been conducted successfully for one year, and it is desired to ascertain just what profit has been made, and also how the business stands at the expiration of this time.

Depreciation written off from profits on trips	$1,500	
		7,300
Equipment, etc. (original valuation)	$3,500	
Depreciation written off from general profits	500	
		3,000
Accounts and bills payable		25,000

With these particulars we will proceed to open up the necessary accounts to ascertain the net profits for the period, and also the standing of the business.

The items of depreciation and gain on vessels in the above account were obtained from the accounts outlined in July Special. The net gain is then transferred to the proprietor's account, or partnership accounts, and a portion of the amount usually left at the credit of profit and loss account. It will be seen by looking carefully into the accounts outlined that the fishing end of the business is kept entirely separate from the trading in the store, except when ascertaining the net profit for the period.

If full information is desired in regard to the expense account, it may be subdivided into a number of auxiliary accounts, such as postage and stationery, heat and light, rent and taxes, etc.

The stock should be valued at actual cost, as per invoice, even though values may fluctuate, as it is the only fair method to have each year stand on its own merits.

In next issue we will outline a cash book suitable for such a business as is being discussed, and also show the final statement of the business and present worth.

TRADING ACCOUNT.

Stock on hand June 30, 1906.	$28,000	Sales	$65,000
Purchases	40,000	June 30, 1907. Stock	20,000
Gross profit *	17,000		
	$85,000		$85,000
General expenses	$ 2,000		
Wages and salaries	3,000		
Net gain *	12,000	Gross gain *	$17,000
	$17,000		$17,000

PROFIT AND LOSS ACCOUNT.

Loss on vessel 3	$ 350	Net gain *	$12,000
Depreciation on		Gain on	
Vessel 1	500	Vessel 1	1,200
Vessel 2	400	Vessel 2	1,700
Vessel 3	600		
Depreciation on equipment	500		
Net gain *	12,550		
	$14,900		$14,900

From the accounts it is known that:

Purchases have amounted to		$40,000
Sales have amounted to		65,000
General expense account, (including taxes, interest, light, fuel, etc.)		2,000
Wages and salaries (outside of schooner employes		3,000
Stock on hand at beginning of year's business		28,000
Stock on hand at completion of year's business		20,000
Cash on hand and in bank		850
Accounts receivable and bills receivable		22,000
Schooners (original valuation)	$8,000	
Added equipment	800	
	$8,800	

WORK AND THINK.

Hammer, tongs, and anvils ringing,
'Waking echoes all day long,
In a deep-toned voice are singing
Thrifty Labor's iron song.
From a thousand flywheels bounding,
From a thousand humming looms,
Night and day the notes are sounding
Through the misty fact'ry rooms.
Listen ! workman to their playing—
There's advice in ev'ry clink;
Still they're singing—still they're saying—
Whilst you labor, learn to think !

Think what power lies within you,
For what triumphs ye are formed,
If, in aid of bone and sinew,
Hearts by emulation warmed,
Mighty thought ye woo and cherish.
What shall hold your spirits down ?
What shall make your high hopes perish ?
What shall ye mind Fortune's frown ?
Do ye wish for profit, pleasure ?
Thirst at Learning's fount to drink ?
Crave ye honor, fame, or treasure ?
Ye the germs have—work, and think !

Think ! but not alone of living,
Like the horse, from day to day;
Think ! but not alone of giving
Health for pelf, or soul for pay !
Think ! Oh, be machines no longer—
Engines made of flesh and blood !
Think ! 'twill make you fresher, stronger !
Link you to the great and good !
Thought exalts and lightens labor;
Thought forbids the soul to sink !
Self-respect and love for neighbor
Mark the men who work—and think !

Think !—and let the thought new-nerve you—
Think of men who've gone before,
Leaving lustrous names to serve you;
Yours the path they've plodded o'er !
Freedom fights and wins her charter
With the sword of thought—the pen!
Tyranny can find no quarter
In the ranks of thinking men.
Think ! for thought's a wand of power—
Power to make oppression shrink;
Grasp ye, then, the precious dower !
Poise it—wield it—work, and think !

Hold your heads up, toiling brothers;
'Mongst us be it ne'er forgot,
Labor, for ourselves and others,
Is for man a noble lot.
Nobler far, and holier, higher,
Than vain luxury can claim,
If but zeal and worth inspire,
And true greatness be our aim.
Power to compass this is given—
Power that forms the strongest link
'Twixt an upright man and Heaven,
His noblest power—the power to think !

"He was never ill a day in his life."

"No; he is too stingy, so he has all his sickness at night so as not to interfere with his work."

A. S. RICHARDSON

Manufacturer of

Wax Figures and Store Fixtures

Is pleased to inform the trade that he is moving to new and larger premises situated at

105 Ontario St., Corner Queen TORONTO

Our new premises will be fitted with new and up-to-date machinery and our Nickel and Brass department will also be under the same roof. All orders will therefore ensure prompt attention. When in town we shall be pleased to show you our new factory and show rooms.

IF HE WERE A MILLIONAIRE.

Pat and Tim were working side by side, and enlivening their labor with flashes of imagination.

"Well, now, if I had a million pounds left to me I'd know well how I'd be spending it," said Pat, resting his pick against a convenient wall and looking at it with great distaste.

"How would you be doing it?" inquired Tim.

"I'd go to wan o' thim big hotels," said Pat, "and I'd tell the b'y, 'Have me called at six o'clock to-morrow morning?' Then I'd go to me room and pull down the blinds, and whin first they called me I'd not answer, and whin they called me louder I'd say, 'Go away wid yez! I'm not obliged to be working! I've got money'."

"Aw!" remarked Tim, as he once more began work.

"Well, what would you do if you wor a millionaire?" demanded Pat.

"Me?" said Tim. "I'd have a half-fut more len'th to this pick-handle, and save me poor back."

NOT SUCH A FOOL AFTER ALL.

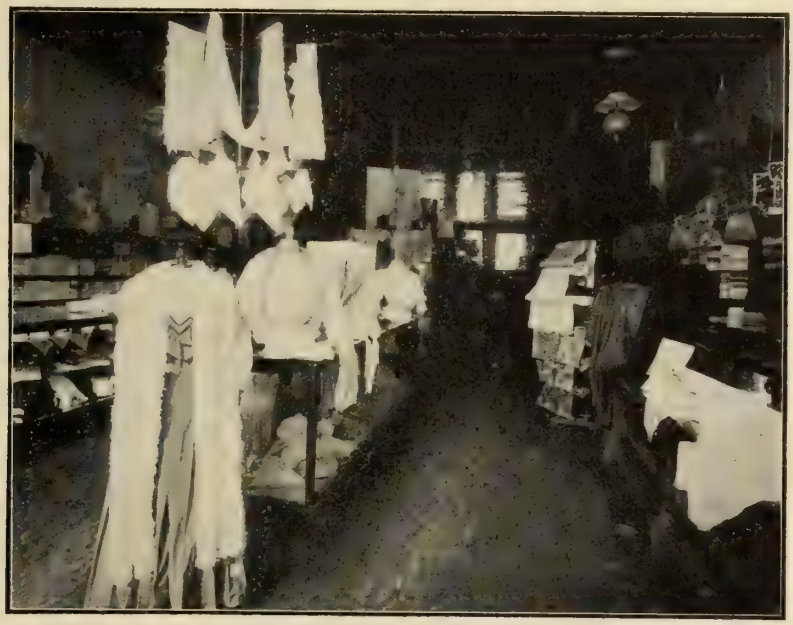
A young man returned a few days ago from a trip to South Africa for his health, and in narrating his adventures to his father he told him he had bought a silver mine for $5,000.

"I knew they'd swindle you," exclaimed the old man, angrily. "So you were fool enough to buy a bogus mine?"

"Yes; but I didn't lost anything. I formed a company, and sold the stock to a London man for $7,000."

"You—you d-did?" gasped the old man, turning pale. "I'll bet I'm the one who bought it."

"I know you are," coolly observed the young man as he lit a cigar.



Section of Ground Floor—Archibald Wright's, Winnipeg.



First Floor—Archibald Wright's, Winnipeg.

Retail Merchants in Convention

Annual Session of Ontario Division of Association—Sixty Per Cent. of Members Behind With Their Fees—Attendance Small but Enthusiastic.

The annual convention of the Ontario division of the Retail Merchants' Association of Canada, was held at Hamilton. The attendance was small, but some very interesting addresses were delivered, and the various discussions were spirited. The financial report was far from encouraging. The total receipts for the year amounted to $4,583, and there was a balance of $783, but the salary of neither the secretary nor the treasurer had been paid. Out of 5,233 members it was reported that only 2,068, less than 40 per cent., had paid their fees. The association has now in Ontario 142 branches.

The secretary then presented a lengthy list of resolutions for consideration.

"That whereas we have prepared by-laws licensing abd regulating pedlars and transient traders and put them into operation in a great many cities and towns throughout the province, and we have found that the act upon which they are based requires amending, that we authorize the legislative committee to prepare the necessary amendments, and that we endeavor to secure the passage of the same at the next session of the Provincial Legislature."

This resolution involved considerable discussion, the result of which was simply to demonstrate the unworkable and tangled nature of the present act. The present act had been amended along lines suggested by the association, and the opinion prevailed that what was now wanted was not more amendments, but a new act. Various delegates reported that their respective municipal solicitors had been befuddled by it. The law provides different treatment for pedlars and transient traders, and sometimes the distinction was not understood. The motion was carried.

"That whereas, there is a clause in the municipal art empowering city councils to put the early-closing bylaw into operation without the consent of the merchants we ask that this clause be repealed."

This resolution came from Ottawa and had resulted from one stage of that city's complicated struggle with the early-closing movement. Now peace reigned and President Ellis, who is from Ottawa, opposed it and it was finally withdrawn. It, however, furnished occasion for an interesting discussion of the early-closing movement. Chairman Ellis stated that the clerks in Ottawa had taken the matter up and circulated a petition on the basis of a six o'clock closing for everyone. The merchants got up a counter petition for seven o'clock. The clerks had won out with the council, it being near election time. Then the struggle turned upon the right of a merchant to withdraw his name from a petition he had signed, and the bylaw was quashed. In the meantime, however, even those opposed to early-closing had enjoyed the practice of it and they were willing to continue closing at six ordinarily and nine on Saturday. This had been confirmed by bylaw and was working out splendidly, the president stated. The question of whether or not a person who signed a petition had the right to later withdraw his name had been appealed and an authoritative decision was being sought in the courts.

Saturday Night Closing.

Adam Ballentine is deeply interested in securing an early Saturday night closing for Hamilton. Business was not, now, he said, in the shape it was a few years ago. Classifications were not so well marked. All grocers sold fruit, many sold fish and meat. It was impossible to define any class of business and an attempt to do so would make the law ineffective. He hoped for a law that would require all places of business, with the exception, perhaps, of druggists, to close at a reasonable hour, especially on Saturday night. It would be a great reform. He thought it would be well to have the whole question carefully considered by a committee.

No action was taken.

"Whereas, railway companies very frequently charge much greater weight on freight bills than the articles really weigh and that we desire this board to take the matter up and lay the same, through our Dominion Board, before the railway commissioners."

Several delegates reported experience corroborative of the stated fact of the resolution. It was carried.

The following resolutions were passed rapidly and practically without discussion:

New Tariff Fault.

That, whereas, under the new tariff regulations, a duty of 15 per cent. is charged on British packings and wrappings, and 20 per cent. on foreign; and, whereas, these wrappings and packages in most cases are almost valueless when they come here and they cost four or five times there what they are worth here; therefore, we ask this convention to instruct our Dominion Board to have some action taken in the matter.

That we request the Dominion Board to look into the registered mail laws and see that we get the same protection from the Dominion Government as we do from express companies in case of loss.

That, whereas, demurrage is charged to the coal dealers on all railway cars that are not emptied within 48 hours, therefore, we think that it is only right that railroads should be compelled to pay the same rate when they hold and detain cars laden with coal for dealers; and we desire that this board request the Dominion Board to call the attention to the Dominion Railway Commission to this matter.

That, whereas, a change is being made in the publication and sale of school books, by the Ontario Government, we, therefore, request them to have the retail price so fixed that price-cutters and departmental stores cannot use them for advertising purposes.

That, whereas, a bill was introduced in the Ontario Legislature by Mr. Gamey to amend the Assessment Act whereby all retail merchants in the Province of Ontario will be assessed on the value of the stock owned by them instead of on the business assessment as at present; and, whereas, it is proposed to exempt all stock that is not paid for and thereby go back to the old syetem, it will, therefore, in our opinion, be unfair to those who own their stock and benefit those whose stock is purchased on credit; and, whereas, the Provincial Board opposed this bill, it was laid over for further consideration.

Department for Business.

That, whereas, no provision has been made by the Dominion Government to keep a record of information to tabulate facts relative to the retail trade of the Dominion, and as the laboring and agricultural classes have well equipped departments and have large sums spent upon them each year, we consider it advisable that our association take such steps as to have provision made under the Department of Trade and Commerce so that the retail interests of Canada can be looked after as well as the above named classes.

Mr. Mather, of Sterling, was not clear as to the usefulness of the proposition and Mr. Trowern made it clear.

That, whereas, considerable trouble has been experienced by some retail merchants in employing assistance, we, therefore, request the Provincial Board to prepare and submit to the branches a form for employes to sign that would safeguard the interests of both employer and employes.

That, whereas, the Dominion Government propose introducing legislation to regulate the sale of patent and proprietary medicines; and, whereas, we believe that a well-considered measure would be of benefit to the general public and to the trade, we are also of the opinion that any attempt to place a special tax on any preparation to pay the expense of carrying out such legislation, would be the beginning of perhaps special taxation on other lines of the retail trade; and, we, therefore, ask the Provincial Board to use every effort to oppose this unfair proposal.

That, whereas, if the present Gold and

Silver Marking Act should become law it will very injuriously affect the retail jewelry trade of Canada; and, whereas, through the efforts of the Retail Merchants' Association of Canada an extension of its operation was secured for eight months from July 13, 1907, we consider it absolutely necessary that every retail jeweler in Canada should assist the association in preparing proper legislation and securing the same at the next session of the Dominion House.

Against Co-operative Trading.

The following resolution was made the occasion by Treasurer Moyer of an appeal for association support. He asserted that the proposed law would demoralize the retail trade and that it was simply a plan to furnish work for promoters. Such co-operative undertakings would flourish as long as people continued to pay their money in, just as the defunct York Loan had. The resolution was passed as follows:

That, whereas, a bill was introduced at Ottawa at the last session and will likely be brought forward again at the coming session by the Hon. Mr. Monk, asking the Government to endorse co-operative societies and to give them special privileges to the detriment of retail trade; and, whereas, this measure was successfully opposed by our Dominion Board, that this meeting endorse their action and give them every possible assistance if any further attempts are made to have its provisions made law.

"That the time has arrived for the Federal Government to enact and enforce a rigorous law to protect the public against impure and harmful foods and drugs, and to deal with misleading or untruthful designating names or statements of composition and to prohibit the manufacture or sale of any such articles and to prohibit the manufacture or sale of any compounds purporting to be and designed to lead the consumer to the belief that they are pure and wholesome representative articles of food or medicine and that the Government be petitioned to establish standards of quality for all spices, condiments, vinegars, baking powders, canned or preserved meats, vegetables or other foods and medicines sold under proprietary or trade names, and to otherwise enforce the intention of the Food and Drugs Act, and that this resolution be placed before the Federal Government and the whole question be dealt with by a committee of our association and the Inland Revenue Department."

The impression prevailed that the situation turned largely upon the question of standards.

Unfair Government Methods.

H. C. Beckett was present and spoke in regard to maple products, holding that the Government authorities were not acting fairly in the maeter. A pure sugar syrup, maple flavored, was preferred by many people to the maple syrup. His firm had got in a shipment of maple flavored, but the labels did not bear the word "compound" in conformity with the act. They had had the word printed on separate slips and pasted across the original labels and had submitted this labeling to the Department of Inland Revenue. The officials there had approved this label. Later, officials took samples of the syrup from customers of Gillard & Co., and because of the technical infringement of the law in the labeling taxed the retailers the cost of the analyses, about $9 each, notwithstanding the fact that the department had approved the label Gillard & Co. were asked to pay, but refused, and with a view to testing the matter, asked the department to sue for the amount. That the department did not do, but collected the fines from the retailer who paid rather than appear in court. Mr. Beckett thought it was not fair for the department to allow a big firm, that was prepared to fight, go, and collect from retailers sums for which they were not legally liable.

Mr. Beckett stated that last year the Wholesale Grocers' Association of the United States had engaged an expert for pure food work and the information gathered was at the disposal of the Retail Merchants' Association for the asking.

The motion was carried unanimously.

To Keep the Home Trade.

The following resolution, intended primarily to combat mail-order business, occasioned considerable talk:

"That our branches should make united efforts to secure all the possible trade in their respective localities and see if some means can be adopted to secure much of the business now going to mail order and other houses."

Mr. Taylor, of Hanover, the mover of the resolution, explained that people in the country often wanted something they felt was not worth going to town for and sent to the mail order house. He thought that if all the merchants in a town combined in their advertising they could collectively retain a good deal of trade that has now got away from them.

Ald. Farrar, Hamilton, said the department store campaign was largely educative. Those houses made large reductions at certain seasons of the year which gave the impression through the country that they were always low in price. But their expenses were very heavy, and he was convinced that the retail merchant who took his discounts could beat the mail order houses by good values, kind treatment, and up-to-date goods.

Secretary Trowern said they were not opposed to the catalogue house as such, but they were opposed to fraud and misrepresentation, and when the law enabled the public to deal with fraud and misrepresentation as they were dealt with in England, the mail order unfair competition would be stopped. In England if a firm made false statements on display cards about the price or quality of goods shown in the windows, anyone could call a policemen, hand him his complaint card and have the merchant appear next morning in the police court there to prove his statements correct.

Mr. Moyer spoke very strongly in favor of educating the farmer along the lines of supporting local merchants. Years ago he had undertaken work of educating farmers in regard to butter. Out of his efforts had grown the present farmers' institutes. The institute meetings were open to merchants and addresses along the lines suggested would, he believed, be productive of excellent results.

Upon motion of Messrs. Trowern and Moyer, the following resolution was passed as a substitute:

That the local branches be instructed to make an educational crusade amongst the farming community, dealing with this important matter.

Partnership Registration.

L. O. Pearson, of St. Thomas, submitted a resolution from his local branch objecting to the compulsory registration of partnerships. It was occasioned because a man looking for an easy way of getting money had laid information against a number of St. Thomas firms, who, ignorant of the law, had not registered.

Ald. Farrar, of Hamilton, said merchants, of all people, should respect the law. If a man didn't know it and got into the police court, he should wake up.

The motion was withdrawn.

Fee Remains at $2.

The rest of the session before the election of officers was given over to a discussion of the report of the committee on finance. The committee recommended that the annual fee be raised from $2 to $5. Of that amount $2 was to be remitted to the head office for general expenses, and the balance was to pay for collection and go to make up the local funds. The impression prevailed that a $5 fee would kill the association and that the locals did not need as much as $3 a member. It was agreed, however, that the general fund needed $2 per member per year. It was finally decided to make the fee $2, that same to go to the central association and each branch to remain free to levy what sum seemed fit for local expenses. This also throws the onus of collecting the fees and organization work upon the local branches. It also enables any single merchant in a small place to become a member by remitting $2 to the central office

The Officers.

When it came to the election of officers, H. C. Ellis was unanimously elected president for another year. Adam Ballentine and B. W. Zieman were nominated but withdrew in favor of the young man from Ottawa. Mr. Ellis modestly wanted to retire and give other members a chance for preferment, but when the convention would not have it so he promised to do his best, which, in view of his first year's record, was more than satisfactory.

The other officers elected were: Vice-presidents B. W. Zieman, Adam Ballentine; treasurer, M. Moyer; secretary, A. M. Trowern; auditor, F. C. Higgins. Mr. Higgins was re-elected as second vice-president but positively declined.

PITHY PARAGRAPHS.

Opportunity has to kick some men before it can get them up.

Everything is possible to those who do not fear the impossible.

This world is enriched by the good more than by the clever.

It's a wise son that knows he knows less than his own father.

If the voice of conscience disturbs you silence it by obeying it.

It is easy to think that you are warming the world when you are roasting others.



Six-Sorey Addition to Eaton's, Toronto.



Big Addition to The Robert Simpson Co's. Store, Toronto.

Drummers' Snack on Annual Frolic.

A Jolly Gathering at Alton—A Concert, All-night Serenade, A Costume Procession and an Afternoon of Sports were the Fetaures—Snack Club Officers.

(From the Canadian Grocer.)

Laugh, and the world laughs with you:
Weep, and you weep alone.
For the dear old earth must borrow its mirth,
It has trouble enough of its own.

Now this is a true saying, and worthy of all acceptation, for in it lies the full, perfect and sufficient reason for the existence of the Drummers' Snack.

"To be great, one must have a history," says Monmouth sagaciously; "to have a history, one must have lived," he concludes a trifle obviously; and thus it is with the Drummers' Snack. They are great, for they have a history (not necessarily that it follows); they have a history because they have lived. Individually they have seen the world, and human nature has become to them as an open book. Collectively they are united, knit together in a bond of fellowship that shall endure with the sun. Of history they have no lack. The founding of their club was a performance unattended by civic authorities, destitute of hackneyed and stereotyped speeches, unnoticed by the world, lacking even the conventional corner-stone laid by a worshipful hand. But in the very modesty of its inception lies its present strength. Through its initial obscurity it has attained to the recognition that it enjoys to-day.

Seventeen years ago the Algie family, then in the general store and woolen mills business at Alton, Ont., made a practice of annually entertaining, at a two days outing held in the vicinity of the town, all the travelers who passed through Alton during the year. The boys had nothing to do but come. The Algie family did the rest. As the years went by, and more trabelers were added to the list. the function became too large and unwieldy for the Algie's to handle, generous and open-homed as they were. The outing had by this time become an event to which a large proportion of the traveling world eagerly looked forward, and its popularity was proved by the clamour that arose at the first hint of abandonment. A club was formed and officers appointed to take charge of the outing, and the Drummer's Snack was fairly launched upon its career. To Billy Colville fell the honor of being its first president, and should one seek a reason for the club's phenomenal growth and prestige since the election of its first chief officer, it is but necessary to glance at the stamp of men who yearly since that date have been selected to watch over and direct its affairs. After Billy Colville came Jas. Cooper, Col. E. E. W. Moore, Bob Keys, Charlie Smith, and Jack Charles, and this year Mike Mal— but of that hereafter.



Drummers' Snack—The baseball teams and some of their admirers.

A Trainload of Smiles.

The sixth annual outing went to Alton on July 26. It returned 36 hours later. There is the bare statement. Here are the details.

On Friday evening the C.P.R. took on a trainload of assorted smiles at Toronto, picked up small quantities of similar freight at wayside stations dotted along the track, and three hours later isgorged the lot onto the Alton platform.

The noise began at once. There was no waiting. Sol Walters' voice was heard raised in hysterical enquiry for a short cut to the cyclone cellar. He was suppressed, and persuaded under pressure to fall in line with the procession. The Alton citizen's band, presided over by Cap. Alberton and Dr. Algie, headed by a profusely flagged and be-ribboned carriage, wherein Harry Coffen and

Reeve Willoughby sat in state, and followed by a bevy of little girls, costumed in white dresses slashed with broad red ribbons, broke into a burst of melody and swung up the road. What



Drummers' Snack—Will J. White and the Occasional Offender.

does it matter what tune they played? Every man in the procession sang a different version of it, whatever it was. The net result, if not musically perfect, was at least harmoniously discordant. All Alton was at its doors, every ear was attuned to intercept those dulcet strains; every eye was levelled at the procession. The latter, proudly conscious of an exalted position, redoubled its efforts to give them something worth listening to. In this manner came the Drummer's Snack to Alton.

The Concert.

Long before eight o'clock, the hour set for the big concert, the mammoth



Drummers' Snack—Mike Malone, the new president.

tent was stretching itself to accommodate the audience. The tent itself is important enough to deserve a passing mention. Just an ordinary tent with no conceit about it at all, made of canvas and built with an eye to solidity rather than beauty. Many tender memories are associated with it by the members of the Drummers' Snack. Here is the home of the club, herein have the concerts been held from the beginning; herein not infrequently have slumbered many dozen of the elect. Staunchly it has withstood the elements for many years, and more exacting test than this has successfully weathered the sonorous snores of Mr. Walters and Jack Charles.

For once the expected came to pass. A general idea appeared to have circulated among the audience that something out of the ordinary was going to happen. But was anybody gifted with imagination sufficient to foresee the net result? If so, they were unfortunate in cheating themselves of the delights of anticipation. This is the programme presented by the Drummers' Snack for the critical appreciation of an audience prepared to be satisfied with anything:



Drummers' Snack—John W. Charles, retiring president.

1. Song, "The Wanderer."—Ford.
   Chas. Leslie.
2. Contralto Solo, "'Twas the Rose."—DeKoven.
   Miss Olive Belyea.
3. Baritone Solo, "In the Days of Old."—Nevin.
   Donald C. McGregor.
4. Soprano Solo, "Sing, Sweet Bird."
   Shafera.
   Miss Bertha Crawford.
5. Humorous Song, "Insanity."—
   Will J. White.
6. Duet, "Good-Night, Beloved."—Pensuti.

Miss Belyea and Donald C. McGregor.

Intermission, Selections by Alton Band.

The Piece de Resistance.

Followed the chief event of the evening. This was the production by the Hamilton branch of the Snack, of a pathetically-humorous plantation sketch, called "The Darkey's Dream," written especially for the club by their old and well-tried friend John B. Nelligan, and produced in Canada for the first time.

The four principal parts were taken by Bay Hill, Court Thompson, Col. John Stoneman, and Hy. Eckstien, but though they were conspicuously prominent, they didn't make an ounce more noise than the following promising bunch of amateur mummers:—Charley



Drummers' Snack—The vice-president in kilts.

Smith, Vernon Smith, George Smye, Neil Pufford, Peter Smith, Bob Smith, Jas. Smith, Jack Smye, John Hooper, Ed. Zimmerman. To attempt to make any distinction among these last ten would be an abortive task, similar to splitting hairs. Let them be classed, as they would themselves desire—equally—neither with flattery nor derogatory remarks; only this must be said, they worked hard, they never wearied, they did their best, and it was a good best.

The Artists.

Bay Hill, the Hamilton Dockstader, Court Thompson, a disciple of Munion, by the great horn spoon, Col. John Stoneman, a master of the histrionic art, and Hy. Eckstien, who like Napo-



Drummers' Snack—Will J. White and Billy Colville.

leon, does things without talking, earned individually in the highest degree the thunders of applause that again and again swept like a wave over the audi-

ence. John Nelligan must have been a proud man as he watched and listened to the way his work was produced, and heard the manner in which the audience received it. Songs, cake-walks and dances were liberally interspersed throughout the performance, and it is a safe bet that most of the actors surprised themselves as much as they pleased the audience. The production of this play places us in a position flatly to contradict the rumour that the stage is going to the dogs.



Drummers' Snack—A bunch of baseball humorists.

Of the other artists who took part in the concert, special mention is almost impossible, everyone of them was vociferously encored, some more than once. The professional talent, represented by Miss Olive Belyea, Miss Bertha Crawford, Miss Hazel Bell, accompanist, Donald McGregor and Will J. White, gave their services for the evening freely and unconditionally. Will White, who was billed for only one song, gave nearly half-a-dozen. Charles Bodley was to have acted as accompanist, but upon his non-appearance, Miss Bell, who is herself a soprano of high note (top c, anyway), offered to officiate in his stead. The duet by Donald McGregor and Miss Belyea seemed somehow to catch the hearts of the audience, and a burst of clapping and cheering broke out as the last note died away. "God Save the King" was sung in unison by the whole audience standing before the gathering broke up, and the old canvas roof fairly crackled with the strains.

The Night's Work.

All the articles attaching to their persons that could be conveniently got rid of, such as wives, sweethearts, sisters, children, friends and other impediments, were now escorted by the members to the station and carefully returned to Orangeville, whence they re-appeared next day in time for the games, sports and other frivolities that characterized the passing of that Jewish sabbath.

But Friday night will not soon be forgotten in the annuals of the Snack Club. The man into whose mind entered even a thought of slumber was a traitor to the cause, and branded as such. The irrepressible Mr. Walters, gathering around him a choice band of dime novel desperadoes, and arming his little company with torches and instruments of music, descended upon Alton, as a young typhoon descends upon the luckless mariner. Barred doors and closed windows greeted them on every side. The inhabitants, having ascertained by annual and bitter experience approximately what they might expect by attempting to parley with the enemy, have become at last wise in their generation, and upon such occasions as this, retire silently and with what dignity they can command at ten o'clock sharp. Sol, his faithful little band at his heels, took a brief review of the situation and commenced operations with a comprehensive serenade of the entire town. No quarter was given, though in some cases as much as fifty cents was offered to anyone who would remove the midnight Lotharios. The architecture of Alton was thoroughly analyzed, overhauled and replaced as nearly as possible in the same position. One or two of the band becoming hilariously hysterical were promptly resuscitated by Mr. Walters, who displayed a truly Napoleonic fortitude in the face of many discomfitures and rebuffs. About four a.m. the party attacked Bill Algie's house and announced their intention of remaining there for the night. Mr. Algie politely showed them into the kitchen, where about a score of their less energetic comrades-in-arms were already slumbering in peace.

The Snack in Session.

At 10 o'clock on Saturday a mass meeting of the club was held in the tent. Considering that it was the morning after the night before the attendance was very creditable. President John W. Charles occupied the chair, on his right and left hand, respectively, being F. C. Hunt, the Toronto secretary, and Robert Algie, of Alton, the home secretary.

M. P. Malone, the Hamilton secretary, read the minutes of the last meeting of the Snack, held several weeks ago in Hamilton to make arrangements for the present outing, They were confirmed. The president then informed the meeting that under ordinary circumstances the next item would be the treasurer's report, but the present circumstances being far from ordinary, owing to the absence of the treasurer, Bill Irwin, and his presence by proxy in the shape of a mass of incomprehensible figures, he found himself somewhat at a loss for the correct method of procedure. Having spent the whole morning trying to decipher them, he was now prepared to take the figures for granted coincident upon the accession of the meeting. The meeting was graciously pleased to access.

Followed a pause, which Mike Malone filled in a very timely manner by a short recitative descriptive of the way in which the expression "Sure Mike" had first been brought to his notice. It was a good story, but Mr. Malone made a mistake in trying to throw it at the meeting from the floor of the house. The house wouldn't stand for it and Mike had to take the platform.



Drummers' Snack—Part of the costume parade.

Robert Algie, who during the introduction of this extraneous matter had preserved a gravity, but ill according with his customary smile, now rose, and, with some hesitation informed the meeting of a partial victory over the mathematical mess of Bill Irwin, whose



Drummers' Snack—The winner of the Melagama tea race.

character and probable future, he declared himself willing, but unable to describe.

"As far as I can learn," said Mr. Algie, "the financial status of the club is on a very satisfactory basis. There is a handsome balance on the right side, our concert receipts last night having been considerable." Toronto secretary, F. C. Hunt, confirmed this estimate with a statement of the exact amount taken at the concert, giving the president an opportunity to rise and remind the members that the spirit of the Snack was to have a good time not to amass large profits financially.

A Vote of Thanks.

"While I'm talking," said President Charles, "I want to ask everyone here to pay tribute to Donald McGregor and Will White, and all the Hamilton men and lady artists, and to Charlie Leslie. We owe a big debt of gratitude also to that illustrious Dockstader, Bay Hill, and his enthusiastic helpers. His performance was unique in character and daring in enterprise." A vote of thanks to all these members, coupled with the name of John B. Nelligan, was proposed, seconded and unanimously adopted, while the canvas shook to the tune of "They are jolly good fellows."

Donald McGregor, Will White, Bay Hill, Bill Algie, John Nelligan and Col. Stoneman all replied to this evidence of appreciation according to their several temperaments. Some replied wittily, some modestly, some seriously and some humorously, but all enthusiastically and all characteristically. Will White with an air of great sacrifice, said he'd sooner miss a dog-fight than a Snack; that you couldn't bribe him to stay away, and that he'd be there next year as usual, ready to help in any way he could.

Bay Hill, who doesn't relish speechmaking, said that his feelings coincided in a remarkable manner with those of Mr. White, and if it pleased the chair he would like to let it go at that. It didn't please the chair, so Bay added that the feature of the whole Snack which had appealed to him most was the harmonious and frictionless manner in which Hamilton and Toronto had worked together for a common interest, that it had been a great pleasure for him personally to do what he had done, and that he attributed the unique success of this entertainment to the members all having a definite object to work towards. Here he quoted some remarks of Bill Algie, who was promptly called upon to confirm or deny them. Mr. Algie started to speak of himself in a deprecatory manner, but was called to order with great sternness by the chair. Being driven to land on this



Drummers' Snack—F. C. Hunt, vice-president.

tack, Mr. Algie put out on another one and referred with the deepest sympathy and respect to the memory of their old comrade and brother, Samuel E. Ryan, who was a prominent member of the Drummers' Snack Club and a favorite with everybody. Mr. Algie displayed to the members a handsome memorial, bound in black morocco and engrossed in gold lettering, "Condolence of the Drummers' Snack Club," whose preparation had been in the hands of Bob Algie. The memorial read as follows:

MRS. RYAN.

The members of the Drummers' Snack Club desire to place a tiny forget-me-not on the grave of your late husband and to express to you their united sympathy in your bereavement.

Our comrade and brother, Samuel E. Ryan, was a loved and loving husband, an affectionate father, a good citizen, and an honest man.

No nobler or grander epitaph can be inscribed on the greatest monument.

A life well lived ends well at any time. Your husband lived, he loved, he was loved. This fills the vase of joy. The longest life contains no more.

His old comrades in our social club will sadly miss his presence, which was always cordially welcomed, either as an officer, tried and trusted, or as a social companion, on the road, in the holiday camp, or at the festive board.

The gentle, loving hand of time will partly heal the wounds made by the grim sergeant, and we realize that "words are but empty barren sounds" which are utterly inadequate to express sympathy when death calls a dear one.

In the windowless Palace of rest all must in time sleep, and we who are daily traveling towards the end of life's journey extend our best wishes to you and yours.

Signed on behalf of the Club.

JNO. W. CHARLES,
President.

ROBERT ALGIE,
Secretary.

A vote of thanks to those responsible for this memorial was proposed and carried. Mr. Algie's concluding remarks were characteristic of the man's great heart and generosity. "I thank you all for coming to see us once again in the old place," he said, "and you all know that as long as there is a square foot of ground in my house, or a crust of bread in the larder, no one of you will ever have to go hungry. (Cheers). In concluding, I must confess that this morning I stole a ham from the cyclone cellar to feed my 30 or 40 guests with. Having no defence I throw myself unreservedly upon the mercy of the court." Discharged.



Drummers' Snack—Sol Walters and the Comfort Soap Race second prize winner.

A Few Remarks.

Jno. Nelligan, who was next called upon, spoke feelingly of the spirit of universal kindness, which was the key-note

of the Snack. "The air of Alton is full of kindness," he said. "I'll try and write you something even better than "The Darkey's Dream' next year, and I think I can do it, because the object for which I write will be an inspiration in themselves."

Col. Stoneman, M. P. Malone and Hy. Eckstein each said a few words, and Court Thompson was called out. Court proceeded in a dignified manner to the rostrum where he assumed the old Dr. Munion attitude. His listeners knew that one of the great truths of Dr. Munion was imminent, but there was no time for escape. "I've heard some of you people talking of shake-downs in Dr. Algie's house," he drawled, "Well," he continued with stern impressiveness, "I stayed out all night, and Dr. Munion says there is no punishment too great for those who neglect the afflicted."



Drummers' Snack—The Baby Show—The winner is in the go-cart.

The president called on the members for any criticisms or suggestions. A few were offered—tentatively—and accepted—gracefully. A photograph was then taken of the meeting in session. The election of officers was next taken up, previous to which President Charles, in the course of a short address, spoke highly of the help rendered him by the members of the executive. "If I'd had an executive made to order," he said, "it couldn't have been improved upon."

The New President.

Col. Stoneman proposed M. P. Malone for the new president. Bob Keys seconded it and there being no dissenting voice, Mike was duly boosted to the platform. In his address of thanks, or welcome, or whatever it was, he remarked candidly:

"It is no cinch to be president of the Snack Club. It means hard work and lots of it. But I think that to be president of such a bunch as I see below me is well worth a little trouble. I know you all. If I didn't I wouldn't take the office. But you'll all turn out and work for the Snack of 1908 as unselfishly, as generously, and as enthusiastically as you did for the Snack of 1907. Another thing, I'm following a hard man—a popular man, a man who made last year the most enthusiastic president we ever had. I refer to Jack Charles, and I don't expect to beat him. But with your help we'll give the Snack of 1908 as little cause as possible to blush with shame by comparison with that of this year. Gentlemen, I thank you for the honor you have done me."

On the proposal of Bill Colville, an enthusiastic vote of thanks was tendered J. W. Charles for having made the Snack of 1907 the greatest in the history of the club.

For Next Year's Snack.

The following officers were then elected:

Vice-president (an office created for the first time after some discussion)—F. C. Hunt, Toronto.

Hamilton secretary—Bay Hill.

Toronto secretary—Robert Asher.

Home secretary (elected by acclamation)—Bob Algie. Mr. Algie also assumes the duties of treasurer. He does the work anyway and might as well get the title.

Auditors—Peter Smith, Hamilton, and Will Meen, Toronto.

Hamilton executive—George Smye, Hy, Eckstein, Bob Smith, Court Thompson, Col. John Stoneman, Jas. Hooper and Chas. Smith.

Toronto executive—J. Wildfong, W. Meen, Sol. Walters, D. McGregor, W. J. White, N. Oakley, Jno. W. Charles, G. Campbell, T. Gloster, F. C. Hunt, Robt. Keys.

The following were created honorary members—Jno. B. Nelligan, Ben Arthur, Chas. Leslie, B. McIntosh, of the Central Business College, Toronto; Alex. Earle, of Creemore, and Donald McGregor.

Amos Mason and Ross MacKenzie were made assistants to the secretary. Before the meeting closed, Bob Asher was presented with Bill Colville's prize for having sold the most buttons. Bob sold 32, and said it was pie. Snack buttons cost $1 each and entitle the owner to full membership in the club.

As the final wind-up to the meeting, Wtlliam Algie recited a poem by Robt. W. Service, author of "Songs of a Sour Dough." The poem, which was called "The Cremation of Sam M'Ghee," was of a humorous persuasion, and made a great hit.

The Procession.

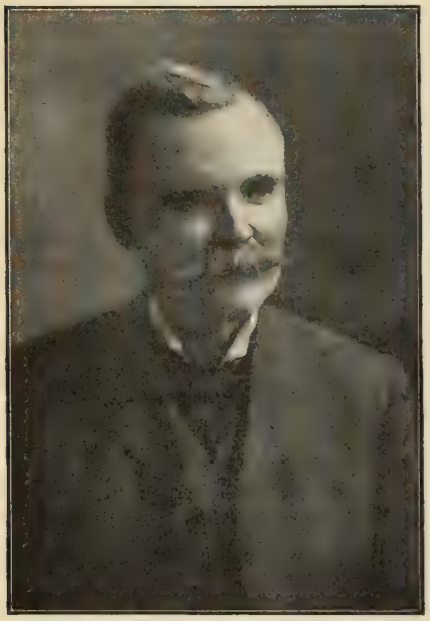
Lunch was served to all who had appetites, by the ladies of the Presbyterian Church, in the Science Hall. One paid 25 cents and ate all one could. The fare was extraprdinarily good value for the money, but this may have been on account of the ladies relying on the well-known generosity of all travelers to come forward at a slightly advanced price over the one asked. Their expectations, if they entertained any, were gratified many-fold. The boys dived into their pockets and wouldn't take any change.



Drummers' Snack—Members and friends in Wm. Algie's grounds.

After lunch, came an event from which the writer, for one, has barely recovered. From the hill-top floated the strains of sad music, and down the street there swung a procession, so marvellous in composition, so unique in character, that one regrets the paucity of the English language as a medium of description. Most of the spectators are now happily reported to be convalescent, but many of them suffered severely. A glance at the accompanying photograph will give the unprivileged outsider a faint, vague, and shadowy idea of the reality. Observe the illustrous Mr. Sol Walters, consider that he was by no means the most picturesque of that outrageous company, and in time you may train your mind to comprehend in a dim way why Galbraith, the photographer, is taking a forced holiday from business. To his credit be it said that he flinched not from the call of duty, but with clenched teeth and ashy countenance exposed his plate and staggered back to the cyclone cellar.

When the kilted processionists reached the sport's field, a baseball game was



Drummers' Snack—William Algie—The Snack Club's friend.

immediately arranged between a picked team from Toronto and Hamilton. It lasted most of the afternoon, and considering the strict impartiality with which Col. Stoneman and Bay Hill handed out their decisions, was remarkably devoid of friction. Jack Charles, by lashing out a magnificent home-run in the last inning, secured the fruits of victory for the Toronto IX. The score was 13 to 11. Each member got a box of Old Abe cigars and Jack Charles, as captain, a tiny silver cup on a mahogany stand. The winners declared that the referees had conducted the game in an able manner.

The teams were as follows:—

Toronto :—Jack Charles, captain, Bob Asher, F. C. Hunt, Tommy Gloster, Jack Wildfong, Bill Meen, Pud Oakley, A. R. Fraser.

Hamilton :—Bob Smith, captain, Geo. Smye, Hy. Eckstien, Billy Miles, Fat Gufford, Court Thompson, Bill Wark, Slim Arthurs, Ed. Nally.

Meanwhile the games and sports were in full progress. The Sport's Committee consisted of Wm. Colville, chairman; Col. Stoneman, referee ; R. Asher and P. Smith, entry clerks. The committee were as follows :—William Irwin, Court Thompson, William Meen, E. F. Clarke, Bob Keys, Guy Long and Sol Walters.

The Sports.

All the sports and competitions were pulled off in fine style, and reflect great credit on the management. The following list of the various events with their winners, wherever it was possible to ascertain who were the winners, fairly represents the large scale upon which the whole programme was conducted. Competitors in most of the events were almost too numerous to admit of perfect handling. Sol Walters, smitten with the idea that he would like to help the committee, being one of them himself, succeeded in making himself recognized to the extent of being on nine separate occasions forcibly removed from the grounds. But nothing could daunt that indomitable spirit, and Sol was never far away from the centre of action. When last seen he was making for Orangeville, in his wake an infuriated mob of fellow-competitors, who with arms raised to heaven were calling the very firmaments to witness that through the strategical ingenuity (only they didn't put it like that) of the man they were pursuing, they had been wrongfully defrauded of their just rights.

It appears that Sol had stolen a march on them in one of the races, by rushing out of the crowd into the course when the judges were looking at other people's sisters and finishing a yard or two ahead of the legitimate winner. So let us leave him, with best wishes for his success if he was captured, and condolences for his pursuers if he escaped.

Baby show—1st prize-winner may be seen in the go-cart in the photograph; 2nd prize, Clara Gracy; 3rd prize, Wm. Edward Algie; 4th, Dorothy Cockerene; 5th, Baby Stevens.

Past Presidents' race—1st , Robert Keys; 2nd, Wm. Colville.

Tug of war—Winning team, Jack Burnett, R. L. McKenzie, William Algie, Joe, Dodds, John McLaughlin and Wm. Alexander.

Ladies' Comfort Soap race—2nd, Miss Hall; 3rd, Miss Smith; 4th, Miss Alexander; 5th, Miss Ada Saunders; 6th, Miss Oakley; 7th, Mrs. Smith; 9th, Miss Saunders; 10th, Miss Neeley; 11th, Miss Rodwi.

Artists' race—1st, Hy. Eckstein; 2nd, Ed. Nally; 3rd, F. C. Hunt.

Musical race—1st, Wm. Collins; 2nd, R. A. Scott; 3rd, Jim. Algie.

Ladies' Blue Ribbon hockey broom match—Winning team, Miss Saunders, Miss Eddie Saunders, Mrs. Wilson, the Misses Mason and Miss Campbell.

Needle race—1st, B. McIntosh; 2nd, J. H. Thurston; 3rd, F. C. Hunt.

Three-deaded race—1st, J. H. Thurston, A. R. Fraser and R. M. Thurston; 2nd, Walter Scott and company; 3rd, Bob Smith, Fred. C. Hunt and Jack Wildfong,

Early-call race—1st, Ed. Nally; 2nd, F. C. Hunt; 3rd, R. M. Thurston.

Frog race—1st, Ed. Nally; 2nd, A. R. Fraser.

Smoking race—1st, Billy Mill; 2nd, Sol. Walters; 3rd, F. C. Hunt.

Sack race—1st, A. R. Fraser; 2nd, Bob Smith; 3rd, Walter Scott.

Fat man's race—1st, Billy Mill; 2nd, Jack Charles; 3rd, Jack Wildfong.

Kicking the football—1st, Billy Meen; 2nd, B. McIntosh.

Married men's race—1st, Walter Scott 2nd, Billy Meen; 3rd, O. E. Wallace.

Unmarried men's race—1st, B. McIntosh; 2nd, A. R. Fraser.

Consolation race—1st, F. J. White, of Melagama Tea; 2nd, F. Oakley; 3rd, Mel Tufford.

F.J. White had a Melagama Tea race for ladies. The names of the winners did not transpire, but a picture of the first lady home is shown elsewhere.

On the sports field a big tent was erected, wherein was dispensed ice cream fruit and cooling drinks. It was well patronized.

Prizes for the various events were the gifts of the following travelers and



Drummers' Snack—A fair spectator.

firms: Tug-of-war, J. W. Charles; baseball match, Havana Cigar Co., cigars and silver cup; ladies' Comfort Soap race, silver salver and other prizes donated by the Comfort Soap Co., Aprons and soap supplied free. Little maidens' Comfort Soap race—12 rings given by the Comfort Soap Co. Blue Ribbon Tea hockey broom race, one pound of one dollar tea to each member of the winning team, donated by George F. Campbell. Boys' Comfort Soap race, twelve prizes given by the Comfort Soap Co. Three-headed race (a new one), three case pipes given to the first team by W. H. Steele, tobacconist, Toronto. Smoking race, "Mary Ann" cigars, donated by Manners & Son, of London, through their representative, Ed. Bingham. Football kicking contest, Sol. Walters.

Envoie.

So let us take our leave of the Drummers' Snack. With a royal send-off that came straight from the hearts of the people of Alton, with a last cheer sent ringing back along the rails from the men and women in the vanishing train,

a memorable outing was at an end, and another frolic added to the credit of the Snack.

And if, as Stevenson asserted, it is the duty of all men to be happy, surely this organization is fulfilling that duty in the highest degree. A club of men formed in the interests of clean mirth, of honorable enjoyment and of mutual service to one another, cannot well fail of success, and if the future of the Drummers' Snack Club is to be measured even proportionately by its past and present work, in after years a great body of men is destined to arise, whose motto, "Laugh and grow fat," will echo through the trackless wastes of the Siberian desert, and tickle the risibilities of the humble Esquimaux in the bleak solitude of his frozen home.

Short Snacks.

The president wore kilts. He's Scotch anyway.

* * *

As usual the star feature of the games was Bill Colville's Comfort Soap race.

* * *

Fred Hunt, the vice-president, came in third in more races than anyone.

* * *

Jack Charles cannot be beaten as a chairman. He knows how to keep things moving.

* * *

Many of the boys were inquiring for Walter Armstrong, editor of The Canadian Grocer, who was away on his vacation.

* * *

What would a Snack be without Sol. He looked immense in kilts and used a broom for a sporan.

The Snack resembled one huge, happy family picnic. The verdict returned was "The best ever!" There will be no appeal.

* * *

Will White, former member of the executive, now living in Vermillion, Alberta, was wired the regrets of the club at his absence.

* * *

Jack Wildfong, of Gordon Mackay, a director of the Commercial Travelers' Association, was on hand early. It was Jack's first visit, but he says he'll never miss a snack again.

* * *

The bonfire and fireworks display which were held after the concert made a fit ending to a glorious night. As a home secretary, Bob Algie has them all skinned. He forgets nothing.

* * *

Some members of the defeated baseball team were unkind enough to say that the Colonel's knowledge of the game antedated the new rules. And yet his decisions were perfectly satisfactory to the winners. Incomprehensible!

* * *

A telegram was received by Bob Algie from George Nicholson, familiarly known as Big Nick. Nick was in Vancouver, B.C., and wrote "Sorry not with you. Success is my wishes to all."

* * *

Mr. and Mrs. F. J. White, of Melagama Tea, were interested spectators of the games. Bill Meen, who travels for Melagama, was very much to the fore in the races. He won several firsts.

* * *

Mike Malone, the new president, has his work cut out for him for next year's snack. This one was so good. But everyone knows Mike, and when the time comes he'll deliver the goods.

* * *

Nowhere is there anybody just like Bert Menzies. During the Friday night serenade he kept the town alive and sleepless by pounding the kettle drum. He made up in energy what he lacked in artistic feeling.

The Blue Ribbon Tea hockey-broom match, under the able direction of George Campbell was an unqualified success. Many brooms were broken, but no skulls. The single ladies won fittingly by a single goal.

* * *

Col. E. E. W. Moore, whose kindly presence was so greatly missed at the snack, telegraphed to Jack Charles:



Drummers' Snack—Bay Hill, the Hamilton Dockstader.

"Sorry, cannot be with you. Best wishes for record snack." That his wish came true is now ancient history.

* * *

Bay Hill, the Hamilton Dockstader, was largely responsible for the success of the concert. Bay was made up as an old nigger, and acted, as well as looked, the part. With Bay Hill and Bob Asher as the Hamilton and Toronto secretaries, the success of the next snack is already assured. They are untireable.



Drummers' Snack—The members in session.

Bill Colville, as a games starter and general sports director, holds the belt. He is energy personified.

* * *

John B. Nelligan surpassed himself in "The Darkey's Dream." But he says he can write something better for next year's snack.

IT PAYS TO ADVERTISE.

A theatrical manager was holding forth on the value of publicity the other day and pointed his moral with this :

"When the teacher was absent from the school room, Billy, the mischievous boy of the class, wrote on the blackboard :

" 'Billy Jones can hug the girls better than any boy in the school.'

" Upon her return the teacher called him up to her desk.

" 'William, did you write that ?'' she asked, pointing to the blackboard.

" 'Yes, ma'am,' said Billy.

" 'Well, you may stay after school,' said she, ' as punishment.'

" The other pupils waited for Billy to come out, and then they began guying him.

" 'Got a licking, didn't you ? '

" 'Nope,' said Billy.

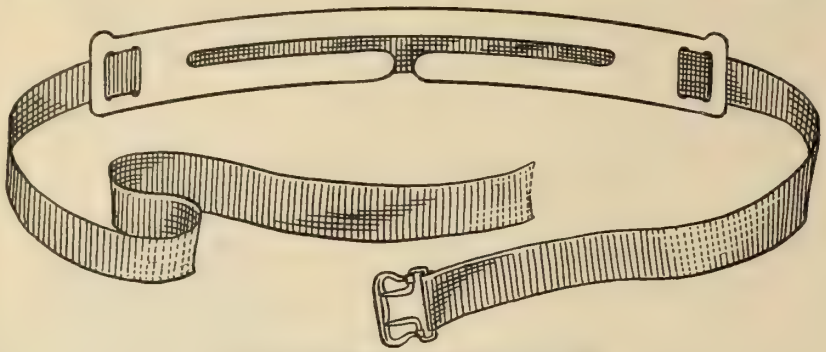
" 'Got jawed ? '

" 'Nope.'

" 'What did she do ?' they asked.

" 'Shan't tell,' said Billy. ' but it pays to advertise.' "

No Pins--No Points--No Teeth



Patented June 9th, 1903; Patented June 16th, 1903

One Edwards Skirt Supporter fastens every shirtwaist to skirt seven inches across back without pins, points or teeth. It is non-rustable. Retails 25 cents.

Demand has been created by demonstrations at Toronto Exhibition and extensive advertising; is advertised in Ladies' Home Journal. Free sample sent to merchants.

EDWARDS SKIRT SUPPORTER CO.
BRIDGEBURG, ONT.

Frillings and Ruchings

Largest and Most Complete Range Shown

FIRST SHOWING OF ADVANCE STYLES FOR FALL IN

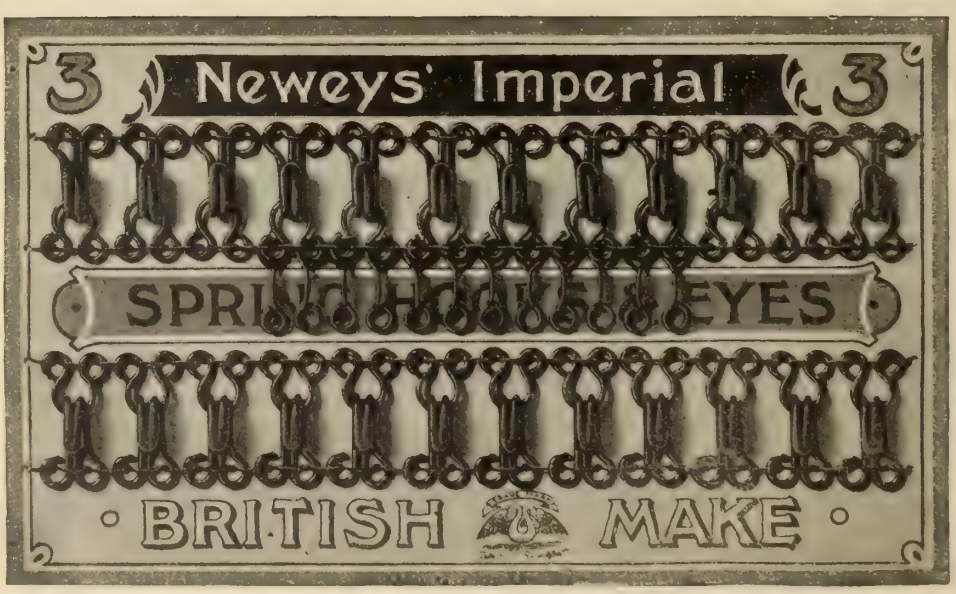
LADIES' NECKWEAR AND BELTS
SILK AND LACE WAISTS
UNDERSKIRTS
FANCY PLEATED DRESS SKIRTS

RHYS D. FAIRBAIRN, LTD.

HUGH HENRY
204 St. James St., MONTREAL

107 Simcoe Street, TORONTO

NEWEY'S SPRING HOOKS & EYES. IMPERIAL QUALITY





Made in 5 izes, black and white.
A Centre Spring Hook with a Swan Bill.
Made from hard drawn Brass Wire.
Beautifully finished and Machine carded.
Each card has one dozen extra loops.

OUR NAME IS A GUARANTEE OF EXCELLENCE. Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg
Buyers when in England, cordially invited to call and see these and our other productions.

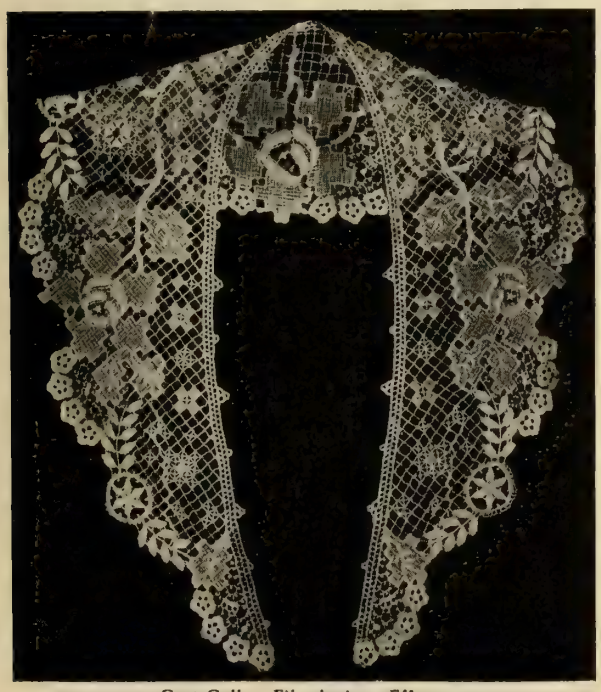
NEWEY BROS. & CO., *Brearley St.*, BIRMINGHAM

DRESS ACCESSORIES

Laces for Fall

Represented Very Largely—Filet Effects Prominent—Gold and Tinsel the High Novelty.

Laces will be used very largely this coming Fall. Late importations evidence the confidence the trade has in them. Retailers are expressing a keen interest in the many new lines shown, and it is clearly evident that the filet effects will be strongly represented at retail. This square mesh idea is in evidence in many varieties of lace, and it needs a judge of lace value to accurately state prices on account of the intricacy of the pattern in many cases. Cluny laces are often used to form complete waists and are employed in the Japanese sleeve effects as well.



Coat Collar, Filet Antique Effect.

Vals. are still good property and Calais Vals. show every evidence of being strong favorites for Spring, 1908. The filet styles continue strong. Prices continue very firm, and deliveries are still unsatisfactory, except in one or two instances where houses have had orders placed for long periods. Festoons are in evidence everywhere and seem even better than galoons.

Black laces are now considered staple and a fair trade is expected this Fall.

The leading novelty for the Fall is easily lace, completely made out of gold. Gold allovers and nets will be used by the exclusive trade for trimming evening dresses. Often there is a combination of gold with silver and again all silver is used. These metal effects have already been taken up by high class stores, although prices are very high.

Embroideries are booked up to February, 1908, in many cases, and prices continue high on account of the high cost of raw material and stitch rates.

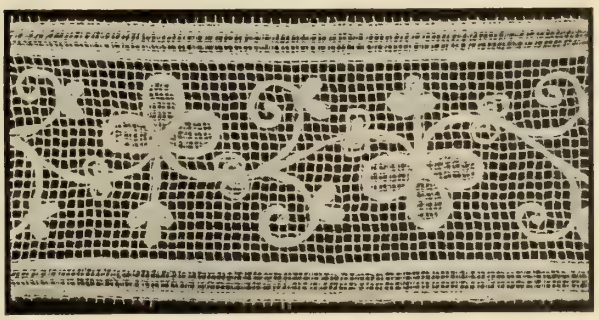
Soutache effects and pull braids continue exceptionally good. They will be much used in the new tailor-made gowns.

Embroideries

Big Business Predicted in Novelty Lines—Broderie Anglais Good in the Cheaper Lines—Filet Introductions and Antique Patterns.

During the latter months of the selling season embroideries seemed to be losing ground. Since the import selling season opened, however, and the new patterns were shown, they have regained much of their lost prestige. A month or so ago 25 per cent. could be obtained. Now, however, prices are firmer, and the present terms are 10 per cent. net.

The novelty in the new import lines is the free introduction of filet, guipure and Irish into the patterns. These are produced upon a soft batiste or muslin ground,



Lace Filet Antique Effect.

and are combined with fine blind work. Antique patterns are the latest novelty. The Greek key, etc., and mediaeval patterns predominate in the latest lines shown. Filet effects are also very prominent.

There promises to be a big demand for bands and medallions in all widths, and in many shapes and sizes. Allover embroideries are very handsome, and are selling well.

In the cheaper lines broderie Anglais is in the lead.

Veilings

Summer Selling Satisfactory—Fair Fall Business Expected—Success of Tuxedos Depends Greatly Upon the Size of the Fall Hat.

A very fair trade has been done at the veiling counter during the Spring and Summer months. Chiffon veils for auto wear have been big sellers. There has also been a nice business done in individual veils, and tuxedos. Colored veils are the big sellers, and there seems no sign

of a change in this respect. The fact is, the colored veil is more becoming than black or white.

Chiffon auto veils are selling freely at present. Though there are several good shapes, the long scarf veil is the one most worn. The handkerchief veil, and the circular veil, are two other good selling shapes. The veil is worn bunched together at the back, or brought forward and the ends tied under the chin, and covering the hat, hair and neck at the back. Attractive lines of tuxedos and nets are moving nicely, but much of their future depends upon the trend of millinery styles. Should the very large hats now indicated rule the season, their vogue will lessen the sale of tuxedos and other veilings. Filet mesh is the latest novelty in this line. Chenile dots hold their own and velvet dots are also selling. Lace veils, and net veils with a narrow lace border, promise—particularly the latter—to take fairly well. Brown, blue, green and black are the chief colors shown.

Ribbons

Heavy Advance Sales of Ribbons—A Fair Proportion of Fancies Sold—Feeling for Satin and Bright Makes.

Prospects are for a big ribbon season; indeed, "the greatest yet," is by no means an infrequent prediction. The advance sale has been very large. The feeling is for



Novelty Bow Stock. Pleated Chiffon, Guipure edge and Pearls.
Shown by Rhys D. Fairbairn.

wide ribbons and, for the better trade, wide sash widths are great sellers. These ribbons are to use for the immense bows and crown draperies that promise to be so fashionable.

The feeling for ribbon trimmings is very strong in the millinery world, and there is every indication of its continuance. Both the wholesale and the retail houses are making big preparations to meet this demand.

There is a feeling for satins, and bright and satin-finished ribbons are those required. Glaces, satin duchese, satin lumineaux and other bright makes will be found in big range.

A fair proportion of fancies is being taken, particularly in chines and stripes. Cameleon effects are included in the list of novelties. There is a very wide demand for velvet ribbons.

The latest novelty shades heralded by Paris are purple and peacock, and those, at least at the beginning of the season, will be in strong prominence. Brown, in all shades from golden, through leather shades, down to honey and champagne is very fashionable. Apricot and other yellows are used as trimming shades. Navy and two or three shades of royal old blue, and the nattier shades are very prominent. Green will also be a leading color, particularly in the dark rich tones that combine with brown. Black will also be very strong.

Neckwear

Fall Orders Pouring in—Lace, Silk and Chiffon Styles Selling—Big Frilling Season Anticipated.

Already the prediction made in The Review a month ago, that the sale of neckwear this Fall would be a record-breaker, is on a fair way towards fulfilment. Orders are pouring in, and soon factories will be working up to the limit of their capacity. Neckwear has established a firm hold, not only upon the favor of the retailer, but also upon that of his customers; in fact, few women enter a store, where there is a well-kept neckwear department, who do not make a point of looking over the counter display. The only time when this does not apply is in the heated season, when as light a neck-dressing as possible is all that comfort will permit.

For the above reason, and also because the stock has been well sold out prior to inventory, the merchant is well cleared, in this department. Therefore, he is placing large orders, to enable him to obtain, and to keep up, the necessary assortment, when the first few cool days of early Autumn start brisk selling in this department. Orders placed so far are for fancy chiffon, silk and lace collars, stock and jabot effects. Jabots are in special demand and promise to increase in favor as the season progresses. The straight band and bow effect illustrated shows a novelty departure in chiffon and lace.

There is a healthy outlook in a moderate way, for lace effects. Lace stocks and tab collars are becoming steady sellers. They are wanted by the older portion of the community, and by those who have little taste for the more fanciful styles. Moreover, the prices of these goods are very moderate, when style and value are considered, and the merchant can attractively price them, and still reap a handsome profit. There is a constant filling in going on, in the departments that do a good business, in these goods, as by this method there is always something fresh on show. This pays, as novelty is the health of life to this section of the store.

Plastrons and yokes promise to be decidedly good. They come in beautiful effects, and in many combinations —in Venise, guipure, Irish, filet and embroidered net laces. Whichever of the other laces are used, filet is invariably introduced. Some of the newer effects are so arranged that there apparently, is no join between the yoke portion and the neck. This gives the fashionable long shoulder now in vogue.

Lace coat collars, and sets of collars and cuffs, are expected to do well in the Fall. The illustration shows the shape of the collar specially made to fit the new coats. Children's lace collars, though a minor, are a good selling line that it will pay merchants to stock.

Advance orders for frillings are very large. The variety of styles shown is extensive. Chiffon frillings are the sellers, but net, lace, and combination effects give variety to the line. White cream, ciel, pale rose, salmon, helio and other pastel shades, as well as tinsel and Dresden

effects, are among the novelties. The new frillings are much neater and daintier in effect.

Turn-down stiff collars, worn with a fancy jabot or bow, are still the leading features in Paris and New York neckwear styles for the coming Fall. Tailored stocks, of heavy mercerized mattings, and canvas cloths, are also a strong feature. Both styles were strong in these fashion centres last Spring. Though shown in Canada, neither style has met with much consideration from the buying public. Indeed, the majority of merchants who bought these goods for Spring selling still have them on hand. The question is now, will they meet with a better reception,



Jabot Collar of Lace and Chiffon.
Shown by Ladies' Wear.

when again shown, for the Fall? Time alone can decide, but retailers are advised to go slow in ordering out stiff turn-down collars, and washing stocks; that is, until a demand is surely and safely established. There need be no fear about obtaining either stiff collars or tailored neckwear, should the tide of fashion in Canada set in their direction.

W. H. Barry, of W. H. Barry & Co., wholesale ribbons, etc., Montreal, left on the Empress of Ireland on the 12th inst. on a business trip to England, France, Switzerland and Germany.

Kid and Silk Gloves

Big Summer Selling—Kid Gloves, Gauntlets and Long Ringwood Gloves for Fall.

The fabric glove season is almost over, but during the last month or six weeks its sale has assumed large proportions. Desirable lines are scarce, both in long and in short gloves. Where bargains are offered, they are either the broken ends of lines or not up to the fashion standard. The favorite fabric glove this Summer has been the elbow length white suede lisle. Tans and black have also been good sellers in this glove. Silk gloves, while heavy sellers, have been disappointing in the wear, and after one experience with silk gloves, customers have almost invariably given preference to lisles. Gloves with lace arms, have sold, when plain lisles could not be purchased, and these in turn, have been better liked than the all lace glove. There has been no enquiry for the net gloves, so popular last Summer, and this style of glove seems to have completely dropped out of favor.

Elbow length silk gloves, in white, and in evening shades, will be good sellers this Fall, but some difficulty, it is predicted, will be experienced in procuring them. This threatened scarcity will, it is thought, help to quicken the sale next Spring. In spite of all the long sleeve talk, buyers are confidently preparing for another big long glove season in the Spring and Summer of 1908. Heavy orders have already been placed, not by American firms alone, but European buyers are also ordering out long gloves in big quantities for the Spring of 1908.

There is much more confidence now in the long glove vogue than existed a month or so ago. No doubt there will be more short lengths selling than a year ago, but the heavy business promises to be done, for a time yet, in the longer lengths.

The fact that tailored suits with the long sleeve will be the height of style, it is pointed out, will not interfere seriously with the vogue of the long glove. It is the length of the blouse, or waist sleeve, that will determine the length of the glove worn. Though manufacturers selling to the exclusive trade are featuring long sleeves, those who do a popular trade—and they are in the majority—are still putting in short sleeves. What is more definite still, the retailer is buying them. This is the sleeve situation at present and, therefore, the long sleeved suit will interfere little with the sale of long gloves. Dressey suits and gowns almost invariably show the shorter sleeve. At the Grand Prix the vast majority of the gowns worn had short sleeves. Beschoff-David is the costumier who is pushing the long sleeve into prominence, and it is said that he alone is favoring it.

There is little uncertainty in the minds of buyers, as to the vogue of long kid gloves, for the Fall. In the big city stores they have prepared for free selling. White leads for evening wear, but, for the city trade, at any rate, colors also have been purchased. Black, browns and tans are expected to be good for street wear.

Gauntlets sold very well indeed up to the advent of warm weather, and they promise to be a feature in the coming Fall. Many of these gauntlets are of home manufacture, and the leather fringes, on some lines, give them quite a Canadian touch. Tans and browns are the chief sellers in gauntlets.

Another line that promises well for Fall is the long ringwood gloves. Just a few were shown towards the end of last season. This year they are out early, and promise to have a big success. They sell best in white.

Manufacturers have found it well nigh impossible to fill the orders that have poured in upon them from all quar-

HIS MARK

High Grade Printing

from the conception of the idea to the finished job—we are now ready to produce in our NEW PRINTING DEPARTMENT

With everything new—

NEW MANAGER—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—

NEW PRESSES—the latest products of the press makers—

NEW TYPE—the best faces selected from the stocks of leading foundries and a

NEW RESOLVE—to make every job a credit to us and to you—we ask for a chance to figure, furnish lay-outs, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want "printing that's different" let us hear from you

MACLEAN PUBLISHING CO LTD
John Bayne MacLean
President
10 Front St East Toronto
MONTREAL WINNIPEG
LONDON ENG

PRINTING DEPT
Charles Edward Peabody
Manager

his mark



THREE SELLING QUALITIES IN

Pewny's Kid Gloves

GOOD FIT. GOOD STYLE. GOOD WEAR.

Besides, every pair is guaranteed.

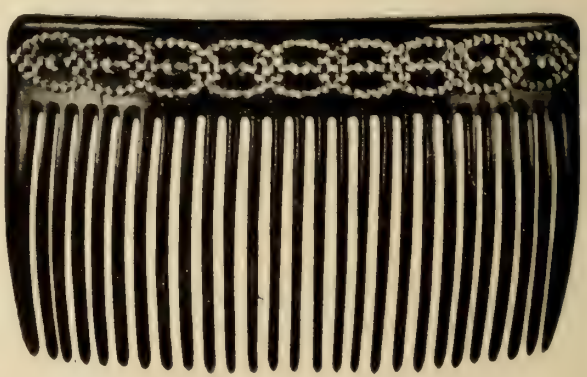
See our "AD" in Sept. issue.

GREENSHIELDS LIMITED
MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co., Limited
Vancouver

Improve Your Comb Trade
with the new
Pressed Steel
(An Exact Duplicate of Genuine Cut Steel)
Back and Side Combs
to retail at 25 cents.



Make sure of your Fall supply by ordering now from your jobber.

GEO. H. EVANS & SON
118 Bd. of Trade Bldg., MONTREAL

ters during the past year. Not only has machinery been insufficient, but where frames have been put in it has been impossible to obtain operatives to run them. The output of the factories is sold many months ahead, many purchasers having contracted for their needs during the Winter months, and orders are now being placed for the Spring and Summer of 1908. There seems to be, at present, no reason to expect any change from conditions. This sold-up condition is due to the big demand for long gloves, and instead of there being any cessation, there is, according to the reports from Chemnitz, if anything, an increase.

Linens

Excellent Outlook for Fancy Linens—Dress Linens Finish the Summer in High Favor.

Canada is becoming of increasing importance as a market in the eyes of the British linen manufacturers. Nor is this wonderful when the rapid way in which the principal cities are building up is considered. In Toronto, Winnipeg and Montreal, and many of the smaller centres, houses are going up by the street. There is, in short, hardly a town, particularly in the west, and in Ontario, where extensive building operations are not going on. New houses mean new furnishings, new household linens, etc, so there is no wonder that the trade grows. Another factor that not only makes for free selling, but for a big demand for better grade goods, is the growing wealth of the Dominion. Just how large an item Canada's linen importations are growing to be, can be best grasped by a study of the following comparative table taken from the trade returns of the United Kingdom. Linen exports to Canada :

For the five months ending May—

	Yards	Value
1905	4,536,400	£97,260
1906	5,172,500	111,792
1907	5,974,300	138,488

In spite of the large importations stocks are small. Heavy advance orders have been placed but deliveries promise to be slow, and as the season advances complaint is inevitable. This slowness is due to scarcity of yarns. The dock laborers' strike in Ireland is also interfering with shipments.

There is an excellent outlook for art and fancy linens. Orders placed are large, and there is promise of a big business. Cluny effects represent the novelty, but Irish embroidered goods, Mexican, and Japanese drawnwork, etc., are all in high favor. There is an increasing demand for high class embroidered household linens for bedspreads, bolster covers, pillow covers, sheets, shams, etc.

Dress linens, in spite of advances, have a firm hold on fashionable favor. White dress linens may be said to be staple. Colored linens have also done well. Though the cold late Spring checked early sales, stocks of both white and colored dress linens in the hands of the merchants are low. Tailored suits of white and colored linen have been exceedingly well worn. White has been the big seller for this purpose, but colors, particularly blue, pink, helio and Nile, have been well worn, and are finishing the season in high favor. The Summer development has been, particularly on the other side, in favor of ecru and brown shades in dress linens. These shades have been taken up by the custom tailors and by the makers of high class ready-made garments. Only the difficulty of obtaining the linen has put a limit to its use. This difficulty will only make the demand larger another Spring.

A Good Glove Story

can be told by almost every dry goods house in Canada. They can truthfully tell you that the hands of thousands of the **most fastidious people are gloved only with**

Storey Gloves

Get in line. Stock up with Storey Gloves, and you'll have the best gloves in glovedom. **Best Material, Best Workmanship, Best Fit.** They

Please Your Customers

W. H. Storey & Son

ACTON, ONT. Limited

Established 1868. The Glovers of Canada

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates :

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address :

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

Hewson Woolen Mills

Fine wool fabrics for ladies' Autumn wear come in the rich dark and medium colors so much in vogue.

Prompt Attention to "Immediate" Orders.

Hewson Woolen Mills, LIMITED
Amherst, N.S.

Harris & Co.
Rockwood, Ont.

Buyers should see our Fall Samples of

Homespuns
Costume Cloths
Mantle Cloths

Our range is extensive and the Material the Best

Ask our representatives to wait on you.

Harris & Co.,
Rockwood, Ont.

COLE'S ENCYCLOPEDIA
OF
DRY GOODS

This is a reference book containing a descriptive list of all the

Standard Fabrics, Garments and Articles of Merchandise

handled by the General Dry Goods trade, together with

A History of Cotton, Wool, Silk, Sboddy. etc.

The following processes are exhaustively treated:

Carding **Spinning**
Weaving **Bleaching**
Dyeing **Printing**

Every wholesale and retail dry goods merchant should procure a copy. Sent *postpaid* on receipt of the

Price $3.00

625 pages. Fully illustrated. Bound in cloth.

TECHNICAL BOOK DEPARTMENT

The MacLean Publishing Co. 10 FRONT STREET E. TORONTO, CANADA



Sheer Light-weight Worsteds

Monotone Effects and Plain Weaves For Next Spring.

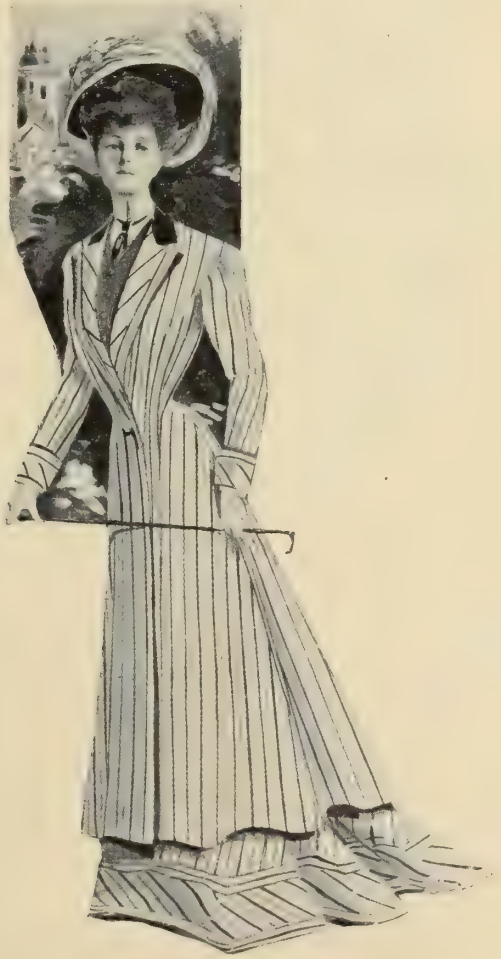
Advance orders for the Fall are now placed and the trade is beginning to take an interest in the early movement of fabrics for the Spring of 1908. Foreign buyers for the importing houses are over in Europe completing purchases for that season. From information coming from them and from other sources, it looks as though business would be largely done next Spring on monotones and piece-dyed cloths. Worsted materials have been the novelty fabrics for the coming Fall and the indications are that they will come prominently forward in the Spring season.

The fashionable woman still clings to sheer light-weight fabrics, and Paris dressmakers are making free use of voiles, both in plain and in fancy weaves. The new fancies are formed in the weave by the addition of a heavier thread, and come in stripes and fine checks. The majority are piece-dyed, but two-tone effects are also shown. The plain color is most favored.

The trade is now taking kindly to poplins and prun-



Coin Spot Foulard Silk Costume. Late Season Paris Style.



Tailored Suit of Striped Cloth. A late Paris Model.

ellas, and these weaves are expected to be good sellers next Spring. Serge is another tried material that is coming back into popular use. It has been for some time popular wieh the high class trade, and in creams has sold well to the general trade during the present Summer. Serges, both in the rough weaves and in coating and French weaves are high in buyers' favor and promise to be free sellers next Spring. Panamas promise to be strong sellers in popular-priced lines, and also to the cutting-up trade. This is because a better value for the money can be given in them than in most weaves. Here also the tendency is to buy the plain, piece-dyed fabric. Fancy effects in panamas consist of faint line stripes and check effects on a plain ground.

In fancies, besides these stripe and check patterns in panama, quiet stripes and two-tone effects in a single color are showing. The patterns favored are very neat and quiet.

In the color line the most striking feature is the return of brighter colors. Cardinal, though not usually a Spring color, promises to come forward as a leading color both in dress fabrics and in millinery. The blue section in an extensive range of staple and fancy shades, promises to predominate. The leading novelty, though not the leading shade, is peacock. Tans and leathers are again strong, and should sell in Canada, but their place will depend, in a great measure, upon the color movement in the early weeks of the present Fall. Black fabrics are making a steady gain and grey is still, in some shades, a selling color.

Broadcloths for Fall

Heavy Business .done on Plain Cloths—Printed Broadcloths, and Dark Rich Suiting Effects the Popular Fancies.

Owing to the show sale of dress goods during the spring months, there promises to be more buying done from open stocks this fall. Jobbing houses are, therefore, making special efforts to have stocks in good shape, before the advent of buyers at the time of millinery openings.

There is an unusual diversity of materials this fall. Both plain and fancy materials are indicated, and both smooth-finished and rough-surfaced cloths are selling. In preparing for fall, smooth-faced cloths are the most important fabrics, and there is every reason to believe that a heavy selling record will be made by them.

The most interesting development is the introduction of slightly rougher materials for street wear. These are piece-dyed fabrics of the cheviot class, and fabrics showing herr ng-bone and chevron weaves. Other good selling lines are serges, both in the rougher cloths and in the smooth-finished coating serges.

In the popular-priced lines panamas, cashmeres, satin and prunella cloths are being taken.

Though the big volume of the business promises to be done in plain cloths, no collection will be complete without a good representation of fancies. These consist of printed effects, in fancy broadcloths, small checks, line plaids and quiet stripes. Other fancies selling are of the suiting class, and come in dark mixtures, in plaids and stripes, and in rich dark combinations.

There is every reason to believe that rich dark browns will be one of the best selling colors. Tans will sell well for dressy costumes. Blues are a coming color, not only in navy and lighter blues, but in various novelty shades. Green certainly is advancing in favor, both in myrtle and olive shades. Plum and violet shades represent the latest Paris color development, but this is too recent to affect the trade here this season. Dark greys will be seen for street wear.

Tartans and fancy plaids are in large demand for misses' and childrens' wear.

Order Wash Goods Early

No Change in the Cotton Situation—Mills Will Be Early Sold Up On Desirable Lines.

Early ordering is advisable, as there is no change in the cotton goods situation. Desirable lines are limited, and the sold-out condition so often faced during the Spring of the present year will again rule, perhaps in a more aggravated form. Cotton fabrics of all kinds are scarce. The demand is wide, and the mills are hampered by the difficulty experienced in securing yarns. This is restricting the output, and it is only the man who gets into the market early, who will have the choice of unbroken assortments.

In white goods, sheer white fabrics will again predominate, and there is no doubt that lawns, linens, and muslins will be leading sellers. Sheer fancies, lawns, Swisses, nainsooks, etc., in stripes, spots and checks will



Mercerized Fancies for 1908.

be very strong. Stripes are in the lead as the fashion tendency is in their favor.

In medium weights, mercerized fabrics are promising to be the big sellers, as there is nothing to take their place at a popular price. Reps and soft-finished piques are attracting a fair amount of attention. They are shown in a big variety of check and stripe patterns. There is no particular novelty but corded stripes and over-checks, as well as swivel spots, and jaquard patterns are showingf

During the latter part of the season ginghams have come into prominence, and as they are finishing the season in strong favor are looked upon as likely to make a greater gain another year. Block checks and broken checks have sold well this Summer, but in 1908 stripes are expected to be the better sellers. All the medium shades of blue promise to take a high place next season, with pink a close second. City buyers think highly of ginghams for 1908, in plain cloths, as well as in striped and check patterns.

In printed goods, since the beginning of the selling season, there has been an increasing interest manifested in spot and ring patterns. In the American cities, both in the east and west, coin spots have been extremely good sellers, both in wash materials, and in wash silks. In popular combinations they have for some time now been practically out of the market. Any fashion, that is so strongly marked as this one has been, is sure to ex-

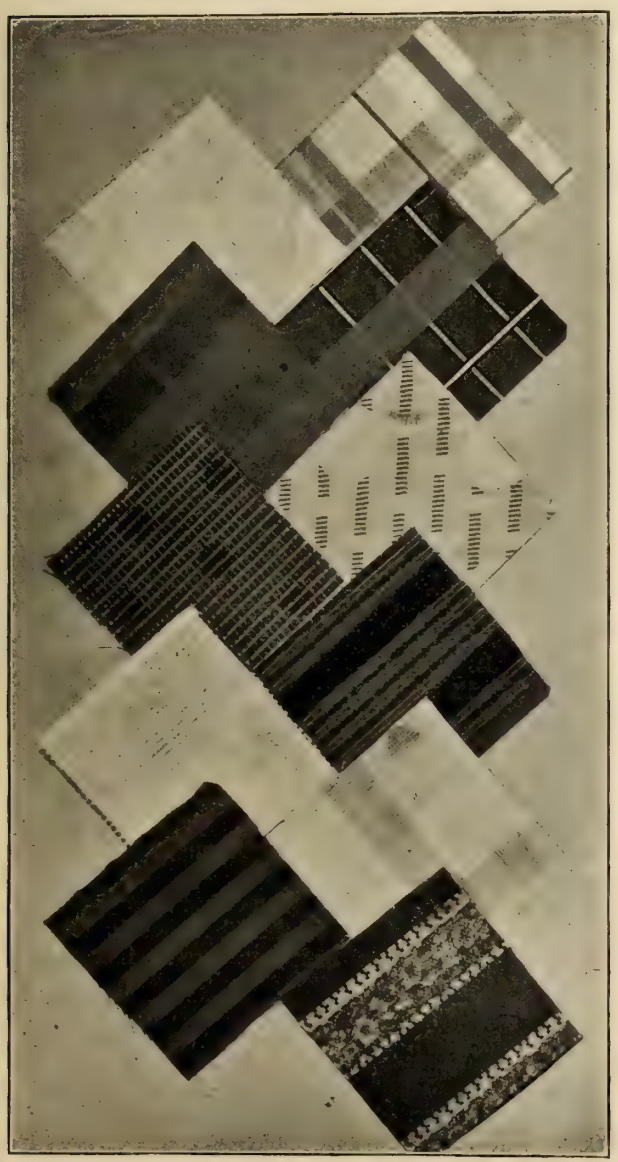
tend to this market another season. Spots and rings promise to be good here next Spring.

Dress linens, since the warm weather started, have more than held their own. White is staple, and there is an increasing demand for colors. Blues promise best, particularly in medium shades; pink sells well and there is an increasing call for pale green. The natural shades, ecru and brown, promise to be strong sellers next year.

Silks Active

Heavy Selling of Silks for Fall—Bright-finished Taffetas and Satins and Plaid and Striped Fancies big Sellers.

Higher prices and increased selling do not often go together, but this is the situation in the silk department. Though silks are high-priced, they are freely employed,



Novelty Silks for Fall. Shown by Debenhams (Canada) Ltd.

and not only is the counter sale a large one, but there is a steady call for silk fabrics from the makers of ready-to-wear lines. Silks are used largely for linings, trimmings and for millinery purposes. The advent of the jumper suit has helped the sale of silks, and another great factor this summer in New York has been the vogue of

THE "PIRLE" FINISH

"Indispensable for the Open-Air Girl."

"Lady's Realm" says:

"The out-door girl who loves to cycle, walk and drive, will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailors' hands."



"IN FASHION'S WHIRL."

"Madge," in "Truth," says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

"Pirle" Finished Cloths

IN GREAT VARIETY
TO BE OBTAINED FROM THE LEADING IMPORTERS.

Full particulars from

EDWARD RIPLEY & SON, Limited

100c, Queen Victoria St., LONDON, E.C.

H.M.

the tailored suit of rough Oriental weave. The separate skirt of black taffeta has once more made its appearance in the trade.

There is an extensive demand for silk fabrics for the high-class trade, in such materials as marquisettes, silk voiles, sheer gauzes, chiffon cloths, silk nets, etc., also for high-class fancy silks—warp-prints, soft satins and brocades. Though these goods can only be sold by certain stores, and do not touch the popular trade, their sale helps to keep the price up in other lines.

Brilliantly finished lightweight chiffon taffetas are the leading sellers, and soft satin finishes are hardly less popular. There is, however, some feeling for cord weaves, and soft failles and bengalines are shown.

Buyers have every confidence in plaid fancies, and have backed this confidence with large orders. Tartans and French plaids have been ordered out, also stripes and checks in neat designs and in standard colorings.

W. R. Brock & Co. Extending

Fine Building Erected and Opened at Calgary—New Sample Room at Hamilton.

The W. R. Brock Co., of Toronto, Montreal and Calgary, have opened their new business block on Eighth Ave., Calgary, and this firm is now transacting its western business in one of the most complete buildings in Western Canada.

Floor Space 26,000 Feet.

The building is four storeys in height, and has an area on each floor of 130x50 feet, equal to a total floor space of 26,000 feet. The ground floor ceiling is 16 feet 6 inches from the floor, the effect of such a lofty ceiling giving a most imposing ground floor premises. In fact, every floor is beautifully airy, the upper floors being 15 and 13 foot ceilings respectively. The interior framework is all of steel and the building is practically fireproof.

Hardwood entrance doors with massive brass escutcheon and heavy figured plate glass are used.

Staple Goods Floor.

Half a dozen steps brings one in to the main or staple goods floor with the commodious offices on the left hand side. The fittings and finishing work in both the public and business office and the manager's private room are in picked fir and ash, all window casing in hardwood.

Stepping across from the offices to the south end of the ground floor, one finds every facility for handling freight, both incoming and outgoing.

Two Electric Elevators.

Here is a powerful and spacious freight elevator, by means of which the least amount of manual labor is called into play in handling heavy shipments of freight. Here, at the back entrance of the building, right at hand to the freight elevator are the railway tracks, so that one might almost say it is only a matter of a minute or so for a huge case to be taken from the freight car on to the elevator, and another minute one of the staff can be spreading its contents on the show counters on the top floor.

From this ground floor also, only at the north end near the offices, is the electric passenger elevator.

Almost Fireproof.

The floors of the different storeys are supported by steel girders, weighing about a ton and a half each, which in turn rest on heavy steel columns, which are covered with cement. The heavy plaster capitals give a handsome and massive appearance to the whole structure.

The upper floors are a replica of the ground floor and the way fixtures are being planned out show that every regard is being paid to rapid handling.

Entering Room.

On the basement floor is the entering room. Here all the shipping and packing of outgoing freight takes place. The basement also contains the heavy staples.

The second floor is being used for dress goods, tweeds and ladies' ready-to-wear goods.

Automatic Sprinklers.

The top floor is intended for small wares, hosiery, gloves and gent's furnishings, and is so constructed as to allow another storey to be added to the building with least possible inconvenience. A complete system of automatic sprinklers is being installed throughout the warehouse.

A staff of twenty assistants will be maintained from the start and four travelers will be constantly on the road covering the territory between Swift Current and the coast and north and south as far as ever they can go between the 49th parallel and the north pole.

Quarter of a Million Stock.

A stock of dry goods ranging between $200,000 and a quarter of a million dollars will be carrier so it will be seen how completely this firm has pinned its faith to Calgary.

The building is constructed of Calgary cut stone on ground floor and the upper floors of red pressed brick with Calgary cut stone trimmings.

Representatives—L. S. Murdoch, Northern Alberta; A. K. Mihell, Southern Alberta; W. A. Montgomery, Western British Columbia (office, 518 Hasting St., Vancouver, B.C.); Lloyd Jackson, Eastern British Columbia and Crow's Nest Pass.

The firm are carrying, in Calgary, a stock equal in assortment to either of their Toronto or Montreal houses.

The W. R. Brock Co. (Limited), have opened a sample room in the city of Hamilton, in a central locality, convenient to the business part of the city, being in the Bank of Hamilton Building, corner of King and James Sts., opposite the Gore.

They carry a full range of samples, representing the whole of the stock in the Toronto warehouse, it being their intention, not only to give the Hamilton merchants an opportunity of purchasing from them, but also for the convenience of merchants in the small towns and villages in that neighborhood.

Although this sample room has only been opened for a month, they have found that their business in Hamilton and surrounding district has been largely increased already. J. M. Stothers is in the sample room every day, and R. B. McBurney, A. H. Robertson, W. N. Barrett and W. E. Stothers, their Toronto representatives, are in Hamilton frequently doing business with their customers.

Merchants within a radius of from 20 to 25 miles from Hamilton will find this sample room a convenient place for sorting up their stocks, as this firm's facilities for doing the business are such that goods can be shipped the same day that an order is taken if necessary.

K. Harrima, of The Japan Trading Co., Montreal, has returned from an extensive buying trip in Japan. Mr. Harrima has placed a few advantageous contracts for porcelain ware, etc.

THE BRITISH MARKETS

The News from Bradford Manchester, Belfast Nottingham, London and Scotland.

An increasing interest is being manifested in Canadian development by the motherland. Special efforts are being made, by both the manufacturing and the wholesale interests, to get in touch with the Canadian market. Figures showing how enormous this development has been, since the beginning of the present century, have recently been given, by many of the leading financial papers. They are: "Canada's revenue, in 1906, was nearly two and a half times that of ten years previously, and the Dominion had a good balance of income left over, after paying all expenses. We imported from Canada, in 1901, goods to the value of nearly £20,000,000, and in 1906 these figures had increased by £5,000,000. We exported to Canada upwards of £9,000,000 of goods in 1901, and this had increased to nearly £14,000,000 in 1906. In 1905, we sent to Canada apparel to the value of £281,000; also 45,000,000 yards of cottons; haberdashery and millinery worth £202,000; twenty million yards of jute goods; 11,000,000 yards of linens; two and a quarter million yards of floor cloths; silks valued at £206,000, and twenty-three million yards of woolens and worsteds. In all, these articles of textile manufacture there has been a steady increase, in volume and value, in the past few years."

London.

The Spring season here has been a disappointing one, and up to date little improvement has taken place in the weather. This condition is affecting the sale of the Autumn goods, and there is not that disposition to anticipate that prevailed a month ago. Though one can sympathize with the caution displayed, should the Autumn be a normal one, disappointment is sure to result.

London is a great distributing centre for silk fabrics, Advices received here state, upon the very highest authority, that both the new European and Oriental crop of raw silk is above the average. Buyers must not hastily conclude, from this fact, that prices are going to tumble. There are other governing factors in the situation than the price of raw material. Demand is a much stronger one than the price of raw silk in the present condition of the world's trade. Buyers who have held back from placing orders are already aware they have made a mistake. Schappe, which involves the price of cheap silk, is rising briskly, and the cheaper silks promise to go higher for the remainder of the year. All kinds of silk fabrics promise to maintain their price, for the present, though a tendency to easier prices may develop in the better grades when the coming season is well advanced.

The results of the June fur sales was in every way satisfactory. The furs offered were, with the exception of musquash, as is usual at this time of the year—of an inferior grade. Prices realized developed a very firm tendency, and the demand for good furs showed no sign of falling off. American buyers were present in good numbers, and the demand from all quarters was brisk. The difference between values last March, and those of June were slight.

Bradford.

July wool sales were looked forward to with more than the usual interest in Bradford. This was due to the slight weakness developing in the values of the coarser colonial crossbreds. This weakness resulted from 40's tops dropping, ½d. to 1d., coupled with the absence of new business, and a visible supply exceeding 50,000 bales. At the Coleman street sales there was a large offering of crossbreds, particularly of medium and lower grades. These, on the first day of the sale, showed a decline of about 5 per cent., some specially shabby lots selling still lower. Better grades of crossbreds, on the latter days of the sale, developed a hardening tendency. The home trade were good purchasers, and American and continental buyers purchased largely of the finer grades, which ruled fully up to the values of the last series of sales. Merino wools were in great demand, and competition was keen, particularly from the American buyers. Values were fully maintained.

Manchester.

Due to bad weather, orders from the home trade are decidedly slow, and there is very little change in the export situation. Colored woven goods, sateens and printed cloths are moving fairly well, and are firmly held. Yarns are wanted for continental buyers, but sales are not large, as spinners hold out for extreme values. Users of cotton yarns are in a decidedly bad position, and there is a movement afoot to shut down mills for a period, to weaken the attitude of the spinners. Gossip is loud as to spinners' profits earned in the past year, and the published company reports show that there is reasonable grounds for supposing there is much truth in the talk.

The firm of Tootal, Broadhurst, Lee & Co. have sold their spinning mill, at Blacklane, to a Bolton syndicate. The mill contains 7,000 mules, and 12,000 ring spindles. The purchase price is said to be 16s. per spindle.

Nottingham.

There is little or nothing doing for the home trade, but this does not mean that factories are not busy. There are quite a lot of orders yet to be got through. A few of these are for late delivery, but the greater number are shipping orders. Fine valenciennes, torchons, all-over nets, point d'esprit and veilings are all in good demand, and tulles, plain nets, etc., are fairly busy for late delivery.

Belfast.

It is feared the continued wet weather will affect both the quality and the quantity of the Irish flax crop. The crop reports from Russia are good, but the reverse is coming from Belgium and Holland.

There has been a further hardening of yarn values, and the spinners' position is one of added strength.

Manufacturers are busy, but the rise in yarns has further reduced the already narrow margin of profit. The home market is sending in some nice sized orders, and a noticeable improvement is being experienced in the demand from the United States, Cuba, Canada and the other colonies.

Scotland.

Scotch linen manufacturers are about to issue a revised price list. American orders are still coming forward, but it is difficult to get prices that give a fair margin over yarn quotations. The tweed factories in the south are kept fairly busy, in spite of higher prices, as there is a fair demand for the better class of Scotch tweeds.

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 25 cents.
Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, AUGUST, 1907.

NEW ADVERTISERS.

Goulding G. & Sons, Toronto
Gold Medal Silk Waist Co., Montreal.
Harrower & Johnston, Montreal.
Magic Curler Co., Philadelphia.
Southall Bros & Barc'ay, Birmington, England.
Shapiro D. H , Montreal.
Wyndham Wm. Co. Ltd., Toronto.

DEVELOPMENT OF TOURIST TRADE.

Estimating that one hundred thousand tourists visited Canada last year—and this is a conservative estimate, as more than half that number went to the Muskoka district alone—it is evident that our country offers great possibilities for development in this direction.

It can safely be assumed that each visitor spent at least $50, while some spent ten times that amount. Consider what this means, not only to the railways and boat transportation companies, but to the drygoodsmen from whom they bought furs, woolens, silks and linens; to the hardewaremen who supplied the rifles, fishing tackle, sporting goods, cutlery, etc.; to the grocers who supplied the hotels and boarding houses with foodstuffs; to the booksellers, who supplied the magazines and other reading matter, and to other classes in the community, every one of which benefited by the exchange of money and increase in trade.

The example of tourist associations in Vancouver, Victoria, St. John and other places, and the western boards of trade, which have encouraged tourist travel, can to advantage be followed in many sections of Canada.

Merchants throughout the country should take energetic steps to support the railways in developing the tourist business. A great number of towns have attractions which they could make known to the public. If they have not received a share of this transient trade in the past the retail merchants ought to get together and devise some means of drawing it. The benefit to be derived from it is both direct and indirect. In the first place tourists are liberal in their purchases and they pay spot cash. They come, too, at a time when ordinary business is dull, so that trade from an outside source is all the more desirable. Indirectly merchants reap a harvest from the fact that this large amount of money is left in the country. Somebody is getting it, and every merchant will benefit eventually.

Much credit is due to the Grand Trunk, the Canadian Pacific and the Intercolonial for their success in interesting people of the United States in the beauty spots of Canada. They have brought much money into the country and aided materially in its development. Organization among merchants in seconding these endeavors should be undertaken.

LOSS THROUGH OVER-MEASUREMENT.

Under present day conditions, which require that the retailer sell on close margins, and carry a greater amount of stock than ever before, it is imperative that no leaks be tolerated. Among those most commonly found is that due to overmeasurement. It exists even in some of the largest stores in Canada.

We have discussed this matter with many merchants and most of them acknowledge that their annual loss through the liberality of salespeople must be considerable. Some appear reluctant to adopt the only means by which a sure remedy can be applied—the inspection and checking of goods before they are sent out. In a few cases every piece of material sold is re-measured at a parcel desk, and in others this is not the regular practice but it is understood that an examination of parcels is

likely to be made at any time. Both plans are effective.

No one supposes that salespeople are actuated by any dishonest motives when they give overmeasure. In the majority of cases they are serving customers with whom they are personally acquainted, and do not wish to be considered stingy. They have the wrong point of view altogether, and a good deal may be done by impressing upon them the loss that slight overmeasurement on every yard of goods would mean to a store in a year.

When a customer pays for a yard of material she should receive a yard and no more, and merchants must see that this is the case.

TWENTY PER CENT OFF.

In one of the smaller cities of Ontario a dry goods firm has been holding sales twice a year, at which everything in the store, except cotton threads and grey cottons, is offered at twenty per cent. off. Usually they have been continued for four days, but the last one, conducted a short time ago, ran for eleven days. The best merchants in the city refrained for a long while from competing in this price-cutting, but finally considered themselves forced to do something. They held one sale, but then very wisely decided to drop a policy so disorganizing to regular business. For a year they held to this course, but last January one of them said to The Review: "As usual it has made business hard for the rest of us. While they are daily locking their doors to keep the crowd out, we have been doing very little trade. One member of this firm is in favor of dropping this kind of business, but the other holds out for it. "We have not tried to oppose them, but I fear we will not stand aside another season." Of course a firm may conduct its business in any way it pleases, but we sincerely trust that this one may soon see the merits of the steady methods of merchandising. We have several times lately expressed our opinions very strongly on the subject of "dry goods wars," etc.

REVISION OF FREIGHT RATES.

The Railway Commission performed good service in ordering a revision of freight tariffs in Eastern Canada, with the purpose of obviating discrimination in favor of traffic from the United States, and putting into effect the principle of uniform rates for equal distances. For instance, the rate from Deteoit and Port Huron is made the maximum that may be charged from adjacent points. At present the first-class rate from Windsor to Montreal is seventy cents per hundred pounds in the Winter and sixty cents in the Summer, while the new rate will be fifty-eight cents the year round. A number of changes are ordered on about the same basis.

Freight tariffs have been designed to exact all that the traffic will bear. This purpose is served by complicated gradations, commodity rates, etc., and the Railway Commission has sought to remedy the unfair conditions that have been brought to its attention. Plenty of work along similar lines will, no doubt, be found for this useful body from time to time. It will shortly investigate express rates, and we expect to see some grievances of merchants throughout the country dealt with effectively. Among other things, the alleged discriminations in favor of catalogue houses should be looked into.

HOW DO YOUR PRICES COMPARE?

The Review's comparison of catalogue house prices with those of a number of local merchants has been read with keen interest throughout the country. It has shown conclusively that the small retailer may successfully compete with the big city concerns which cater for business from one end of Canada to the other, and which, by their extensive advertising, have succeeded in convincing many thousands of consumers that by ordering through mail order they can secure merchandise of better quality at cheaper prices than at their home stores. We want every drygoodsman to satisfy himself as to his position in regard to catalogue figures. That should be the first step. Those who find the comparison favorable—as numbers surely will—can then go ahead and give such facts and figures in their local papers as will prove the best possible advertising for their stores.

The Review would like to receive communications from all of its readers with respect to this matter.

WHO PAYS FOR YOUR ADVERTISING?

Who pays the cost of advertising? At first sight this question looks easy. One is apt to say offhand that the advertiser pays it. But upon closer investigation it becomes apparent that an advertiser, who advertises properly, gets back all the money he spends in advertising, and a good deal more—else what would be the use of his advertising?

The purchaser doesn't pay it, because he gets the goods as cheaply from an advertising firm as he could from a non-advertising firm. In many cases he buys cheaper. Then who pays the cost of advertising?

The non-advertiser does! By the lack of enterprise in bringing his goods before the attention of the public he loses customers, who buy from advertising people. The profits which are lost by non-advertisers find their way into the coffers of those who do advertise.

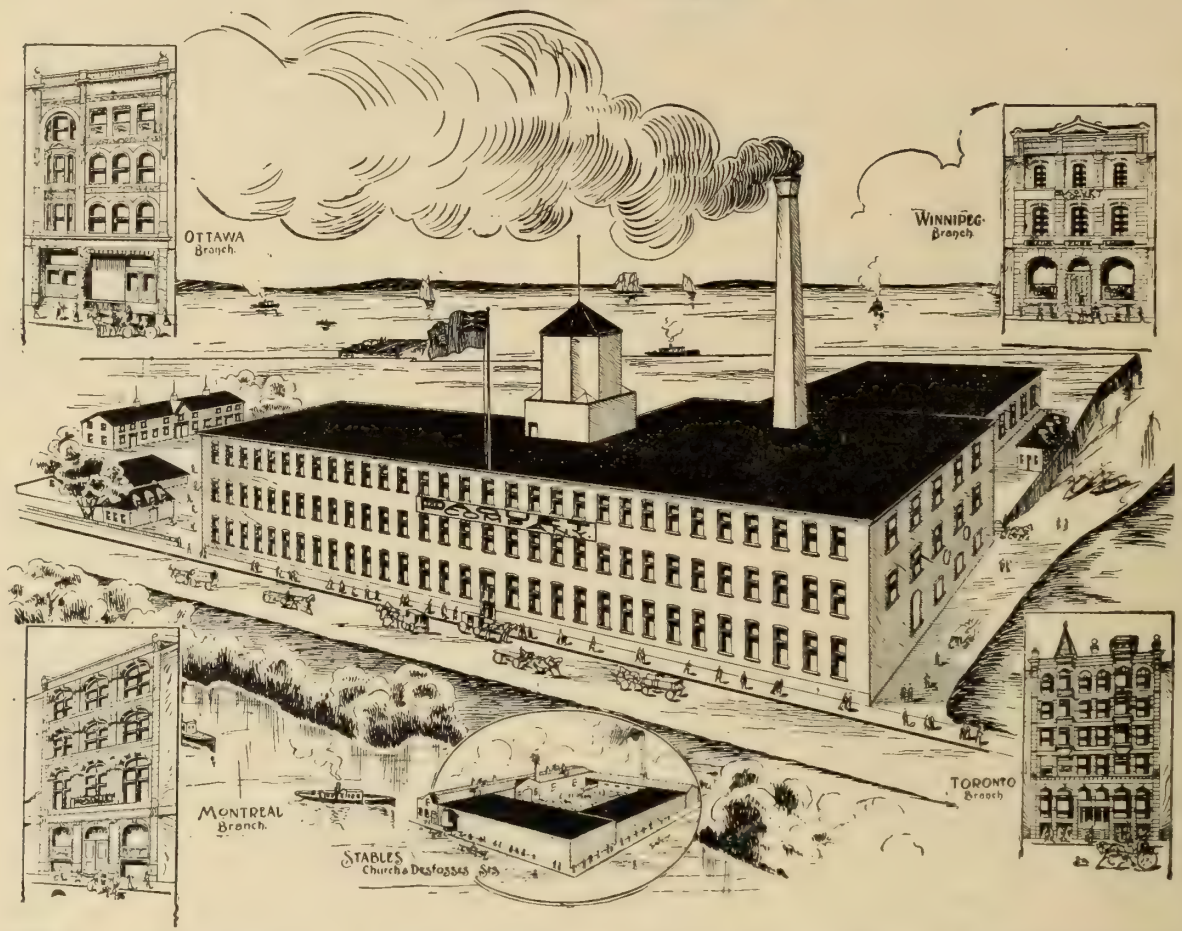
As an example: If $20 spent in advertising brings you in $30 additional profit, your advertising is paid for and you are ten dollars in pocket.

THE REVIEW'S QUESTION DEPARTMENT.

In its July issue The Review gave a good deal of interesting information in answer to communications from readers, and we would like to make this department a strong feature each month. We invite questions on any subject connected with the dry goods trade. Their discussion is bound to prove of value to retailers generally.

THE PAQUET COMPANY LIMITED.

WHOLESALE DIVISION



The Largest Fur Factory in the Dominion

THE well known house of J. Arthur Paquet, which will hereafter be known as the The Paquet Company, Limited, Wholesale Division, was established in the year 1892 by the late Honorable J. Arthur Paquet. Senator.

The Fur Factory, which is by far the largest establishment of its kind in Canada, and one of the largest in the world, is the only fur factory in AMERICA where every process, such as dressing, tipping, dyeing and finishing of furs, from the raw skins to the finished garment, is conducted under the one roof.

Year by year, this branch of the business has expanded, until to-day there are no less than eighteen travellers employed, covering the entire country from Newfoundland to the Yukon.

In 1895 was laid the foundation of the immense Hat importing business, which has grown to be a very important branch. Here is the source of supply of the renowned **"Carter"** and **"Wilkinson" Hats**, which are now famous from coast to coast. These are the most widely advertised Hats in Canada. More than 190 painted signboards are used along the lines of the great Canadian railways, from Halifax to Vancouver; and thousands upon thousands of attractive booklets, showing the principal styles, have been mailed direct to the customers of Hat dealers in every part of Canada. A series of newspaper advertisements is now running in a strong chain of papers which practically covers the entire country. Dealers are given every possible aid in advertising and selling: such as Ready-made Ads., Free Newspaper Cuts, etc. The remarkable increase in the sales of **"Carter"** and **"Wilkinson" Hats** is the best possible proof of the soundness of this policy.

Shortly after the Hat Department was an accomplished fact, the Glove Factory was established. Here are manufactured the famous **"J:A.P." Gloves** and **Mitts**, which are now handled by the majority of Dry Goods and General Stores throughout the country. Over 2,000 different styles are made, from the finest of ladies' kid gloves to the strongest of workingmen's mitts.

The total floor space occupied by the Wholesale Division is 97,402 square feet, not including the branches at Vancouver, Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

Over 400 people are employed in all departments of the wholesale division in the City of Quebec, exclusive of the branch offices, in each of which a separate staff of clerks is employed.

The Winnipeg branch occupies a handsome building of its own, and carries a complete stock of **Furs, Hats and Caps, Gloves and Mitts**, to meet the demands of the rapidly increasing Western trade. The Montreal branch also occupies an immense building, which is used as a distributing point for that district. In Ottawa, Toronto and St. John, N.B., commodious suites of offices are maintained, and the new branch office at Vancouver, B.C., was formally opened last week.

We take this opportunity to thank the Retail Merchants of Canada for their hearty support and co-operation in the past, and to solicit a continuance of the same.

Head Office and Factory: QUEBEC, P.Q.

Branches at Vancouver, Winnipeg, Toronto, Montreal, Ottawa and St. John, N.B.

To insure prompt attention, please address ***Wholesale Division***

The Paquet Co., Limited

G. A. VANDRY, General Manager

THE CANADIAN FUR TRADE

Advance orders have been practically completed, and the sum total is fairly satisfactory. Favorable weather during June and July, and improved crop prospects, induced retailers to order with more confidence. Early orders were not, in some cases, of exceptional size, but several Montreal firms speak of decided improvement during the quiet Summer period. Factories are very busy and initial western shipments are going forward rapidly. Labor in fur manufacturing centres demands even a higher price than last year, and this has tended to boost the price of manufactured furs.

Manufacturers will make keen efforts to do a record sorting business and travelers in some cases will be on the road during September.

Muskrats continue to excite a great deal of attention, and where manufacturers have not covered excessive prices have to be paid. Forty cents is not unusual for skins which brought twenty-four cents a year ago. Notwithstanding the high price, muskrats continue a popular lining for ladies' fur-lined coats. Minks are doing surprisingly well, and houses which cater to the better class of trade find this fur easily in the lead. Coons continue high in price and sales are correspondingly good. Another fur which has taken a recent jump is Russian squirrel. Alaska sable is a debatable problem this year and manufacturers are endeavoring to keep up sales. It is clearly evident that the lower price has lessened the demand, particularly for the cheaper goods. The Persian lamb jacket occupies its staple position, and demand runs upon braided and military effects. It was felt in some quarters that the fur-lined goods had curtailed sales, but this has not been the case. Electric seal jackets are proving real good property. Ladies' Astrachan jackets and men's staple fur coats have done the usual amount of business.

The Tourist Trade.

Montreal, Quebec, Toronto and many border Canadian cities and towns are reaping a big harvest this year from the usual influx of American visitors. It is becoming more the practice of tourists to secure their supply of high class furs in the Canadian market. In the larger Canadian centres this trade is catered to, but some of the border towns neglect their opportunities; in fact, some towns visited by The Review, near the border, do not have representative fur departments in dry goods stores and Canadians have been known to buy furs in the United States. There is no valid excuse for this condition.

NOTES OF THE FUR TRADE.

McComber & Cummings, St. Sulpice and St. Paul Streets, Montreal, have practically completed extensive improvements to their new quarters. The main floor has been fitted up handsomely with modern wall display cases and altogether the warehouse is one of the most modern in the trade.

J. P. Copland, of Swift, Copland & Co., Limited, Montreal, is again in the city after an extensive foreign trip. Mr. Copland speaks of some advantageous lines secured while abroad.

ITEMS FROM ALL CANADA.

QUEBEC.

L. Stuffman, of Konig & Stuffman, Montreal, is again in the city after his usual foreign buying trip.

T. Caverhill, foreign buyer for John B. Caverhill & Co., Montreal, returns to the city this month.

H. Lawrencelle, manufacturers' agent, 207 St. James St., has effected a compromise with all his creditors.

The American Outfitters, retail garment dealers, have opened a new store at 335 Notre Dame St. west, Montreal.

A. R. Wilson, advertising manager of Greenshields Limited, spent a few days in Toronto the first of this month.

C. Fainer, of the Montreal Skirt and Cloak Co., Montreal, will show their line in Toronto during the National Exhibition.

J. L. Gittleson will be at the King Edward Hotel, Toronto, during the National Exhibition, in the interest of Samuel Wener & Co.

F. I. Town, traveler for the firm of Geo. H. Evans & Son, Montreal, left for his usual western trip towards the end of last month.

P. DeGruchy, manufacturers' agent, Montreal, is traveling as far west as Winnipeg this month, making the trip mainly by water.

D. Lariviere, of the Montreal Comb and Novelty Co., Montreal, returned the end of last month, from an extended trip throughout Canada.

J. H. Palmer, millinery buyer, Debenhams (Canada) Limited, Montreal, returned on the Virginian the end of last month from a successful European buying trip.

W. A. McArthur, representing the Laurentian Whitewear Co., Levis, Que., called at the Montreal office of The Review just before leaving on his regular Ontario trip.

The Mount Royal Spinning Co., Montreal, have carried out their decision to establish works in Cote St. Paul, by letting the contracts. Building operations are in full swing.

W. B. Foster, of Watson, Foster Co., Limited, Montreal, left for Ontario early last month, in the interests of his firm. Mr. Foster is now on an extended trip and will not return home before November.

A. F. Lavaria, proprietor of the Waterloo (Que.) Knitting Mill, will remove to Carleton Place, Ont., having purchased a mill there. A bonus of $30,000 was only recently granted the Waterloo concern.

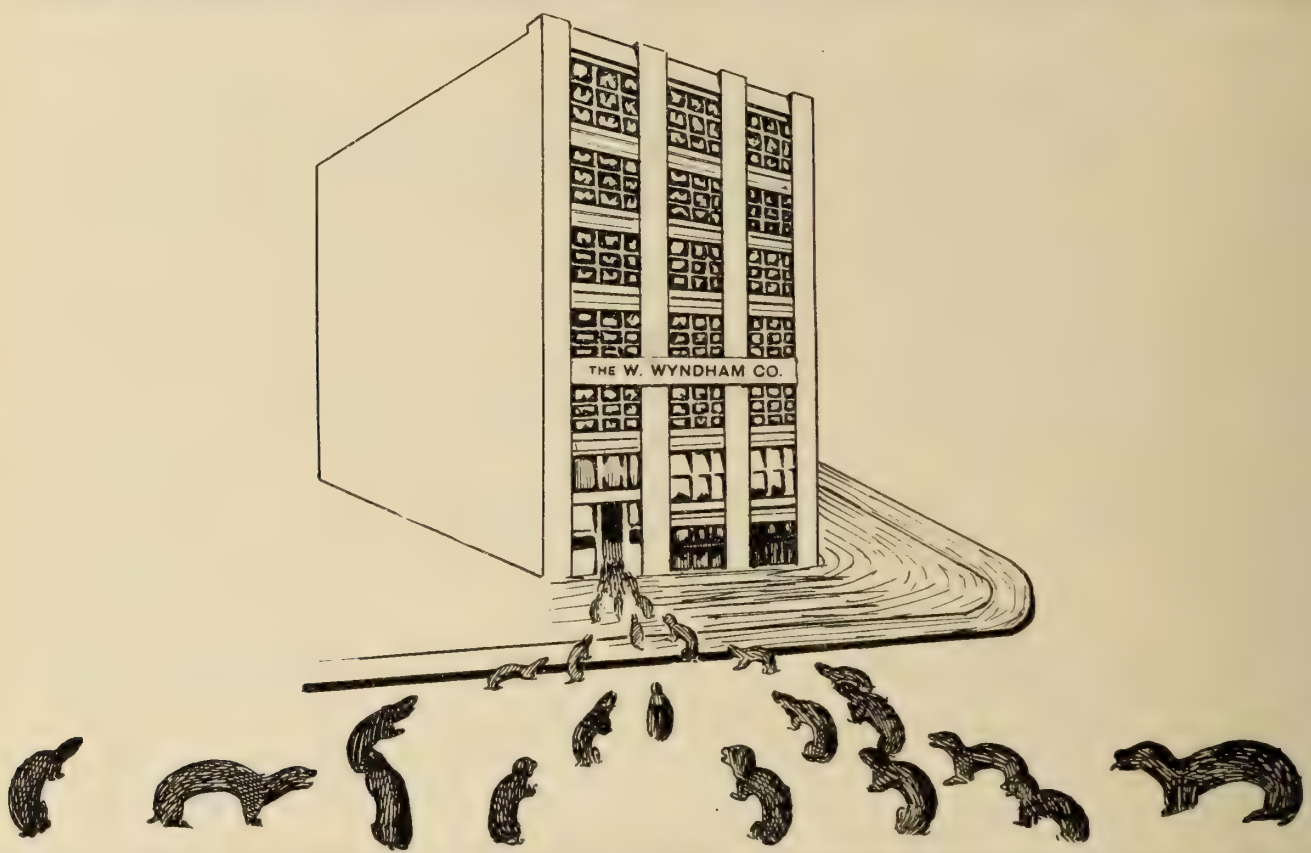
The firm of D. Morrice, Sons & Co., Montreal, have vacated old quarters, 311 Notre Dame St. west, and are now very comfortably situated on the fourth floor of the new Mark Fisher Building, corner of Craig St. and Victoria Square.

J. W. Breckon is the manager of the ribbon and lace department of Debenhams (Canada) Limited, Montreal, while G. E. Weldon looks after the silks and piece goods on the main floor. Both gentlemen have had an extensive and varied experience.

Among the buyers of Greenshields Limited, Montreal, in foreign markets or on their way home, are T. P. Williams, carpets and house furnishings; R. D. Anderson, men's furnishings; W. B. Mathews, underwear, hosiery, laces, ribbons, etc.; W. A. Cooke, prints and wash goods;

"To the Minute"

THE MINK HOUSE of Canada



Many merchants will visit Toronto for the Exhibition from August 26th to September 9th. Combine business and pleasure and visit our warehouse. We have also original styles in

HATS AND CAPS
FOR FALL TRADE

Sole Canadian Agents for Wick's Fancy Hat Bands.

The W. Wyndham Co., Limited
62 Front Street West, TORONTO

Ask to see "The Sportsman," our specialty in Winter Caps.

James N. Fraser, silks; B. Simpson, woolens. George B. Fraser is in Europe looking after the interests of the firm in general.

S. M. Thompson, formerly a merchant tailor in Brantford, but now identified with the work of the Children's Aid Association, was in Montreal during July attending the police convention and visiting the Shelter Homes in the Metropolis.

ONTARIO.

Two men were killed and one seriously injured by an explosion in the O'Hara woolen mills. The building was partially wrecked.

A. W. Feick has retired from the management of the Star Whitewear Co., Berlin, and has sold his interest to A. L. Breithaupt.

R. L. Pinkerton, salesman in a Fort William men's wear store, died as the result of having his foot run over by a train. He was attempting to board it, and missed his footing.

It is alleged that game wardens in Algonquin Park are killing the fur-bearing animals, which they are supposed to protect, and sending the pelts to Toronto. Detectives are working on the case.

W. W. Wilkinson & Co., of Galt, have heretofore occupied only the ground and first floor of their building. Now they find it necessary to move the house furnishings up to the second floor. The premises are to be generally overhauled.

James Valentine, of Valentine & Fisher, shoe manufacturers, Waterloo, has been looking over factory sites in Hastings. The firm employs at present over 100 hands. It is on the look-out for cheaper power, and a less congested labor market.

All of our readers are familiar with the details of the terrible catastrophe which visited London, Ont., on the afternoon of July 15, in which eight lives were lost. Among the dead were both members of Hamilton, Long & Co., clothing and men's furnishings.

Fraser, McMillan & Co., wholesale furs and hats, London, have purchased the adjoining premises on Richmond St., now occupied by McMahen, Granger & Co., who will either buy or build a new warehouse. The premises now occupied by Fraser, McMillan & Co. are required by the owners, next door, R. C. Struthers & Co.

WESTERN CANADA.

A fire which started in a cafe at Edmonton spread to the Parisian Millinery Co.'s store and R. Bruce English & Co.'s general store, and both were completely gutted.

The product of the Winter's trapping, in the country between Edmonton and the Rocky Mountains, is beginning to come into that city. Traders and trappers report that the supply of furs is smaller than usual, because of the very severe Winter. Lynx have been plentiful, but muskrats were scarce, as many lakes were dry.

MARITIME PROVINCES.

Sixty cases of new machinery have arrived at Yarmouth for the Cosmos Cotton Company, and a new mill is being erected between the present two buildings.

D. Grossman, of New Westminster, is making arrangements to go into the wholesale clothing business, and, at the same time, greatly extend his present retail business.

The drying house and storehouse of the St. Croix Cotton Mill, were badly damaged by fire. Luckily the main building escaped and there has been no suspension of operations.

FURS

Owing to the success of the special offer, outlined in the July DRY GOODS REVIEW, and the evident desire of many merchants to avail themselves of the opportunity, the time is extended to August 24th. This is the offer:

Free Trip to Montreal

Your railway or steamboat fare (return) will be refunded to you if it does not exceed five per cent. of the total amount of your purchase from me when in the city.

A. J. ALEXANDOR

Wholesale Manufacturing Furrier

504-506 St. Paul St., - - MONTREAL

FURS

Millinery Opening

Monday, 2nd September, and following days

PATTERN HATS and PARISIAN NOVELTIES

Inspection by the Trade cordially invited

G. GOULDING & SONS,

55 and 57 Wellington Street West, TORONTO, ONT.

230 McGill St., MONTREAL 71 Albert St., WINNIPEG

Thomas May & Co., Limited

14 St. Helen Street - - Montreal

SPECIALTY HOUSE FOR

Ribbons
Dress Trimmings
Laces, etc.

Full Assortment Always in Stock



The Canadian Millinery Review

The outlook is excellent for the coming millinery season. The importing houses have made big preparations, and are carrying heavy stocks. Prices rule high on all materials, and there is much trouble with deliveries.

The spring season, on the whole, was up to the average, and if only the coming Fall fulfills its promise, this will be the largest and most profitable millinery year the Dominion has ever experienced. If the weather had not played tricks, the Spring season would have been a record-breaker. As it was, the majority of the retailers cleaned up their stocks. The big department stores were less fortunate, and have still a big stock of straws and millinery trimmings on hand. The cold weather in April and May killed off repeats, and some of the importing houses have also suffered.

Advance Fall buying has been very heavy. Shipping has already commenced and the retail trade is asking for early shipments. This is partly because transportation is so poor and uncertain. Even in the larger cities, in the Northwest, it is no unusual thing for goods to be over a month in arriving at their destination, and in the more remote districts, this is prolonged indefinitely. Lost shipments are of frequent occurrence. Besides the aggravation and trouble, scarcity of materials has to be reckoned with. In many of the novelty lines, the loss is irreparable, as it is impossible to obtain repeats. To insure goods coming to hand when wanted, and to prevent loss of this kind, many retailers are having goods forwarded by express, and are paying express rates. Transit is slow enough in some parts of Ontario, but not so bad as in the west.

The other reason why retailers are desiring early shipments is because they now hold their openings at a much earlier date. Many stores carrying high-class millinery hold openings simultaneously with, or just after, the wholesale openings in Toronto and Montreal. This is because the mid-season trade is becoming of so much importance. Customers who patronize the high-class stores are always in want of something in the millinery line.

Montreal Openings

Large Shapes will be Prominent—Goura Mounts, Ribbons and Roses in Evidence.

Montreal and Toronto millinery firms were very busy the first of the month making final preparations for the Fall openings, taking place the first week in September. Foreign buyers have returned, bringing with them the Parisian and London fashion news, and in some cases initial shipments of pattern hats. There is a decided feeling of optimism regarding the Fall season, as styles show a radical departure and the country is prosperous enough to buy freely of the expensive trimmings shown. All the jobbers and specialty houses are making elaborate preparations, and expect a large influx of buyers.

Debenhams Showing.

Through the courtesy of J. H. Palmer, millinery buyer Debenhams (Canada), Limited, Montreal, a brief and authoratative account of millinery novelties is given. According to Mr. Palmer, Paris has a decided novelty which has been taken up in this market extensively in the form of block felt shapes. For the opening of the season this hat material will be very strong, and has a decided influence in bringing out elaborate trimmings. Of course couche velvet and taffeta silk hats are in evidence. Brims show a decided tendency to turnup in front, and this change is becoming to the majority of women. Mushroom effects are still prominent, although fronts are shorter and the back is longer. Higher crowns are shown on all models, and will be noticed extensively. The Gainsborough effect is the natural outcome of the showing of larger shapes; in fact, the large shapes easily predominate and this is the main change of the season.

Trimmings Prominent.

While shapes, broadly speaking, are not expensive, the wealth of trimming used makes up for any such deficiency Soft, drooping effects indicate the general tendency, and this is usually accomplished by the liberal employment of ostrich, goura mounts, and Marabout and ospreys. These all have a bushy effect, which goes well with the large shapes. Ribbons are extensively used, particularly with wing mounts, and very wide effects are employed. Taffetas are as prominent as ever. Mr. Palmer laid stress upon their large purchases of velvet ribbons, as these will be splendid property for trimming felt hats. Among flowers, velvet and silk roses in all the new tints occupy first position. Foliage to match often accompanies this form of ornament.

Fancy ball hat pins in Dresden effects and wedgewood tops are a decided innovation, and the fancier they are the better will be their sale. Large wings, long buckles and sheared quills are also worthy of buyers' attention.

Greenish Blue a Color Novelty.

The coming Fall will be a splendid season for black hats and black and white effects. White felts also appear well. However, as a color novelty, the new greenish blues appear to have the most favorable chance of success. Another shade spoken of by Debenham's buyer is khaki brown, which will be used largely as a trimming. Old rose and wine shades are also slated for a call. It is

worth noting that tulles are being brought out in all shades, and embroidered bandeaux with tinsel and silk mixtures are shown.

Debenhams have made the interesting announcement that their workroom opens on August 12, and that early buyers will be accommodated by the middle of the month. This firm is in an excellent position to extend their millinery connection.

DISTINCTIVE LINES.

Canada's prosperity and evident willingness to use the highest class of goods has been taken advantage of by Revillon Bros., Limited, Montreal. In all general dry goods departments their lines exemplify exclusiveness and artistic taste. Their reputation for the best class of goods is well maintained in the lines specially adopted to the millinery trade.



Debenham's For Novelties

MILLINERY OPENING

Exclusive and Strictly Imported

PATTERN HATS

SEPTEMBER 2nd

AND FOLLOWING DAYS

The Latest Novelty :---

Ostrich, Goura & Paradise Mounts

NOTE.---*Early Buyers* will find us ready *Aug. 19.*

Debenhams (Canada) Ltd.

MONTREAL
18 St. Helen.

OTTAWA
111 Sparks St.

TORONTO
Bay & Wellington Sts.

QUEBEC
70 St. Joseph

DEBENHAM & CO. London (West), Paris, New York, Melbourne, Cape Town, Lyons, London (City), Brussels, Boston, Sydney, Johannesburg, St. Etienne

A Word To The Millinery Buyers

¶ You will find our range of Millinery Accessories an exemplification of artistic taste and exclusiveness.

¶ Particular attention is drawn to the showing of Chiffons, Tulles, Roses, Ruchings, Ostrich Feathers, Millinery Ribbons, Velvets and Fancy Goods Lines.

Visiting Buyers who have A Regard for fashion should see the range.

Revillon Brothers, Limited

134-136 McGill Street, Montreal.

PARIS LONDON NEW YORK LEIPZIC SHANGHAI EDMONTON
MOSCOW NIJNI NICOLAEIV RHABAROSK BOKHARA PRINCE ALBERT

Fall Millinery Goods

Buyers will find it to their advantage to see what we are offering in

Ladies' Paris Models

Latest Productions in Winter Headgear,

Flowers, Feathers, Ribbons,

Velvets, Ornaments.

FURS—Stoles, Muffs and Hats.

All Up-to-date Styles in **Fitch, Stone Martin, Sable, Grey Squirrel, Etc.**

VYSE, SONS & CO., Ltd., London, Eng.

Also Luton, Paris, Brussels 76 Wood St., E.C.

WHB Walter H. Barry & Co. WHB

THE RIBBON HOUSE OF CANADA

Millinery Ribbons

When at the openings kindly call and inspect our stock of Ribbons at dry goods prices.

Samples and prices cheerfully sent at all times.

COR. ST. JAMES & McGILL STS. MONTREAL.

You WANT Our Catalogues
We Your Name

A Postal Card will bring them. Do it at once.

DELFOSSE & CO.

Canada's Greatest Fixture House

New Hat Stands. New French Wax Heads, Etc.
Bust Forms of all descriptions for Fall.

5 Hermine St. (Near Craig), MONTREAL

Advertising Lessons

It is a valuable asset to a salesman if he is thoroughly efficient on all advertising matters.

We can only give a few dry goods clerks the benefit of our Advertising course which is compiled by experts of every branch of the business.

Cost of course $25.00 payable by instalments. Trial lesson free of charge. Write us for information.

Box Z, Dry Goods Review, Toronto

WHOLESALE MILLINERY

Our First Exhibit

OF THE

Season's Styles

Monday, September 2

STOCK NOW COMPLETE

and ready for early buyers

The House Famed for Millinery

The D. McCall Co., Limited

Toronto

NEW YORK LETTER

Hints from Paris, via New York, Regarding Fall Fashions.

The fashions, particularly in millinery, for Fall and Winter, 1907-8, are not to be, from present indications, radically different from what is being now worn. Take for example the matter of shape and general characteristics. The smartest hats worn in and around New York this season have been the extremely large mushroom, and bell shapes, and now we hear and see by what Paris sends us, that the large, that is, extremely large, hat is the only consideration abroad. Whatever else may or may not develop there, we can at least bank on the large hat, or, as we on this side of the Atlantic say, the picture hat. Then, another very important matter seems to be settled, and that is the question of the supremacy of the braid, or pressed hat. Once again the die is cast in favor of the pressed shape, as practically no braid hats are worn. This does not necessarily mean that machine-made hats are most in favor, for many of the handsomest hats of the season are hand-covered creations of velvet or satin, so, after all, it is largely a question of producing the effect of a pressed shape.

* * *

Satin hats have been conspicuous in the first showings. Somehow this material seems most in harmony with the Empire period, and you are to understand that from that picturesque period creators of fashion are still looking for, and finding, inspiration. At the risk of switching from Winter back into Summer styles, which are now spoken of in the past tense, I cannot refrain from alluding to the long-handled parasols which so cleverly suggest the old-time Empire wand or cane, and yet are practical as well as merely ornamental accessories. They lend the proper touch to the artistically gowned Summer girl. The handles are usually of a wood matching the color of the parasol, which again reminds one of another of the season's fads, and that is the fad of using colored parasols, ties, belts, and shoes and stockings, all, of course, matching exactly with light or white dress. The fad is a very pleasing one to the eye, but hardly to the purse, as colored shoes and hosiery to correspond, are not very economical, since the original cost is usually greater than plain black or tan, and many more pairs are necessary. Verily the shoe dealer has cause this season for rejoicing. Pink or blue shoes and stockings are considered extremely smart for evening wear, with dress either to match or of white. Red shoes, with corresponding hosiery are worn during the day with white frocks, not in town, of course, but at the smart resorts.

* * *

The fad for colored footwear will continue throughout the coming season, it is very certain, and the shoe departments are making very attractive displays. Another peculiarity in footwear is the fashion of wearing white hose with black pumps. This freak of fancy is probably the outcome of the craze for white serge or flannel suits, set off with collar and cuffs of black velvet. It is a season of unity of line and harmony of color, and therefore a season of remarkably lovely clothes.

* * *

It was a matter of considerable difficulty to select which hats to photograph, for at the first of the season one sees so many hats that are freaks, or efforts, that mean absolutely nothing. Yet the new, even the ultra features, must be shown. The models selected show all the salient features, size, general outline, etc., drooping tendency predominating, and the trimming arrangements, which have a decided tendency toward height, and, I might add, breadth. The majority of the hats are trimmed almost uniformly from the centre, rather than at the side. The trimming may be arranged in the centre of the front, in the centre of the back, or, as is the case in the beautiful model with its many ostrich tips, directly in the centre of the crown. When the trimming is arranged, at the side, as is shown in one instance, the trimming selected is usually a large, round feather cockade or pom pom. In my last letter I alluded to the shrub, tree or branch effects, as they are variously called, in plumage. Nothing lies close to the hat itself; all trimming seems to stand



One of the new Fall Shapes. Velvet and Paradise.
Max Herman & Co.

away from it, just as the hats themselves flare away from the heads, barely covering them, since they rest back on the crown of the head and rarely over the brow. Brims still continue to develop, and the tendency to roll back the front brim still prevails. Crowns continue to be fashioned on most generous lines, and brim facings are so numerous as to be quite the order of the day. The hat whose brim is not faced is quite the exception and not the rule. This is a fashion exceedingly becoming to the majority of faces, so that its success is practically assured. Whether the facing is put in plain or in pleated effects is a matter for individual decision. Wide ribbons are used for this purpose, the ribbon being laid on plain along the edge, and drawn into pleats at the headsize. Satin seems to have the preference for facings, although taffeta and velvet are used. Two-tone effects, particularly in velvet, are considered very smart. Edges are very carefully finished, some without embellishment of any kind, and others being trimmed with fancy pipings, folds of applique effects.

The French felt shape, which is among the season's fancies, is made more becoming and much handsomer in effect by a facing of darker velvet. Green, brown and grey, are the colors most in evidence in felts, the green of the vivid Empire period, the soft smoke or blue grey, and the Copenhagen blues being understood. A delicate shade of pale grey is poetically dubbed claire de lime, and in chiffons this particular shade is having a distinct success.

* * *

There is nothing but promises of greater profit. The widest, richest and most beautiful ribbons are used with a lack of stint almost appalling. Apparently no matter how many feathers are used for the design, there is always room above or below the brim for a generous quantity of ribbon.

* * *

If shapes are, so to speak, unrestrained, colors are subdued and conservative, quiet greys, golden browns, dull blues, garnets and greens, all suggestive of old tapestry, are the shades to be expected in the lead. The same may be said of color combinations. Nothing daring, or



Large Cloche Shape. Ostrich, Felt and Velvet.
Yucker & Josephy.

in any way unconventional, has appeared upon the horizen to date.

* * *

As is always the case when ribbons are lavishly used, ornaments are in demand. This is welcome news, as for several seasons past the ornament houses have done considerable complaining. The rather careless, or at least apparently careless, arrangement of ribbons, makes the use of fancy pins almost a necessity. Manufacturers have realized the demand for these ornaments and the result is that the offerings in this line are really a delight to lovers of the beautiful. All sorts of metals and imitation jewels are brought into play, as well as handsome cut jets, steel or beautiful mosaic effects. Pins with heads of clear and brilliant glass are thrust through knots of velvet. The effect is extremely smart when the hat is of a



High Crowned Velvet Model. Feather Cockade and Antique Lace.

much darker color than the pins. Elongated buckles will be found to have the preference over all other shapes, since they follow the wide lines of brim and bow.

* * *

Gowns are made, for the most part, in one piece, and the handsomest follow the Empire lines. For street wear, however, this is not the case. We still find the sacque coat, or pony coat, as it was originally termed, a popular model, closely seconded by the smart cutaway. The newest fad in the way of a wrap, is the cape, which has been reinstated, not the tight-fitting shoulder cape, but the gracefully cut, circular cape, or the more classic tunic effects. The evening coats and wraps designed for wearing over elaborate gowns, are unusually lovely. Many are of satin, trimmed round the edges with galoons of silver, gilt or Persian embroidery.

* * *

For the tailor-made there are innumerable cloth mixtures, stripes still being to the fore. The higher grade suits are being made up in plain materials, since fancy suitings have been taken up by the manufacturers of cheaper goods. The glad tidings that short skirts will continue in favor for street wear must not be allowed to go by unrecorded, or the fact that women are no longer expected to freeze their forearms by following the fashion and wearing elbow sleeves, although, for all but the street suit, they are still supreme.

NELLIE GUNN McCLELLAND.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

Large Cloche Hats growing in Favor—Wing, Feather and Large Flower Trimmings—New Shapes on the Cloche Order—Japanese Embroideries—New Ideas in Coat Models.

The last race meetings and reunions of the season have left no doubt as to the almost universal popularity of the large cloche hats. The word large, in many instances, barely gives one an idea of the size—they are enormous. Worn far back on the head and trimmed with long feathers, immense wings of the seagull variety about twice the usual size and mounted on material that permits of their being bent into any shape required and remaining so, or large blooms such as convolvuli, arum lilies, roses, white Easter lilies, magnolia, nenuphar and all kinds of water lilies—these with plenty of foliage are loosely arranged in front of the hat, a few falling onto the crown and a spray carried round each side, gradually diminishing towards the back. No other trimming is employed, but a narrow cache peign carried all the way round and covered with tulle to match the color of the hair (quite irrespective of the hat) is used as a means of fastening the headdress to the loosely arranged coiffure. Medium sized ostrich feathers are used as tips and arranged in this same way. They are also often ruthlessly manipulated into plumes de fantaisie. In the case of the grenadier plumes, some of the down is twisted round the quills, so that, instead of falling from each side it stands out from all round. This, of course, is very delicate work as each piece of down has to be stitched apart, but in spite of their price being considerable they are much sought after. In the case of the large wings two only



Empire Green Chantung. Bias of darker green. Japanese Embroideried

are used on a hat carried to each side from the centre of the front, but so pleated that the uninitiated would think there were several. When smaller wings are employed different colors are often used. Black and white are much seen on both black and white hats, while mauve on violet, alternated with the white, is very smart. Another new shape of a hat is a leghorn with the brim shorn in front and on one side, then the huge spray of flowers will be laid from the front across the wide brimmed side to the back. The front and narrow side are slightly raised by means of the cache peign or bandeau. A new form with high crown and narrow brim slightly cloche has just made its appearance and will certainly be proposed for Autumn wear. These, so far, are being trimmed in the same way as the cloche, with large bunches of flowers or plumes. A little later bunches



Mouse Grey Tussor. Revers and Buttons of Black Satin. White Pique Vest, Oriental Embroidery.

of grapes will be employed in gold, silver and pale blue, as well as in the natural tints. The country hat (apart from the lingerie and embroidered models, which are much seen) is a panama with the brim waved or slightly cloche, and trimmed with a long scarf of toile or tussor, ornamented with a printed border design and fringed with grelots of white passementerie, with sometimes other colors introduced. This fringe will be a leading feature of the Autumn and Winter trimmings, not only for millinery, but on coats, cloaks, day and evening gowns it is already beginning to be extensively used. Another trimming that will be much employed is of bands of oriental embroidery, colored silks on a paler silk ground. Much of this is being imported from Japan and China, but very good imitations from eastern designs are being made at home. The oriental department in large drapery stores is beginning to play an important part and includes kimonas and matinees of all descriptions, trimmings, furniture, drapery, a wide range of porcelain and at least one maison de nouveaute has introduced packets of China tea.

Owing to the exceptionally cold Summer, more new models of coats and cloaks have been seen than is usual at this time of the year and they plainly indicate what the leading Fall styles will be. The long redingote is now being carried out in all the fashionable Summer materials, including tussor, embroidered linen and light cloths. Chantung, particularly the "gros grain" variety, is steadily replacing taffetas for day wear. It is even being used in rich oriental shades, such as the deep violet, sky blue, deep rose and warm yellows. The satin



Indian Green Tussor, with Cloth Border, Ornamented in Gold and Silver Galoons.

chiffon or mousseline is only used for evening wear. Short sac taffetas or chantung paletots, called "caracos" are much seen over lingerie and tussor gowns. These are very light, being unlined and carried out in delicate shades of pink, mauve, coral and green. This garment is so slight that it does little more than replace the crepe-de-chine scarf "pour changer." Some very smart cut-away jackets, open over a low waistcoat, carried out in dark shades of cloth, are being worn with a toile, tussor or serge skirt. A good model of this style is a white serge skirt, pleated at sides and back, simply ornamented with five rows of stitching around the hem. A low, double-breasted waistcoat of white silk, with a spotted design embroidered in green and mauve and nacre buttons shows a lingerie waist and tulle jabot. Over this is an open jacket, cut to the figure, of violet cloth, a deep-roll taffetas color and two large buttons in the same shade. This is cut sharply away at the waist in front and prolonged to half length at the back. With this was worn a large violet straw hat, trimmed with grey feathers. Another instance is a white serge skirt, over which is worn a long black and white check redingote. The short Japanese sleeves form shoulder capes, from under which are brought half-length gigot. This also was accompanied by a violet hat, trimmed white and shaded violet wings. Another striking redingote is in torquoise blue, terminating in points round the bottom. This is double-breasted and ornamented round the waist by five rows of white and blue galon straps. The roll collar and cuffs are of black satin, with a narrow edging of white, with black spots.

* * *

Sketch No. 1 represents a short semi-sac paletot, carried out in empire green chantung and almost covered with Japanese embroideries, in shades of silk toning with the green. The edging is a biais of the same material in a darker shade. No. II. is a loose-fronted jacket in mouse grey tussor, with invisible fastening, revers and buttons of black satin. Just showing is a white pique vest with sating heading. The embroidered bands are carried out in oriental design and color. No. III. is of tose-colored toile, pointed in front and richly ornamented with a heavy white lace. The liseres is of a deeper shade of rose-colored silk, while buttons and loops are carried out in the same shade of silk braiding. No. IV. is a handsome model in tussor of a pale green shade, having a deep border of cloth, in a deeper tone, which is richly ornamented with gold and silver galon. The loose Japanese sleeves are finished with a lace frill.

* * *

An amusing novelty of the moment is a bathing costume made of silk, through which the water is guaranteed not to penetrate, long stockings and a chic capote to match. In this way the bather can go into the water,



Rose Colored Toile. White Lace Empiecements. Leseres and Buttons of a deeper shade of Rose Silk.

wetting only her arms, neck and face. For the rest, bathing costumes are carried out in serge, the popular tussor and toile. All the better class models are made with a skirt which reaches to the knee, quite covering the pantaloons. Stockings are in silk of the same shade, as is also the cap, which invariably takes the form of the little Breton capote.

The New Millinery Shapes

Ultra Hat Very Large—Modifications in Order—Styles Picturesque and Becoming Shapes.

The ultra hat is large—more than large, it is immense—but apart from size this Fall the whole trend of fashion is towards a most becoming picturesqueness. There is, however, much scope for judicious modification before Paris and New York ideas, will become suitable for the Canadian trade. Milliners made good use of this quality in the Spring season that is passing, and, no doubt, will arrive at the same satisfactory results this Fall. The extreme hats will grace the openings, both retail and wholesale, and when they have served their purpose of attracting attention, will give place to more wearable styles. Milliners will obtain ideas from them, and while retaining their becoming features, will modify the extreme outline and style. The leading shape at present is the cloche or bell, an evolution of the mushroom so much worn this Summer. The hats shown even with modifications promise to be large and the majority have the drooping brim. Many have the long back and the short front, or have sides broad and are shorter in the back and front. There is a good deal of irregularity in the brim, and many are on the shepherdess order. Soft, fine felts that can be manipulated into varied shapes, particularly those with the balloon crown will be big sellers. For the early trade many sailor shapes are shown, but these will be all on the trimmed order. Many hats are shown with medium high crowns, and these are expected to take, as they will form a support for the trimmings employed. Besides the felts shown, the velvet covered shapes, and velvet hat will come later on in the season.

As last year, the early season promises to be largely a color season; later the black hat promises to come into strong vogue. Among early season models the taffeta hat promises to be excellent. Bands of taffeta are used as a brim finish.

Feathers.

Particularly in the early part of the season an extensive and elaborate use will be made of wings. Paris milliners are using wings to a great extent for the trimming of smart street hats. The fashion is for large wings—the larger effects are the most used. These large, broad wings are used in pairs. Coque plumes are in high favor, both in the natural metallic shadings and in fancy colors. They come in plumes, pompoms, breast and in sweep effects. These effects promise to be great sellers, as in the more medium-priced hats they take the place of the expensive ostrich plumes.

Ostrich has increased in price, and is still advancing. Notwithstanding high prices, it will be greatly used. For dressy occasions there is nothing to take its place. Colored plumes are the sellers at present, but there are strong indications of a return to black feathers. Milliners always rejoice when black ostrich is the vogue, as it is always a strong and profitable seller.

Ribbons, Silks and Velvets.

Ribbons are going to be extravagantly used. The vogue is for the wider widths. Models on this side all show a remarkable partiality for ribbon trims. Velvet, taffeta, messaline and satin ribbons are all used. Black ribbon velvet in very wide widths promises well. There is again confidence in fancies, stripes, shots and Dresdens all being featured. Though handsome, there is little novelty seen here.

Taffeta hats promise to sell in the early days of the season, and taffeta will be freely used for the big bow trimmings.

This is to be a great velvet season. The velvet hat will be a big factor, and velvet will be one of the most used trimmings. Plain velvets will be used, and some exquisite qualities are shown for covering and trimming purposes.

A feature this year will be the absence of back trimmings—the trimming being almost entirely confined to the front. Folds of silk are often used around the crown, but many hats do not have even this. Bindings and facings will play a big part, and many facings will be of a contrasting color to the hat. Stitched taffeta bindings are a new feature. Big puff crowns of velvet, or silk will be freely used. Hat trimmings will be massed on the crown in front, in most cases completely hiding it.

Flowers.

At the present moment Paris is using quantities of flowers upon dressy hats. The blooms used are very large. Morning glories, large violets, wisteria, iris, Easter lilies, and big roses are used. White flowers and white foliage is also used.

Ornaments,

The leading line in ornaments is fancy pins. These come chiefly in ball and in flat effects. The variety of kinds is too numerous to describe, but the soutache pin is something new. Large jet pins promise to be much used.

Colors.

The color of the moment in Paris is deep violet or purple. This color has rather unexpectedly come to the front in that city, and many of the new models will be in that color. It will be good in Canada, particularly with the ultra trade. All the blue shades, both navy and in the more fanciful colors, marine and peacock shades are ultra in this class of colors. There is little doubt about the prominence of browns and the leather shades. Clear greens are in high favor, and the Burgundy shades will be good.

FRANCOIS & CO.
92 WOOD STREET
LONDON, E.C.

A Parisian House in London
for
High-Class Novelties
in
Trimmed Millinery
Flowers and Feathers
Felts, etc.

Elite Styles are Right

ELITE GARMENTS will satisfy your customers, hold your trade and make good profits.

During the Toronto Exhibition we will have sample rooms at the King Edward Hotel, where our Fall line of Ladies' and Men's Coats will be ready for inspection.

Our Ontario travellers will be in attendance and all merchants will be made welcome.

A full range of Ladies' and Men's Raincoats and Waterproofs will be shown.

The Montreal Waterproof Clothing Co.

Montreal

The Largest and Oldest Manufacturers of Raincoats in the Dominion.



Owing to the absence of Spring repeats, manufacturers are in good shape for Fall orders, and are ready to make full deliveries of the advance orders placed for Fall. Though the cold Spring was bad for the garment department, from the point of view of the Spring selling, it certainly helped to clear up the balance of Winter stock. This was done, too, without much price-cutting. The garments were not only cleared out, but the cold weather enabled them to be well worn. Therefore, not only the retailer, but his customers, are in the position of wanting goods. Then there is a complete style change promised, in the most important lines, and this always makes business good.

Waists

Big Selling Season Anticipated—A Varied Line Bought—Novelty Lace Embroideries for the 1908 Waist.

Advance orders for the Fall season have been placed upon a large scale, so large in fact, that some buyers are getting a little scared at their size. There is little



Filet Embroidery. For Trimming the New Lawn Waists.

cause for such uneasiness as the Fall season promises to be a splendid one, the blouse or separate waist, is still an indispensable garment, and must be worn to complete the toilette, with either the two-piece suit, the kimona suit, or the separate skirt. Therefore its sale must in the natural trend of business be a large one. The line carried also promises to be varied, and silk, lingerie and woolen waists, as well as fancy waists of lace and net, will all be sellers.

In the silk, and wool waists, the plain and semi-tailored styles are shown, and in silk waists deep interest is taken in the more dressy, lace-trimmed models.

There is little novelty in the tailored styles. They are shown in combination of wide and narrow tucks, have long sleeves and button down the front. They come in plain taffeta and messaline, and also in fancy stripe, tartan and check silks. In more dressy lines, taffeta chiffon, messalines, satin duchesse, etc., are used. These are lace trimmed and have the yoke effects of lace, or

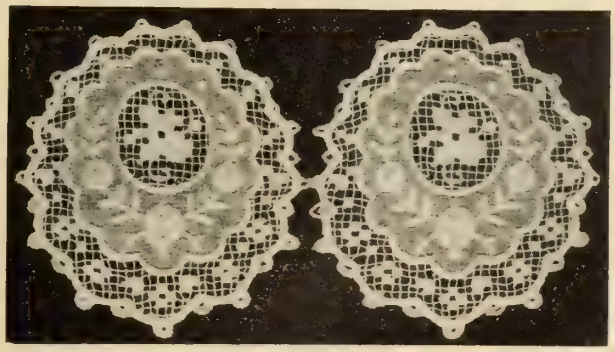


Antique Filet Embroidery. Used in Trimming the New Lawn Waist Models

tucked net. The sleeve style is the three-quarter length. Ciel, rose pink and other evening shades predominate. The Japanese silk waist, in new models, is one of the best sellers. On some of the later models pleatings and jabots are seen as trimming ideas, and the Japanese sleeve is a feature. The latter often takes a bretelle and belt form.

Lace waists in filet, cluny and figured nets have also sold exceedingly well. White is the popular seller, but butter and ecru promise a later prominence.

Lingerie models for January and early Spring selling promise to be unusually attractive, and many novel effects are assured. The high novelty will be the use and manipulation of the new lace embroideries. These will be



New Embroidery Medallions. For trimming the new lawn waists.

extensively used in bands and medallions. Through the courtesy of a manufacturing firm, The Review is enabled to give an advance showing of these handsome embroider-

ies. Though they are high style, and very artistic, they are not unduly high priced, and the waists trimmed with them will be available at prices that are not out of reach of the medium trade.

Varied Styles in Fall Coats

Shorter Lengths Included in Novelty Lines—Varied Styles —Semi-fitted and Fitted Coats Shown.

Much of the early business has been done in neat tweed effects, in greys and fancies. These will sell in the early days of the season, but already there are strong indications pointing to black as the standard seller, and that black coats of kersey and broadcloth will dominate the season.

All authorities are practically agreed upon this point, but upon the style question there is a diversity of opinion. As the tendency is for variety in all dry goods lines, it is possible the man who has confidence in the more closely-fitting styles is justified in his particular outlook, as well as the man who advocates the looser styles, and in their special fields both models will sell.

The merchant who carries a small stock and finds it difficult to make any but the simpler alterations, will buy and push the looser-fitting lines, while the larger city



Latest Ideas in Fall Modes.

departments will take the tailored coats, in the more fitted models. They will have no trouble in handling them, as they employ experts who are competent to fit and to make the necessary alterations.

The loose back coat, as now seen, promises, when translated into black, to be somewhat modified. An easy-fitting coat will result, but one that is smaller under the arms, and that tends to outline the figure. This shape gives a more fitted effect—all the more so, because the shoulders are made broad by braid trimmings, and with extended shoulder effects. Many garments show trimmings of braid and soutache, so applied as to give the Japanese sleeve effect. This shape is new



Kimona Model. Trimmed Soutache Braid. Note drooping shoulder, stole effect and the new sleeve.

and promises well for the popular trade, as there will be little alteration trouble attending its sale.

City stores sold a good number of fitted and semi-fitted coats last Fall, and every coat line shown for 1907-08 I believe, contains several samples of these garments. The styles are strictly tailor-made and are very smart. They are also newer than the loose-backed styles. They have the further advantage of being more easily fitted, and of needing few alterations.

Fitted coats will be stocked by stores that can make the necessary alterations. This, however, will confine their sale to the larger departments.

Lengths will be varied. The loose models are shown in the long lengths, but the more fitted coat models are seen in the three-quarter lengths. Cutaway effects are strong in this style and length. The imitation fur coats are invariably made up into hip length models.

Plain cloths, kerseys and broadcloths, promise to lead. In the better end of the trade there is a general request for lined coats. The sale of these higher priced garments are greatly influenced by the attractiveness of their silk linings. There is a persistent demand for fur-lined coats in long loose models. Wide-wale piece-dyed fabrics are beginning to be used for the shells of fur lined garments.

Whitewear

Travelers Now on the Road with Samples for January Sales—Advances will Have to be Paid.

Whitewear travelers are starting out on the road with the samples for January sales. Though the early Summer selling was interfered with by the unseasonable weather, stocks have been well reduced, and there is nothing to militate against a successful campaign. The manufacturing houses have every confidence in the outlook, and have made preparations for big business. As higher prices are presaged in cottons, and trimmings and laces particularly are advancing, merchants must not be surprised if they are called upon to pay more for their new goods.

As usual, it is the low lines that show the advance most clearly, and the trade will not get as good an article to sell at the fixed prices as last year. Some low-priced lines have been dropped altogether, as it no longer pays the manufacturer to make them. He expects to be busy with the better paying garments, and is cutting out the less profitable ones. There is no sign of any change in the cotton market, and mills making soft-

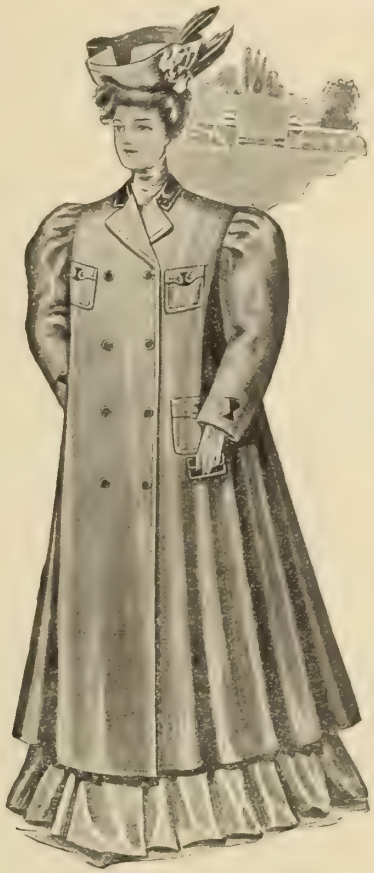


New Cutaway Coat Model, Fall 1907.

finished cottons, nainsooks, etc., so much used in fashioning undergarments, are heavily sold ahead. Therefore, there is no reason for the retailer delaying the placing of his order, but every reason why he should do so early. Slow deliveries will again rule from the mills, and this will mean that the manufacturer will also be behind.

In the lower lines, embroideries will be the most used trimming, but lace will hold its place in the better grades. In gowns, the slip-over is the best seller. Combinations are increasing in favor. Long chemises promise to sell.

There has been an increased call for flannelette garments, and manufacturers are finding that they have underestimated their requirements. This demand is due, in



Shown by The W. R. Brock Co.

a measure, to the cold winter experienced last year, and also to increased settlements in the Northwest, and at other points.

Novelties in Children's Wear

Children's and Misses' Garment Department Growing in Importance—Big Showing of Bear Skin and Imitation Fur Coats.

One of the later developments in garmentdom is the separate department for misses' and children's goods. Only a few years ago a small assortment was carried along with women's garments, in the large departmental stores. This has developed, until the misses' and children's section has become only second in importance to that devoted to their elders. Small centres are following this lead, and are finding these lines profitable ones to stock.

Bear skins have for some seasons been the leading sellers for small children's wear. This year they are more important than ever, and in the guise of imitation furs are selling for misses' wear as well. The leading fur imitations are caracul, snowflake, Persian lamb. White, grey and brown are the colors most in demand. Grey krimmer is shown, but the more fancy cloths lead. Tams and muffs, for the larger girls, and bonnets, leggings and muffs for the smaller, are shown, to match the coats.

Exclusive Waists

"Salem"
REGISTERED

"WE GUARANTEE OUR BRAND"

¶ We are now showing the largest and most exclusive range of

LADIES' WASH WAISTS

in all qualities of Lawns, Mulls, Batistes, etc, ever submitted to the trade in Canada.

¶ Your inspection of the line will verify this statement.

¶ Our re-organization and specialization assures you prompt deliveries.

Salem Company Limited, - Montreal

GRIFFIN BRAND GARMENTS

The Profitable Popular Priced Line

Each Garment in our Fall showing of Cloaks, Suits and Skirts clearly demonstrates its own value as to style, quality and fit.

If you're coming to Montreal we invite you to call.

We're anxious to prove our claims.

The Empire Mfg. Co. 138 Craig Street West **Montreal**

Broadcloths and kerseys are also sellers, but are not so well considered as the fur fabrics.

There is little change in the cut of either misses' or children's coats. The only novelty is the free use of braid trimmings, and the military cords and frogs as fastenings.

Little girls' dresses are pretty much in the same styles as in other years. Sailor and Peter Thompson dresses are in high favor, with navy, royal, white and red as the leading colors. One-piece dresses are freely shown, and in the usual styles. Jumper dresses, with yokes of tucked silk, are selling for older girls.

Misses suit and skirt styles follow closely those shown in the women's department.

Corsets

More High Bust Models Selling—Increasing Demand for High Grade Corsets.

Advance orders for Fall have been the heaviest on record with the home manufacturers, and factories will be taxed to their full capacity in order to make deliveries. Though cotton prices, the prices of other materials, and the cost of labor, are all on the up-grade, there has been no general advance in corset prices. Apparently just the same value as ever is being given in standard lines.

There is a growing sale for the long hip and high bust corset, and though many women still cling to the older models, this style of corset is coming down from the ultra lines into more general use. At first it was regarded as a stout-figure model, but now it is asked for by women of all types of figure. This means that the long, slender figure is the one in vogue, and that this is the proper model to produce it. The bust, too, must be shaped, as well as the hips and this the high bust does, in a measure.

Fashionable dressmakers strongly approve the use of the brassiere, to help out the deficiencies of the corset. Many of them now send out a brassiere with every gown they make. The city trade has taken to brassieres, and the larger stores all show and sell them.

Most departments are finding a growing sale for the more expensive models. This, to a great extent, is in the hands of the selling staff. It is not in the power of any staff, however willing to push higher priced, and more profitable goods if the buyer does not stock a full assortment of the proper sizes and numbers. Buyer and selling force should work in harmony. Those behind the counter, who meet customers, hear their comments and know their wants, should have a voice in selecting stock.

LONDON.

One result of the catastrophe here on the afternoon of July 15 was the complete wiping out of a newly established retail clothing house and the death of both members of the firm. Messrs. Hamilton and Long had only been in business together for about a year. For a long time prior to starting for themselves both had been employed by R. J. Young & Co., Mr. Hamilton as cutter and Mr. Long as salesman. They appeared to be building up quite a nice trade when the collapse came. W. T. Hamilton was an old and esteemed citizen; had served a number of years on the board of education, and at the time of his death was a member of the public library board. Joseph Long was an enterprising young business man, and gave promise of a splendid career. A sad incident in connection with his death is the fact that he was engaged to be married in the Fall.

Travelers report that the advance in the price of spool thread has caused a decided increase in the demand, people now buying from country stores by the dozen instead of single spool.

Wholesalers are kept quite busy filling sorting orders. There have been recent advances in floor oilcloths and linoleums.

When he gets into his new store on Richmond St., opposite the City Hall, which is now being fitted up for him, W. F. Boughner, the Dundas St. men's furnisher, intends engaging in the manufacture of clothing.



Shown by Hart Mfg. Co., Montreal.

Fraser, McMillan & Co., wholesale furs and hats, have purchased the adjoining premises on Richmond St., now occupied by McMahen, Granger & Co., wholesale dry goods. The premises now occupied by Fraser, McMillan & Co., are required by the owners, R. C. Struthers & Co., next door. A new warehouse will be bought or built by McMahen, Granger & Co.

London travelers complain of an annoying delay at Clinton, caused by the Grand Trunk holding the L. H. & B. train fifty-five minutes, until the arrival of the train from Toronto every morning. They can see no reason why they should be put to such inconvenience which is a very serious one to them. Such delays certainly destroy any geographical advantage the London business men may have over their eastern competitors.

NATIONAL GARMENTS

at the

CANADIAN NATIONAL EXHIBITION

For the convenience of merchants visiting the Exhibition at Toronto the Fall range of NATIONAL BRAND COATS for Ladies and Men will be shown at the

KING EDWARD HOTEL

Our Ontario representatives, S. M. Hansher, W. Hansher and P. Glickman will be glad to extend every courtesy to you.

National Rubber Co. of Canada

16 Craig Street West, Montreal

A BEAUTIFUL COLLECTION OF WHITEWEAR

Latest Styles

TRADE Laurentian MARK

Accurate Workmanship

SUPERIORITY

Superiority in Fit, Style, Workmanship and Material is the claim of the Laurentian Brand Whitewear.

Samples are now in Salesmen's hands and you will have the opportunity to judge for yourself.

Prepare now for a successful January sale.

LAURENTIAN WHITEWEAR COMPANY, - LEVIS, P.Q.

The question of dry goods travelers' holidays is a live one just now. The old and experienced men, of course, are not troubled over the matter; they have been through the mill and know enough to take their two weeks off when they feel like it. Not so the young, ambitious fellows, however. They are, as a rule, particularly anxious to make a big showing, and fear that should they be off the road for a week or two the other fellows will be getting an undue advantage over them. Hence, they hate to stay in even for a day. The wholesale grocers have set a good example in this respect in fixing a set time for all travelers' holidays, and the dry goods men might well take pattern from them. With all travelers off the road at one time the more or less oppressed retailer might be able to take a little rest himself.

The indications are that more London travelers will have their samples in Toronto during Exhibition this year than ever before. Toronto men have found London a good place for business during the Western Fair, and Londoners who have spent exhibition weeks in the Queen City have, as a rule, been no less satisfied with results; so that the probabilities are that Toronto and London will hereafter be more popular than ever as gathering places for commercial men during the late days of August and the early days of September.

ST. JOHN, N.B.

The transfer of the Gibson Cotton Mills to the Canadian Colored Cottons Company, of Montreal, took place on July 1. The purchase price is understood to have been in the neighborhood of $1,000,000. The mills were erected and equipped 23 years ago by Alexander Gibson at a cost of nearly $800,000.

St. John has now the only independent mills in Canada—the Cornwall & York. The Canadian Colored Cotton Co. now control six mills and the Dominion Textile Co., fourteen. The St. John mills alone, of the twenty odd plants in Canada, are strictly independent, and are entirely owned by local shareholders.

Manchester, Robertson, Allison have purchased the Flood Building on King St. This building, which stands between the two M.R.A. stores, has long been desired by the firm, but until last month they were unable to purchase it. No definite plans as to its use have yet been made by its new owners and possession will not be given until May, 1909. This firm will soon be numbered among the greatest houses of the Dominion. New lines are constantly being added to the stock, which, in the various stores, now consists of all branches of dry goods, carpets and house furnishings, millinery, men's clothing, furniture and numerous lines of fancy crockery and art goods. The property recently purchased on Prince William St., which adjoins the main building in the rear, is now being cleared off in readiness for the erection of a big wholesale warehouse to relieve the congestion in this department.

A rather serious fire occurred in the St. Croix Cotton Mill at Milltown on July 12. The damage amounted to about $10,000 and was covered by insurance. The loss was confined mainly to stock and the interior of the dye house.

A number of boxes and barrels supposed to contain junk, consigned to one "Jacobson," were examined by customs officers here a couple of weeks ago and found to contain footwear of American make. The goods were billed from St. Stephen and, it is thought, were being smuggled in. The matter is being investigated.

R. J. Walsh, head salesman for Waterbury & Rising, boot and shoe dealers, was on July 13 presented with a very handsome gold watch, chain and locket in recogni-

Boost Your Silk Waist Trade with

Gold Medal  **Silk Waists**

TRADE MARK

"The best fitting Waists in Canada"

MAKE SURE OF BUYING RIGHT—

Make sure of right styles

By seeing our strong line of

Taffeta Silk Waists, Jap and Net Waists

Call when in the city or we will arrange to send samples.

The Gold Medal Silk Waist Company

287 Notre Dame Street West

MONTREAL

GARMENT NOTICE

D. H. SHAPIRO

SUCCESSOR

EXCELSIOR CLOAK CO.

My Fall Line of

Coats  **Skirts**

is ready for your inspection.

A Strong Line of Medium-Priced Garments

CALL THIS MONTH

367-373 St. James Street, Montreal

LADIES'

Suits **COATS** Skirts

A Medium Priced Line You Can Make Money On

Our MR. S. GREENFARB will be at the King Edward Hotel (Room 816) Toronto, during the Industrial Exhibition, August 26th and two weeks following, with a full line of samples

BE SURE AND INSPECT THEM. IT WILL BE WORTH YOUR WHILE.

Dominion Cloak Mfg. Co., 384-386 Notre Dame St. West, MONTREAL.

The Reliable Waist — None Better Made

Tailor Made Waists

is the prominent feature for Fall

We show them in great variety.

Our Dress Waists are superior to any shown heretofore in Canada—Arrange to see our lines—It will greatly benefit you.

Our travellers are covering the Dominion from Coast to Coast.

We give special attention to mail orders.

I. Mishkin & Co.

423 St. James St., MONTREAL

Get Around the Market

A comparison of values will prove our

Coats from $4.50 up and Skirts from $2.00

Will give you profitable, popular priced merchandise.

COME AND SEE

THE STANDARD CLOAK & SKIRT MFG. CO.

236 St. Lawrence Main St.

MONTREAL

tion of his twenty-five years of service in the firm's employ. The presentation was made by the senior member of the firm, Geo. H. Waterbury.

W. G. Smith, buyer for Manchester, Robertson, Allison, Limited, left on July 10 on a trip to English and continental markets.

Beverly R. Macauley, of the firm of Macauley Bros. & Co., is in England on a buying trip for his firm. Owing to the recent disastrous fire which this house suffered, their purchases on the other side will be unusually heavy.

Scovil Bros. (Oak Hall) have inaugurated a campaign of up-to-date advertising. A Ford runabout auto was purchased and a top affixed bearing this legend, "Oak Hall's Advertising Auto." The machine has been sent all over the country, and has distributed advertising matter in the rural districts. The scheme has proved of great value to the firm, as evidenced in the increase in their out-of-town trade. A gigantic mark-down sale was conducted by this firm from the 18th of July to the 27th, and was reported to have been the most successful in their history.

Donald McKenzie, formerly a well-known dry goods man here, being a member of the firm of McKenzie Bros., who conducted a store on King St. before the big fire of '77, was a visitor to the city last month. He is now living in New York, having left St. John shortly after the fire.

A disastrous fire occurred at Hartland, Carleton county, on the morning of July 15, when a number of the leading business houses were wiped out. The loss is estimated at $100,000, with insurance less than $20,000. Among the properties destroyed was the large general store of Keith & Plummer, which was one of the largest business houses in the county. Their loss is about $50,000, with insurance of only $8,100. In all, fourteen firms were put out of business. The majority of them have started rebuilding. The fire is thought to have been of incendiary origin, and an investigation is being made.

In common with other cities throughout Canada, and, in fact, all over the world, St. John is now feeling the stringency in the money market and the banks have raised the discount rate from 6 to 7 per cent., and in some cases to 8 per cent.

The C.P.R. steamships have again announced their intention of making St. John their Winter port in the coming season. The first steamer will sail from here November 15. Halifax will be a port of call for embarking and disembarking the mails.

Frederick W. Daniel, B. E. Huestis, A. E. Raymond, Frederick E. Kee and Norman E. Moore, of St. John, are seeking incorporation as the "F. W. Daniel Company, Limited."

SHIELD BRAND GARMENTS

For Ladies and Children



FALL 1907

Approved Styles. - Best Values

Big increase in Business and Quick Repeats tell us our values are right.

Children's Department

This Department has received our special attention, and we are showing the most complete range of Children's ready-to-wear garments in Canada. Bearskin Coats, Headware. Christening Cloaks and Robes, Misses' and Children's Dresses, Misses' and Children's Flannelette and Whitewear, in fact all lines to make your Children's Department complete.

LADIES' READY-TO-WEAR GARMENTS

DRESS SKIRTS, UNDERSKIRTS, LAWN, SILK, LUSTRE, FLANNEL and VELOUR

SHIRT WAISTS: Whitewear, Flannelette Wear, Kimonas, Dressing Sacques. See our Special Values in Sateen Blouses and Sateen Underskirts.

Spring 1908

We are working on our Spring Samples and will make an Early Showing, and promise that the advance in prices will not affect our values.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
Winnipeg, Man.

GREENSHIELDS & CO. LIMITED
Vancouver, B.C.

KINGCOT

Cotton is an important enough part of your business for you to make sure you are getting the best for your customers—freshest designs, finest quality, best value.

THESE ARE THE KINGCOT LINES :

Ginghams	**Shirtings**
Dress Goods	**Oxfords**
Apron Ginghams	**Denims**
Saxonys	**Galateas**
Flannelettes	**Tickings**
Domets, Awnings	**Cottonades**

We want you to ask the next traveller that comes your way to show them to you. You'll see how much better KINGCOT cottons are for you and your customers. Just look them over and see.

KINGCOT

STAPLES AND RAW MATERIALS

Spring Lines of Ginghams Out — Other News of the Staple Trade.

Throughout the past month no particular feature has been noticeable in the staple trade. Certain lines have been more or less active, but there has not been that feeling which characterizes the trade when there is something to excite special interest.

The clearing of Summer goods and Fall shipments in different lines have occupied the attention of jobbers to a certain extent.

Canadian mills just now argue that prices of domestic goods are cheaper in comparison than the markets in England or across the line. At present domestic mills are quoting fair prices considering the conditions of the market, and are doing their very best in the way of deliveries. Further, they have not taken advantage of the extraordinary situation.

Prints for Spring.

Considerable interest is manifested in the trade over the outlook for prints for Spring, 1908. Manufacturers are working hard bringing out some fine lines. Prices will be issued about the middle of the month. As yet it is difficult to state what the price situation will be, but there is sure to be no lowering of prices.

Fall Trade.

In wholesale circles wrapperettes have sold rather better than last year, in spite of the fact that prices advanced from 8 cents to 9½ cents at the beginning of the year on the most popular line. Deliveries to the wholesale trade have been much better than was expected, and much more satisfactory than on most of cotton goods. Downettes have met with a ready sale on account of the price being 8 cents, although the 8-cent line of last year, which is now 9½ cents, has proved just as popular. Empire twill, on account of the decided improvement in patterns over former seasons, has, to a very large extent, prevented importations of American cloths of same weight and construction.

In regard to flannelettes, retailers who disregarded the advice of the wholesale trade to place early are in a very awkward position. The mills have withdrawn most of wider width lines, so that comparatively few of the wholesalers are in a position, at present, to accept anything but small orders, as they cannot replenish their stocks. The shortage in Saxony flannelettes, particularly in whites, continues, and no very great quantity is expected, before Spring, 1908, business sets in.

High prices continue to rule, and many of those best able to judge state that Spring business will be booked at even higher figures than those now quoted.

Cottonade deliveries continue rather slow, while tickings and denims are fair.

1908 Ginghams.

Manufacturers have issued their new line of gingham samples and started showing to the wholesale trade about the middle of July.

Many wholesalers have placed orders for Canadian ginghams, which show, perhaps, less advance than any of the other Canadian cotton goods. The feeling of the trade is that first orders will be the only ones to go through on ginghams, and the retailer who wishes to procure a choice selection will be obliged to buy early.

Fall price list on ginghams will be issued early next month. The reason why Canadian manufacturers started showing samples so early was on account of foreign competition.

Whites and gray deliveries for Fall were slow. Prices continue high and steady, with no prospects of lowering for some time to come.

HAMILTON CARHARTT MANUFACTURER.

An Ontario charter has been granted the Hamilton Carhartt Manufacturer, Limited, Toronto, with a capital of $100,000, divided in $100 shares. The incorporators were: Hamilton Carhartt, Hamilton Carhartt, jr., Wylie W. Carhartt, T. C. Kinsella, all of Detroit, manufacturers, and Samuel C. Smoke, Toronto, barrister-at-law. The object of the company is "to manufacture, buy, sell and deal in clothing and the materials out of which the clothing and wearing apparel are made; to acquire from the Hamilton Carhartt Manufacturer the business which the said company is carrying on and is authorized to carry on by license granted to the said company under the Extra Provincial Corporations Act of Ontario."

A MILLION DOLLAR COMPANY.

A Dominion charter has been granted the R. Forbes Company, Limited, Hespeler, with a capital of $1,000,000, divided into $100 shares. The purpose of the company is "to acquire and take over as a going concern the business now carried on at Hespeler by The R. Forbes Company, Limited; to manufacture woolen, worsted, cotton, linen goods and material of all kinds and all descriptions of textile goods and materials, whether spun, woven, knitted or otherwise, and to buy, sell and deal generally in all kinds of spun, woven and knitted goods and materials, whether in a raw state or wholly or partly manufactured, and generally to carry on the business of manufacturers of and dealers in the above mentioned classes of goods in all its branches, and to manufacture all descriptions of machinery and appliances, and parts of same used or deemed useful in the production of the foregoing goods and materials, and for this purpose generally to carry on the business of foundrymen and machinists in all kinds of metals." The incorporators were: George D. Forbes, Manufacturer; W. H. Weaver, manufacturer, and D. N. Panabaker, book-keeper, all of Hespeler; V. H. Hattin, clerk; and Ada Caulfield, book-keeper, both of Guelph.

The McCall Co., of New York State, has been licensed in Canada to design and publish the Queen Dressmaker, and also all kinds of dress patterns.

TEXTILE
DOMINION
CO·LTD·

Ask Your Jobber

ABOUT

Canadian Wrapperettes

HE WILL SAY

"The honest quality of the goods and unusual distinctive designs create new business"

It's not too early to plan for your repeats. For your better trade, investigate the merits of these lines,

Empire Twill
Kimona

THEY SPEAK FOR THEMSELVES



Why not write for your assorting goods instead of waiting until the traveller comes round?

It saves your time looking through samples of stuff you don't want, to get what you do want, and not only this, but you get the goods by return, for we have them if they are to be had in the trade.

Suppose you sort up your household linen stock now, on the mail order plan.

We have a special department to look after Letter Orders. Try it.



The W. R. Brock Company, Limited
Montreal

A LITTLE THING TO ASK,
A BIG THING TO MAKE SURE OF.

When You Buy Cotton Linings
Ask to See Canadian Made Goods

You can increase your Lining Trade by a judicious selection from the range of our

Moire Percalines and Mercerized Satines

Your Jobber will be glad to show you the Goods.

The Montreal Cotton Co.
Main Sales Office, - MONTREAL

BUSINESS NOTES

ONTARIO.

American Tailoring Co., Ottawa; assigned.

A. Boyer, merchant tailor, Ottawa; assigned.

F. E. Charron, tailor, Alexandria; assigned.

F. E. Ellis & Co., dry goods, Oshawa; assigned.

Jones & Son, general store, Port Perry; for sale.

Sword Neckwear Co., Toronto; obtained charter.

R. A. Bryan, merchant tailor, Petrolia; assigned.

John Derbecker, general store, Neustadt; for sale.

Watson Bros., general store, Newington; dissolved.

W. R. Dawson, general store, Inwood; burned out.

Gormley & Co., dry goods, Arnprior; stock for sale.

E. A. Wooton, general store, Maynooth; burnt out.

Bertrand A. Paul, general store, Monetville; assigned.

R. J. Spence, men's furnishings, Haileybury; assigned.

S. & J. Richardson, general store, Hillsdale; assigned.

McKibbon Bros., general store, Milford; business for sale.

Laughland McPherson, general store, Oakwood; for sale.

P. W. Armstrong, general store, Jarvis; loss by fire, insured.

W. T. Fuller, general store, Watford; sold to T. F. Robinson.

W. J. Powell, general store, Belmore; sold to Wm. Mallough.

Hamilton Waddell, general store, Sombra; sold to W. C. Shaw.

James Johnston, dry goods, Kingston; advertising business for sale.

R. J. Spence, men's furnisher and tailor, Haileybury; stock for sale.

J. F. Keating, general store, South Woodville; sold to A. W. Every.

Hollinrake & Co., dry goods, Ingersoll; advertising business for sale.

Hollandrake & Son, general store, Milton; advertising business for sale.

London Hat & Cape Co., manufacturers, London; closing out business.

F. H. Brewster & Co., fancy goods, London; loss by collapse of building.

Albert Goldhammer, dry goods and merchant tailor, Owen Sound; assigned.

J. A. Carruthers, dry goods, Ottawa; assets sold at 51¼ cents on the dollar.

Warren Featherbone Co., London; sold to Read Featherbone Manufacturing Co.

H. Greenberg & Son (est. of), dry goods, clothing, etc., Lion's Head; stock, etc., and real estate sold.

Hamilton, Long & Co., men's wear, London; W. T. Hamilton and Jos. Long, proprietors; deceased.

QUEBEC.

C. Massie, dry goods, Montreal; assigned.

Acton Shoe Co., Acton; obtained charter.

Broadway Tailoring Co., Montreal; dissolved.

Fortier Freres, dry goods, Montreal; assigned.

Illustrated Post Card Co., Montreal; dissolved.

A. Bedard & Co., dry goods, Portneuf; assigned.

E. F. Fournier, dry goods, Montreal; assigned.

Alfred Pack, general store, Ocre River; assigned.

J. W. Harrow, general store, Heward; assigned.

A. Bedard & Co., dry goods, Portneuf; assigned.

Poinier Shoe Co., manufacturers, Quebec; registered.

J. E. Thibodeau, dry goods, Victoriaville; registered.

Gauthier & Roy, general store, St. Jovite; dissolved.

Dufour & Dufour, general store, St. Jerome; assigned.

F. Mc. D. Jacob, general store, Caughnawaga; assigned.

H. G. Thomas, clothing and shoes, Hamiota; assigned.

Goulet & Simard, general store, St. George; assets sold.

J. B. Quellet, dry goods and shoes, Athabaska; burnt out.

J. D. Brodier, wholesale smallwares, Montreal; assets sold.

Rabinowitz & Son, general store, Farnham; assets sold.

S. Moses, American Cloak, Montreal; assets to be sold.

Gibson Cotton Mill, Montreal; David Morrice, registered.

Ludger Touzin, general store, Lac Aux Saubles; assigned.

A. Dumesnil & Co., general store, Coteau Du Lac; dissolved.

Thibodeau & Francoeur, dry goods, Victoriaville; dissolved.

Collett & Talbot, millinery, Montreal; obtained extension.

Thompson, Rapelye & Co., general store, Moosejaw; sold out.

F. A. Thompson & Co., general store, Buckingham; assigned.

The Progress Manufacturing Co., blouses, Montreal; dissolved.

P. Rabinovitch & Co., wholesale furs, Montreal; compromised.

Malouf & Jarjour, wholesale dry goods, Montreal; registered.

J. Mooney & Co., general store, Islay; succeeded by Windsor & Lewin.

F. Campbell Wheeler, manufacturer clothing, Montreal; obtained extension.

The Canadian Hat and Frame Co., Montreal; Frank Leopold, registered.

Manifest Shirt Co., Montreal; Mrs. S. Faggan and Mrs. H. Faggan, registered.

The Joyal Knitting Co., Montreal; Edward B. Greenshields, president, registered.

A. Amyot & Co., manufacturers ladies' garments, Montreal; Mrs. A. Amyot, registered.

Bissonnet & Brodeur, men's wear, St. Hyacinthe; dissolved; Joseph Bissonnet continuing.

J. A. Tetrault & Co., manufacturers pants, etc., Montreal; Mrs. J. A. Tetrault, registered.

Cote & Lussier, manufacturers blouses, St. Hyacinthe; F. A. Cote and Napoleon Lussier, registered.

Brouillard & Nadeau, general store, Notre Dame de Bon Conseil; O. Brouillard and A. Nadeau, registered.

The Canadian Knee Pants Manufacturing Co., Montreal; Milley Schwartz and Max Schindler, registered.

Murray & Guilbault, manufacturers ladies' garments, Montreal; Alfred Guilbault and Thomas Murray, registered.

Bonneville, Gagnon, Cornellier & Co., general store, St. Remi; style changed to La Compagnie Bonneville & Gagnon.

The Berlin Mantle & Shirt Manufacturing Co., Quebec; dissolved, and new firm formed with Dr. Octave Larroix proprietor, style unchanged.

WESTERN CANADA.

John H. Redden, general store, Tyvan; assigned.

Meredith & Melville, general store, High River; dissolved.

Ruttan & Fitzpatrick, general store, Swan Lake; assigned.

E. N. Croker, general store, Brooks; succeeded by W. J. Ball.

Eaton & Co., general store, Sperling; sold to R. H. Waddell.

Brown, Longacre and Arthur, general store, Erskine; dissolved.

W. H. Peever, men's wear, Elkhorn; succeeded by S. McBurnie.

S. Chipperfield, general store, Abernethy; sold to D. B. Campbell.

J. E. Sullivan, general store, Herbert; succeeded by McCann Bros.

O. D. Fleming, general store, Penhold; succeeded by Geo. Fleming.

Butler & Cascaden, general store, Bradwardine; sold to W. Chapman.

C. M. Irwin, general store, Grayson; succeeded by Irwin & Winter.

C. Sugarman, dry goods, Strathcona; succeeded by Walter & McDonald.

A. M. Tarrabain, dry goods, Strathcona; succeeded by A. M. Terrabain & Bros.

Arthur J. Paquet, wholesale hats and furs, Winnipeg; succeeded by Paquet & Co., Limited.

BRITISH COLUMBIA.

Sears & Kendrick, millinery, Grand Forks; sold out.

John Jane, general store, Savona; succeeded by C. S. Burton.

Jones, Sanderson & Co., manufacturers office fixtures, Vancouver; business advertised for sale by tender.

MARITIME PROVINCES.

Keith & Plummer, general store, Hartland; loss by fire.

John B. Robinson, general store, St. Stephen; deceased.

J. T. G. Carr, general store, Hartland; warehouse burned, insured.

Miss M. A. Kelly, buyer of millinery for H. G. Marr, Moncton, N.B., sailed on the Empress of Ireland, and will spend two months in London and Paris in preparation for the Fall season.

How You Can Make Your Underwear Department Pay Better



Pen-Angle UNSHRINKABLE Underwear

You are looking for the greatest possible value for your money. The manufacturer who can give it to you, gets your trade and holds it.

It's just the same with your customers—they stick with you as long as you give them more for their money than your competitor does.

Now, the biggest underwear value you can give your customer is Pen-Angle.

That trade mark means the best yarns, most careful knitting, perfect fit and it is unshrinkable.

Those who have once worn Pen-Angle underwear cannot be satisfied with any other kind. Made in all styles, fabrics, and sizes for men, women and children.

Pen-Angle Underwear will not only bring you new customers, but it will hold the old ones.

We want you to see our latest lines. We know you will decide that Pen-Angle is the kind of underwear your customers want.

PENMANS LIMITED

of PARIS - - - CANADA



Men's Furnisher and Clothier

Energy

The serious and long-continued depression in the weather and in trade will have the effect of making many outfitters cast about for a remedy, says Men's Wear. There are probably few tradesmen who do not feel the need of making a special effort to counteract the damage done by the wet season. What are the best means of regaining lost ground—or raising lowered returns? The question will be answered, of course, in countless different ways according to each man's individuality and circumstances. But all will agree on the need of renewed energy. Energy, however, is not a quality easily commanded at will. Though it is often the one step between mediocrity and genius, the one bridge from failure to success, the step is not taken, the bridge is uncrossed To tell some people to be energetic is equal to advising them to be rich, powerful, lucky, or stout. They would like to be more vigorous, but, even in the face of declining trade, seem unable to shake off natural indolence. Their windows might be dressed just a little better, the stock might be just a little better assorted, the customers might be a wee bit better served. But a cursed sceptical apathy dulls their spirits and clogs the business wheels.

It is fortunate for some of us, however, that energy can be acquired. "He alone has energy that cannot be deprived of it," is a false proverb. On the contrary, an energetic man can become indolent, or an indolent man can become energetic. The best plan for the too nonchalant person is to try and overcome his listlessness by steady, deliberate method. Observation of busy men tends to show that most of them have some strong incentive to action. The strongest incentives are nature, necessity, health and habit. If one is not energetic by nature it is useless to bewail the disadvantage. The better way is to try to acquire by patience and practice what niggard nature has denied. Perhaps the best way to do this is to always keep clearly in mind the necessity of sustained effort, the need of preserving the health as carefully as possible, and the advantage of good business habits. If the fact that necessity is the great spur to



WILL J. WHELAN'S, Quebec.

action is constantly remembered it will bear good fruit. The thought will make work easy, and even welcome. The more thoroughly the need of doing a given action is realized, the more quickly even a lethargic man will do it.

It will, therefore, greatly help the naturally indolent to cultivate a strong sense of the need for action. This should be strengthened by as many reasons as can be gathered together or conjured up. Let the mind dwell on the advantages of industry. Whip the brain with fears of the penalties of laziness. Dread the scorn of the hard worker. Preach to yourself daily and hourly. Stifle any whispering temptation to shirk. Scout any plausible pretext to neglect duty. Have bright, clear aims and encourage a feeling of loyalty to them. Get enthusiasm and feed it well. Regard work as a blessing, or as a pastime in which to take pride and delight. Think of it as a providential preventive of monotony and madness. Realize the uncertainty of the future, the dangers of delay, and cultivate an anxiety to provide for old age. Foster a healthy spirit of discontent. Grow some ambition and develop a friendly but keen rivalry against your competitor.

Health is usually essential to energy. It is not so much beyond our control as is sometimes imagined. To become or to remain energetic it is necessary to strictly safeguard one's health. Instead of being the merely moral or mental virtue usually supposed, energy often depends on the healthy activity of the vital organs. To maintain this activity should be the constant care of every person especially if not blessed with a naturally vigorous constitution. A flow of energy is the almost invariable result of the heart, stomach, skin, lungs, liver, and kidneys working harmoniously. Whatever impedes the free action of these organs stops energy. Doctors tell us that cleanliness by frequent bathing, moderation in diet, and adequate fresh air and exercise are the main requisites to a healthy body. Indolence is sometimes wrongly attributed to a sluggish liver. Unwonted lethargy can more often be traced to over-feeding or unsuitable diet. A sluggish liver, however, should never be permitted to depress or control the energies of the mind. Rather let the brain dictate a course which shall doctor the liver. Any natural weakness must be counteracted by extra care. Energy is largely imitative, being often stimulated by its appearance in others. It is generative. Energy breeds energy. Indolence is a disease frequently cured by work. The chief bar to action is the start When a start is made the half-dreaded task or duty often becomes a pleasure.

Habit is a great help to energy, because it creates a sort of conscience which pricks us when we break the habit. It acts as an automatic monitor. This is one strong reason for forming good, active habits and discarding slothful ones. A rule may be but an artificial aid. It may be broken occasionally. But it is better than no aid at all, even if sometimes departed from. It is wise, therefore, to consider the natural result of present habits and how those habits may be improved. Good habits help to prevent waste of energy. To conserve is often as important as to create. Energy, like other stock, needs to be well kept and well displayed.

A SPLENDID HABERDASHERY.

Will J. Whelan's splendid store at Quebec, which is illustrated in this issue, was built in March, 1906. The front, window sides and backgrounds are of rich mahoghany. Bent plate glass is used at the entrance, with only one-inch upright in front. The curtains are of silk, pleated. In the window on the right is a line of fine all-silk underwear. The base of this window is green. The other contains neckwear, in green, with large spots. The base is a dark cardinal silk plush. Mr. Whelan caters to the best trade.

Shirts and Collars

Show Some Stiff Bosoms for Fall—Pay More Attention To Large Sizes.

When the Fall selling season opens up The Review would like to see stiff bosom shirts included in the display of every retailer. Surely there is no one who does not recognize that a great deal more business would result from the establishment of a sharp distinction between the shirts for Spring and Summer and those for Fall and Winter.

Carrying an ample stock for all kinds of trade is another way of getting and keeping a good shirt trade. Yet this carrying of big stocks has been a retail bugbear for a long time. Perhaps the fault with the dealer lies in the direction of catering too much to young men's trade which means only a full stock of the most-called-for sizes. But when it comes to fostering the trade of large men and inviting their patronage with a goodly choice of patterns, staple and nobby, most dealers shy at the size of the stock such an assortment menas. And yet most such dealers avow their belief in the commercial truism that "if you want to get the business you have got to have the stock when people call for it." If more men's stores and departments had a nice assortment of styles in sizes from 16½ to 18 they would do more business in shirts, and it is the big end of the retailing of furnishings for men. And why not make a specialty of stouts in shirts? If the dealer is located in a town that is large enough to make the fat men's trade on shirts worth while, why not get it? It is on the large sizes that most of the custom trade is dependent, and wholly because big men cannot get what they need in ready-to-wears, excepting, perhaps, in whites and a few staples at some few stores in the very large cities. It would pay for at least one dealer in a town to become famed as headquarters for big men's shirts in nobby patterns up to size 18, or say 17.

Next Spring's Colors and Patterns.

New York advices say: Beige is the best new shade for next year. It is a buff, and whenever such brownish or tan tints come in green comes to the front as a complementary color. Consequently, beige and green are favorites in the buying. In patterns the leaning is toward broad effects in stripes and cluster stripes, and figures. Plaids and checks have dropped to staples in cheap grades.

Neckwear

Colors Most Popular in Spring Will Lead Again for Fall —Not Many Bright Colors.

There is nothing startlingly new in neckwear for Fall, but the lines are very attractive, nevertheless. Brown, in the lighter shades, has made an appearance, but The Review does not anticipate any kind of a run on it. The colors most popular in the Spring are likely to be the best sellers.

According to neckwear manufacturers, brighter colors should have been here long ago, and now their arrival,

COLOSSUS

THE BIGGEST SHIRT MADE

Josh Billings once said, "Konsider the postage stamp my son. Its usefulness konsists in its ability to stick to a thing till it gets there." We have made "COLOSSUS" Shirts and Overalls our special study and stuck to it. This explains our phenomenal success. Sales of "Colossus" garments were enormous last season. For next year we expect all records broken.

A good many people were disappointed in not getting their repeats last season. Our original orders for these dependable garments being so much larger than any previous season that we were able to accept but few repeat orders. For this season place your orders early, all you think you can sell; repeats will be hard to get.

Samples are now in the hands of all wholesalers, and they are better than ever before.

in anything like force, must be deferred to next Spring, at any rate. Of course a few lines with more than ordinary life in them are seen among the Fall goods, but the more sombre shades still hold the market. They will continue to do so as long as waistcoats have the long opening, and, in consequence, a large cravat is necessary.

Goods with self figure will be much more acceptable than those of plain material.

The three-inch four-in-hand is again strong.

For some time neckwear values have been away below former standards, and the merchant who has exerted himself to sell higher priced lines than before is the one who has made most money and, besides, has been able to satisfy his customers. Very probably he did not imagine how easy it could be done until he tried. There are others who go on at the old pace and are afraid to depart from it. Goods to retail at 50 cents are the best that they carry, while competitors, with little better opportunity than they, have raised their standard until they are now handling lines as high as $1.50.

Ready-to-Wear Clothing

Somebody in Every Town is Going to Make Money Out of This Department.

The ready-to-wear clothing industry in Canada has shown great progress during the past five years, and the development in the next five years will be even greater. No other branch of the men's wear trade offers such a large field, and the manufacturers who make the best garments, and the retailers who handle them, are bound to profit very materially. In the United States the great bulk of clothing is ready-to-wear. It looks just as well as the product of most of our merchant tailors, and there is a very considerable difference in price. Scientific methods in designing are the whole thing. When they attain a higher standard here nearly all of us will buy ready-to-wear clothing, and be able to have two suits for very little more than we now pay for one.

Somebody in every town is going to make money out of this department, but he has got to start in right away and carry only such goods as he will not be ashamed to show to dressy customers.

Fall orders, as we have previously stated, are heavy, and factories are very busy.

Hats

On account of the straw hat season not opening up until late, cut prices were not inaugurated as early as usual, although they should have been held off for some time longer. Stocks in no instances were heavy, and clearing sales might well have been deferred until after August 1 at least. This would have meant full profits on quite a lot more goods, for the weather continued fine and fairly warm. Some of the most prominent of New York retailers got together and discussed this point, with the result that they all signed an agreement not to reduce prices until after a certain date. This move should have a splendid effect on the retail trade generally. The idea should be taken up in Canada.

There is no change in the styles for Fall. The black stiff hat of the shapes popular last Spring will hold the demand.

SHALL COURTESY BE RESTRICTED?

Doubtless the average merchant would regret the slightest suggestion of placing limitations upon the degree of urbanity to be accorded patrons as a straining after a subject of debate. Unquestionably, too, he would not be disposed to bestow much thought upon the proposal that visitors to the shop be treated with scant courtesy if their purchasing propensities are not of the most desirable sort.

Yet the fact remains that the question is one which is claiming the attention of haberdashers and others not alone in this country, but also abroad. Recent issues of English trade journals have contained numerous references to the part politeness should play in business. And be it said, the comments have been varied, and quite emphatic on one side as on the other. Some have contended that commercial transactions do not call for more than ordinary civility; that a man gets what he pays for; that the merchant is in no way indebted to him for his patronage. It has been argued, also, that too frequently this quality of politeness is overdone, and the clerk or the proprietor who puts himself in the light of one who must affect an extremely affable manner in order to hold his custom thereby detracts from his shop's reputation as a place where value-giving alone is relied upon to hold trade.

Now appears a prominent haberdasher with a plea for a change of tactics on the part of his fellow merchants. Says he:

"You may discuss this matter eternally from the standpoint of propriety, and different men will still be of different minds. What I maintain is based upon practical operations. I have seen many a man enter a shop and buy one collar. The salesman's face would beam. He would draw forth a mirror and aid the purchaser in adjusting his cravat. In fact, in every way the merchant has impressed me as appreciating highly that man's custom when he knew absolutely that his visitor bought only when he felt it unavoidable, and then in the smallest possible quantity.

"Now in England such a man would mighty soon be made cognizant of the fact that no great value was placed upon his custom. If he repeated the offence several times the merchant would make his opinion so apparent the man would go elsewhere the next time.

"I believe that such an attitude toward the chronically small buyer should be encouraged. I believe we could create a new conception of business, one that would make men hesitate to play the 'cheap' act with us when they are extremely free with their shekels in the cigar store and elsewhere. Mind you, I do not advocate a coarse, rough treatment of anyone, yet I believe that by his manner the merchant and his salesmen may indicate their sentiments towards those who make a continual practice of buying the smallest amount of merchandise possible to carry them through the day or week."

With all due deference to this view, we incline to the belief that whatever be the policy pursued abroad, the Canadian people, to speak bluntly, would not stand for it. They are remarkably independent. They realize how keen competition is, especially in the large cities. They are given to resenting distinctions of dollars or class. What they must have is careful, considerate handling. If this is not to be found in one shop they will hie themselves to another. And in the long run, the establishment of such a practice would, we think, merely tend to emphasize the democracy of the department stores, which to-day are cutting deeply into the trade of even the most exclusive shops and where all men are on equal footing.

Mohair Shirts

The REAL THING for warm weather.

TO SEE ONE IS TO WANT ONE

Write for samples of this line and others of the celebrated Hagen Shirt

Trade Hagen Mark

THE HAGEN SHIRT AND COLLAR CO., LIMITED

Head Office: Berlin, Ont.

FACTORIES AT BERLIN AND PRESTON

WREYFORD & CO., Romain Building TORONTO

Wholesale Men's Furnishers

We are Selling Agents for following English manufacturers:



Young & Rochester

Fine Shirts in Zephyr, Oxford, Silk and Wool.
Dressing Gowns and House Coats.
Latest Shapes in Collars.
Novelties in Neckwear.

New Vests for Fall and Spring, 1908

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery,
Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

Cellular "Aertex" Underwear



ALL WEIGHTS NOW IN STOCK

The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

A. L. Thomas, Glove Manufaoturer

WORCESTER, ENGLAND

Let us quote you on Cape Gloves—good $10.50 line stocked in Toronto.

Our travellers start August 20th with full ranges for Spring, '08, and novelties for Christmas.

Our stock is still well assorted for Fall in Flannel Shirts, Sweaters and Underwear.

S. M. CO. SHIRTS

MADE IN FOUR SIZES

Slender Men's, Small Men's, Medium and Large

(ASSORTED NECKS IN EACH SIZE)

THE ONLY READY-MADE SHIRTS THAT WILL FIT EVERYBODY

WILL WASH WELL
AND
WEAR WELL

Try "KAPEG" Quality

Flannel rendered unshrinkable with a small admixture of cotton in the yarn.

Notice the red trade mark on every shirt ☞

S. M. Co.
REGISTERED

ASK YOUR WHOLESALE MERCHANT OR WRITE TO

The S. M. Co., Limited, ROMAINE BUILDINGS, TORONTO OR 32 DANTZIC ST., MANCHESTER, ENG.



BUYERS OF

RAINPROOFS

Should get those proofed by the

'Cravenette' Co., Ltd.

and stamped

REG° TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" Co. LTD

The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

DUSTPROOF

AS WELL AS

RAINPROOF

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the trade.

Trade Inquiries

Since the publication of the last report there have been received the following inquiries relating to the Canadian dry goods trade. The names of the firms making these inquiries, with their addresses, can be obtained upon application to "Superintendent of Commerce, Ottawa." Please quote the reference number when requesting addresses.

701. Cloths and dry goods—An importing house in the city of Altamira, Mexico, wishes to make connections in Canada for the purchase of cloths and dry goods.

705. Agent—A Yorkshire firm is desirous of appointing a reliable agent in Canada for the sale of their goods —wools of various classes, tops and noils, etc.

755. Yarns—An old-established Yorkshire firm, manufacturing fingering yarns for hosiery, knitting, etc., inquires for Canadian buyers.

771. Yarns and cleaning cloth—A Lancashire firm of spinners and doublers will be glad to furnish samples and prices of knitting and carpet yarns and cleaning cloth to Canadian importers.

THE SWORD NECKWEAR CO.

An Ontario charter has been granted The Sword Neckwear Company, Limited, Toronto, with a capital of $40,000, divided into $100 shares. The incorporators were: Alex. Macdonell, A. C. McMaster and A. C. Bedford-Jones, barristers-at-law, and F. H. Lytle and R. W. Hart, students-at-law, all of Toronto. The object of the company is to manufacture, buy, sell and deal in neckwear of every description, men's and women's furnishings, garments and clothing and dry goods of every description, and for that purpose to acquire the business carried on by Johnston & Sword."

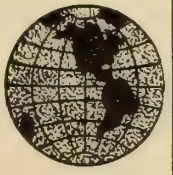
GUELPH OIL CLOTHING CO.

An Ontario charter has been granted the Guelph Oil Clothing Company, Limited, Guelph, with a capital of $50,000. The incorporators were: George McPherson, John A. McPherson, R. E. McPherson and G. A. McPherson, manufacturers, and Sarah Jane McPherson, married woman, all of Guelph. The object of the company is "to carry on the business of manufacturing oil clothing, tents and awnings."



GLOBE SUSPENDERS

New Fall Lines Ready.
Samples tell the story.



Globe Suspender Co., - Rock Island, Que.

J. ALPHONSE OUIMET,
3 Notre Dame St. East, Montreal

L. O. PAQUETTE,
70 Church St., Quebec

Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. *Exclusive Patterns.*
Measurement Blanks, Samples with full particulars upon request.

The Smith & McKeown Shirt Mfg. Co. LIMITED

16 COTE ST. - MONTREAL

Oxford Homespuns and Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, P.Q.



Harvest Time
IN
Overalls and Working Shirts

Write for our prices and samples.
A Line of Quality.

THE ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

When writing to advertisers kindly mention having seen their advertisement in this paper.

"THAT'S FROM THE MENZIE LINE"

A sure-sale recommendation—
your customers know what it means.

The extensive advertising of "MENZIE LINE" Wall Papers insures an increased demand;
Their merits,—their superiority in design and coloring, are recognized throughout Canada.

If you want the trade, handle "THE MENZIE LINE" and let the people know it.

Samples sent on Request.
THE MENZIE WALL PAPER CO., Limited
TORONTO, CANADA

Housefurnishings and Decorations

The Carpet Trade

Retail Business Exceptionally Brisk During July—Some Suggestions for August.

Retail activity continues, notwithstanding the fact that this is the season when most people take their vacations. Many merchants state that business is exceptionally good, and, in some cases, extra hands, employed for the Spring rush, have been retained.

In the large carpet and rug departments, particularly in Montreal and Toronto, the Spring business was fully double that of last year.

Retailers have been pushing the sale of rugs and mattings suitable for Summer.

Timely Suggestions for August.

Summer months are proverbially the quiet period in the carpet department. However, this period can be much improved if the right procedure is followed. The concensus of opinion among the leading buyers of Montreal and Toronto is that before the arrival of carpets selected for Fall, discounts, which are generally started in June, should continue throughout August, if old stock is not satisfactorily cleared out. Discount sales, ranging from ten per cent. up, according to the desirability of the lines offered, have been found helpful, and good business policy. Some stores, however, prefer to quote net prices during these months. Merchants who continue discounts throughout August find at the time of the arrival of Fall selections that the department is in every way ready to receive and display new goods to advantage, and old stock, which otherwise would have lain over till the next sale, has been converted into ready money.

Most travelers have now returned, and good orders have been booked throughout the country, Brussels, Wiltons and Axminsters have sold well, in soft tones of green and fawn. Wood shades have also met with marked favor. Taking all in all, both domestic and British manufacturers are well pleased with results obtained, and will, from now on, prepare lines for Spring, 1908.

Carpet Situation in England.

The carpet situation in England just now is good. Manufacturers are busy bringing out new lines for next season. There are no changes in the price column, but an advance is prophesied some time during September. Spinners are exceptionally busy on both domestic and foreign requirements. Conditions with the spinners are no worse than they have been within the last half year. Deliveries have been slow, and, as far as can be seen, there are no prospects of better for some time to come.

A number of wholesale carpet buyers are now in England placing for Spring, 1908.

Greens and fawns, also wood shades, will again be favorites for next year's trade.

Rugs.

Rugs continue in popular favor, and year by year they are coming to the fore as a valuable, as well as convenient, floor covering.

There has been quite a demand for domestic manufactured lines. Ingrains and unions seem to be improving in variety and quality of design, and to be advancing considerably in popular favor. Brussels, tapestry and ingrain squares are to the fore, as are also the different varieties of pile carpets. Quite a feeling has been evinced for Wilton and Smyrna rugs. While the sale of oriental rugs has been good, with the better class trade, these lines continue very scarce, and as a result prices are high.

China and Jap. Mattings.

Matting continue in good demand throughout the country. Retail stores are still displaying these lines to advantage. Chinese mattings, in many quarters, are not viewed with the same favor as are the Jap. lines.

Among other Summer lines fibre carpets and rugs are enjoying very good sale, in Montreal and Toronto retail houses. These are being pushed for use in Summer cottages, in many instances, and results are quite satisfactory.

Representatives of many of the large retail establishments in Montreal are now in Europe, having left at different times during June and July.

Oilcloths and Linoleums

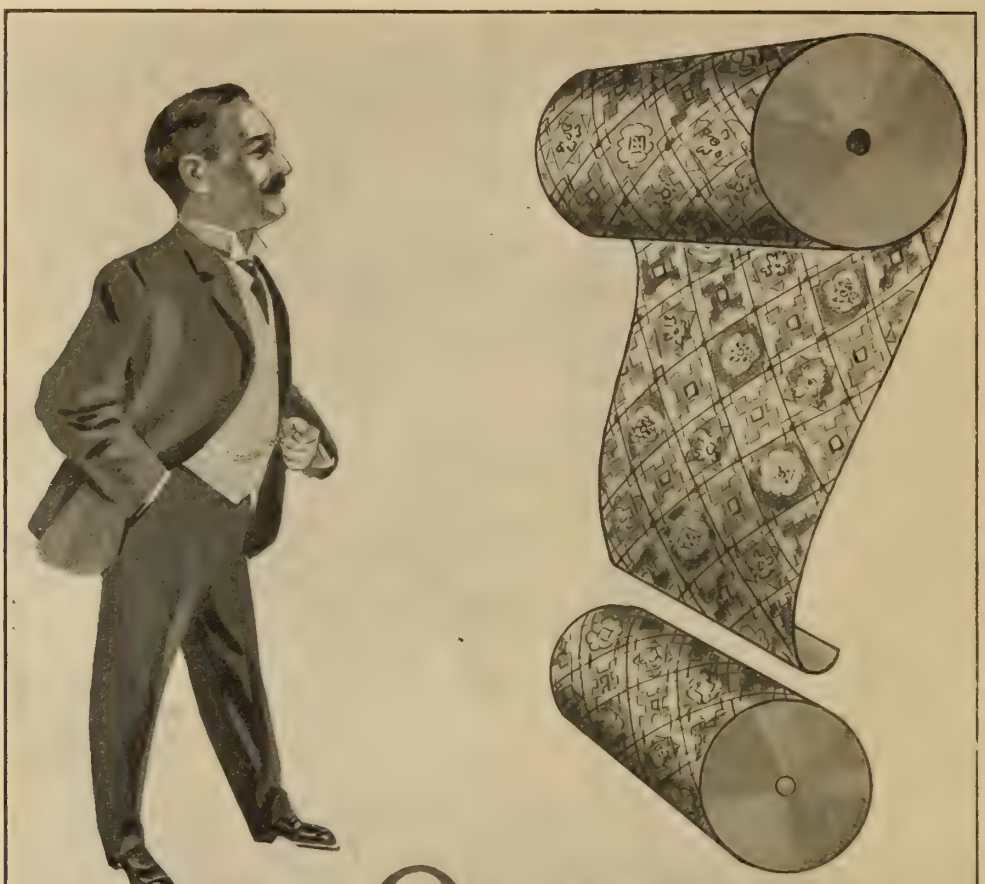
An Advance of Five Per Cent. on Domestic Lines—Some Suggestions.

Oilcloths and linoleums have a wide field, which no other floor covering will satisfy. Their usefulness is now being fully recognized more than ever. In the Summer, particularly, when the sale of carpets is practically at a standstill, they can be featured with great profit to the department. They are so attractive and fresh in appearance, and yet so seasonable in price that it is easy to make a sale to a customer who is renovating the house at all.

The call for this class of goods can be made steady by a little pushing. There is no time of the year when oilcloths should not be good stock. The uses for them are of wide range. In stores, advantage should be taken of the quiet season to make any necessary changes. Suggestions on the matter of putting down linoleum would meet with many responses. In houses, too, various rooms and halls are covered in this way.

The Summer as it advances is sure to reveal many

FLOOR OIL CLOTH



LINOLEUM

THE QUESTION OF OILCLOTH

This is a query which concerns every buyer in the country.

Our new range will surpass anything yet shown, containing as it will the latest in patterns and colorings. Our designs have the advantage of being drawn by our own artists to suit the home trade.

We recommend buyers to delay purchasing elsewhere till after an inspection of our collection, which will be in the hands of the wholesale dry goods trade in the near future.

THE DOMINION OIL CLOTH CO., LIMITED

MONTREAL

WATSON-FOSTER
AND
WALL PAPER



The Sample Line for 1908 is coming your way with

EVERYTHING IN IT "YOUR WAY"

Variety, Color-Effect, Original Artistic Combinations

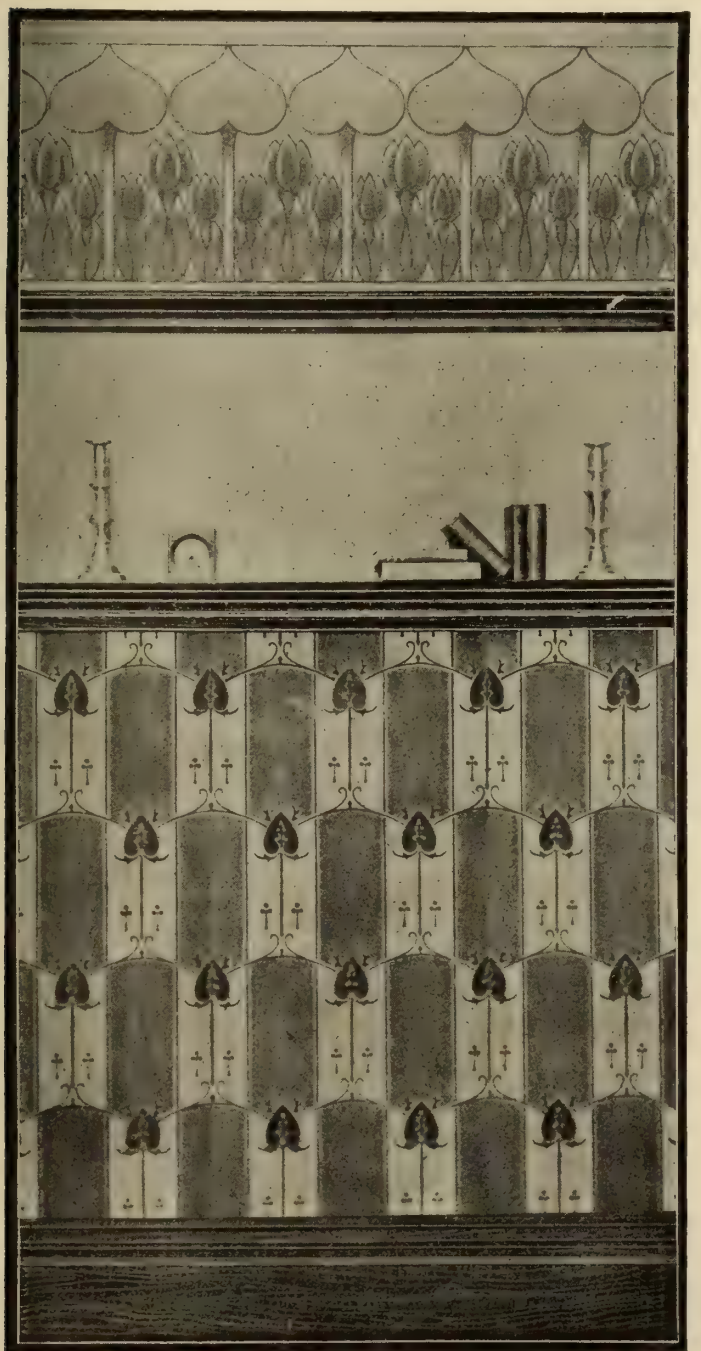
and

PRICES which can never be repeated

THE WATSON-FOSTER CO., Ltd., MONTREAL

spots which need recovering. Rough usage during hot and dusty Summer months plays havoc with the carpets and oilcloths. Suggest the removal of these coverings by showing samples of the new patterns. By this means the need will be brought forcibly to the attention of customers. Oilcloths in a house never look half so shabby until new samples are put before a prospective customer. People will forget their need for house furnishings during the Summer months unless they are constantly reminded that such goods are still for sale. Continual driving is sure to be rewarded by sales which have been formerly neglected during the Summer.

Domestic lines of linoleum, floor oilcloth and table oilcloth averaged an advance of from 4 per cent. to 5 per cent. in a new price list sent out to the trade on July 10th by the Dominion Oilcloth Co., Montreal. This



Hanging 726, Freize 1703, Filler B 3—An artistic combination for a library, and a correct pattern for a hall or a semi-public interior; Shown in varied stained color effects, quite out of the ordinary. The Watson Foster Co.



Hanging 698—Something ont of the ordinary which lends itself to an upper treatment, and in colorings of varied strength most useful to both dealer and decorator. The Watson Foster Co.

advance has been foreshadowed in The Review and is the outcome of the firm conditions existing in all raw material markets, and the high price of labor. The cotton situation has also made it difficult for Canadian manufacturers, but jobbers state deliveries of table oil cloths are fair. The new price list of the Dominion Oil cloth Co. is given. Many lines are unchanged, but the rough advance averages about 5 per cent.

LINOLEUM

				8-4 Plain	8-4 Printed	16-4 Plain	16-4 Printed
A	Quality, per	Widths square	yard	.63	.66	.68	.74
B	"	"		.53	.56	.58	.64
C	"	"		.42	.44	.48	.50
D	"	"		.35	.35	.42	.42
E	"	"		.29	.29	.....	.35

FLOOR OILCLOTH

No. 1 Quality, per square yard	.33
No. 2 Quality, per square yard	.26
No. 3 Quality, per square yard	.21
Mats or Rugs, No. 2 Quality	.30

CANVAS STAIR OILCLOTH

Widths	2-4	5-8	3-4	4-4
Canvas back, per lineal yard	.10½	.13½	.16	....
Painted back, per lineal yard	.13	.16	.19	.23

Length of pieces 30 yards.



Combination No. 1826—Designed specially for Stauntons Limited, by a leading Berlin, (Germany) designer. An original and striking design, giving splendid possibilities for effective wall paper color effects.

TABLE OILCLOTH

	5-4	6-4
Fancy Mosaics, per piece of 12 yards	$2.10	$3.00
Fancy Woods, per piece of 12 yards	2.10	3.00
White Marbles, per piece of 12 yards	2.30	3.25
White Muslin, per piece of 12 yards	2.30	3.25
White Muslins, Printed, per piece of 12 yds.	2.30	3.25

SHELF OILCLOTH

Shelf, per piece of 12 yards, 11 inches wide	.60
Shelf, per piece of 24 yards, 11 inches wide	1.20

COTTON STAIR OILCLOTH

	15 in.	18 in.
Muslin back, 50-yard pieces, per yard	.06½	.08½
Duck back, 40-yard pieces, per yard	.10½	.12½

The demand still continues for the better grades, ranging in price from 40c per square yard up. In wholesale circles the feeling has been exceptional for florals and blocks, and in inlaids, which continue in popular favor, wood shades predominate.

Quite a feeling has also been experienced for cork carpets in both plain and printed. These are all stated to represent the highest quality in material and manufacture, and a retailer cannot go wrong in stocking some of these lines.

Wall Paper

With the beginning of July, travelers for wall paper concerns commenced their new season. For months the factories have been busy working out and printing new designs, and preparing their books of samples. From the range inspected by The Review representative, they can go on the road with the full consciousness that they have this year the best that has been ever shown, and that the retailer has very little opening to offer criticisms.

In the new samples there is an attention to purity of color, symmetry of design, suitability of color to design, and to novelties that greatly excel last year's offerings. The developments of the new ideas are shown in crown and panel patterns. Small embossed patterns are also to the fore. Quite a feeling has been expressed among the manufacturers for stripes.

Among the principal colors brought out are brown, in all shades, greys and fawns. Gold and silver will also be seen. Self tones will also be shown to a large extent.

MOOSE JAW.

M. J. McLeod, dry goods, who established in Moose Jaw some twelve or fifteen years ago, and worked up one of the most successful dry goods businesses in the west, has sold to Hamelin Bros. It is currently reported that Hamelin Bros. have in view the establishment of a large distributing house as well as the retail business now carried on by McLeod.

The cement foundations for twelve new stalls in the C.P.R. roundhouse have been completed. The brick work is now in course of erection. This enlargement is found necessary to accommodate the ever-increasing traffic in and out of Moose Jaw. Being a divisional point, locomotives and crews make their home here, running from Moose Jaw to Brandon and back; from Moose Jaw to Portal and return on the Soo line, and from Moose Jaw to Swift Current and return. The new traffic over the St. Paul-Spokane line adds much to the regular traffic.

In order to take care of the rolling stock which centres here, it is found necessary to increase the machine shops in the C.P.R. yards. The heavy concrete basement walls for a new machine shop, 66 x 96 ft. have been laid. The superstructure is being rushed to completion. This, when completed, will give employment to at least thirty or thirty-five more men. The Moose Jaw-Edmonton branch of the C.P.R. now running to Tuxford, fourteen miles out, will have the track graded to the fiftieth mile post by the end of September. Last reports indicate that the track will be laid and the cars running to take out the

farmer's crop this year. The only difficulty in the way is the scarcity of railway supplies, chiefly ties.

The new Perry hotel, solid brick, which will accommodate about 100 guests, is nearing completion. The roof is going on, and it is expected that the hotel will be opened in the course of six weeks.

Just opposite this new hotel, is the new solid brick block going up, which will be the finest block in the city, 80 x 90 ft., three-storeys above basement. This will be occupied by four stores, offices on the first floor, and a public hall in the upper storey. It is being erected by Messrs. Ferguson & Matthews, wealthy old timers of Moose Jaw, who will spare nothing in making stores, offices and hall up-to-date in every way.

Since the seed was put in the ground, the oldest settler has never experienced so favorable a season for germination and growth. There has been ample rainfall from time to time, with warm weather, and to-day travelers from all over the Northwest report that the stand and prospects of a crop are more favorable in the Moose Jaw district than in almost any other part of Canada. It is generally admitted, however, that the crop is two weeks later than usual at this date, but the scale of the season has evidently been moved backward two or three weeks, so that farmers expect September to be their busy harvest time without danger of frost.

Business in all lines is reported fair—a good stiff business, nothing panicky. One-half of the citizens of Moose Jaw being wage earners, employed by the C.P.R., their monthly wages are sure. This always holds the business in Moose Jaw in a healthy condition, especially as it is a cash business.

STAUNTON'S COLOR TREATMENTS FOR 1908 ARE SUPERB

All Goods 16 yds. to Double Roll.

Excellence of Workmanship, the use of materials of Highest Quality, combined with Skilful Color Manipulation gives a Face Value which is far above that of similar grades of other makes.

This conspicuous Face Value costs you nothing, but you get an extra profit if you handle

STAUNTON'S WALL PAPERS

Salesmen are showing new samples---Wait for them. If in a hurry, a post card to us will hasten his call.

STAUNTONS Limited

MAKERS OF SUPERIOR WALL PAPERS TORONTO



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TORONTO



WHY NOT SELL CARPETS?

No stock to carry. No waste—no loss. No old pattern at end of season. Increased trade—more customers. Added profits each year.

Without extra selling space, with no stock to carry and with the slightest amount of investment you can make a profitabfe addition to your business.

We will supply you with samples (1½ yards long) of new season's Floor Coverings, by which means you will have on hand patterns of Brussels, Velvet, Tapestry, Wool and Union Carpets, Rugs, Linoleums, etc., to show. We carry the stock; you will never be loaded with out-of-date, unsalable goods. We cut and make up any quantity, any size. Prompt service.

Write us for terms and exclusive territory at once.

Address "Cut Order" Carpet Department.

The Adams Furniture Co., Limited, - - Toronto, Ont.

Imperial Carpet Co., Limited

60 Front St. W.

TORONTO, - ONT.

In stock for immediate delivery:

Axminster, Linoleum
Wiltons, Mattings,
Floorloth, Brussels, etc.,
Inlaid Linoleum, Tapestry,
Cork Carpet, Ingrains,

In Body, Stair and Squares.

We are offering many of the above lines, "at old prices."

Write for quotations. We gladly send samples.

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognised by the Trade of the world as the most reliable and salable shading made for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:

SYDNEY MOSS,

Nordheimer Bldgs., 8 Colborne St., TORONTO

Any Boy Who Has ONE Cent Can Turn it Into

$ 10 $

One cent invested in a post card to us will bring you information about how we start you in business, so that you can earn money for yourself. You can make plenty of pocket money all the time—money you will enjoy the more because you made it in business for yourself. Hundreds of boys are doing this. SO CAN YOU.

No Money Required — We Furnish Capital

We also give prizes. There is a prize for every boy whether he lives in a large city or a little village. Very fine prizes have gone to fellows in small places. Don't delay a minute. Write us to-day. A post card will do.

The MacLean Publishing Co., Limited, 10 Front Street East, Toronto

Geo. H. Hees, Son & Co.

LIMITED

Toronto,
52 Bay Street

Montreal,
Corner Peter & Recollet Sts.

OUR TORONTO FACTORIES







MANUFACTURERS OF

WINDOW SHADES

Curtain Poles
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers

Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

LACE CURTAINS

We make a specialty of Lace Curtains both of our own make and imported.

Prices from 25 cents a pair to $25.00 a pair.

N.B. Keep handy our new Catalogues and Color Books.
Mail Orders Receive Prompt Attention.

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.
LIMITED

A Perfect Marcel Wave

The Magic Curler



Curls and waves the hair beautifully in 10 to 15 minutes while you are dressing or travelling or at any time without heat or bother. Millions sold.

FOR SALE BY ALL WHOLESALE DRY GOODS AND SMALLWARE DEALERS IN CANADA.

Large card, 5 curlers on card, 25 cents.

Small card, 2 curlers on card, 10 cents.

Magic Curler Co. of Philadelphia

SOLE AGENTS FOR CANADA:

Dieckerhoff Raffloer & Co. of Canada, Limited, TORONTO—70 Bay St. MONTREAL—301 St. James St. WINNIPEG—Silvester Wilson Bldg.

FANCY GOODS AND NOTIONS

In large city stores the fancy goods and notion department is quite active, considering the season of the year. Throughout July, and up to the present writing, all large stores have made special efforts to catch the tourist trade.

The comb trade continues good, cut steel lines are much in demand. Three piece sets are selling very well. They are put up in attractive boxes and this has a good effect. Many new designs are now being brought out for fall and holiday trade.

Among the latest novelties being shown in the comb line is a small barbarrette. It comes in sizes from one-half inch to two and three inches, and can be had from jobbers to retail at from 10 cents to $2 apiece. The merchant who endeavors to keep up with the novelties should stock a few of these.

Sets of two side combs, set with brilliants, and beautifully finished, are popular.

Among the notions, with which the counters are packed, are belt and pad hose supporters, with four straps of fancy frilled elastic. The colors are white, sky blue, rose pink, cardinal and orange.

Hair pads, linen tape measures, twill covered featherbone, mending wool, buttons, are a few of the multitude of articles on display. The notion section draws large crowds, and helps sales in other departments as well.

In the handerchief department varieties are large. Trade runs strong on the Irish linen hand-embroidered variety, in very dainty designs, to retail from 35 cents to 75 cents. Irish linen hand-embroidered initial handkerchiefs with neat wreath, retail at 25 cents each. One large Montreal store recently sold a large lot of handkerchiefs bearing the words, "The thistle, shamrock, rose entwine the maple leaf forever."

Picture post cards are in greater demand than ever, and there seems to be no indication that the trade will fall off. Views and scenes continue in popular favor, but comic and sentimental cards are not up to the mark.

Seeing that washing and lingerie waists are to be good this fall and winter, embroidered washing belts are expected to sell far into the fall season. Because of the unseasonable weather they did not start the season well. When selling did start in, the call became large and insistent, and they have been in big demand during the past three months.

Fancy silk belts, particularly in the shirred girdle styles, have been excellent in the advance orders. Plain silks have done well, but the fancy of the moment is the Dresden effects. A line to sell at a popular price to take the place of a medium priced taffeta belt, is a lined belt of Japanese silk. The lining gives the necessary substance, and the belt has been a big success.

Elastics are big sellers, as the style idea is for a belt to clasp the waist closely. Tinsel effects, both gold and silver, in plain and fancy patterns, are showing. Dresdens are good, and many novelty patterns are included. Steel studded elastics while not new, promise to sell well in the more expensive lines.

There is a big line of leather belts, and in tailored styles in tan browns and patent leather, they are in excellent request. Steel-studded leather belts promise some prominence.

Now that the effect of the hat depends so much upon the way in which the hair is dressed, and the hair must be full and wavy to fill out the space under the hat brim, an easy way to produce the fashionable marcel wave ought to be a good article in the notion department. These wavers do not need any heat to operate them, and will not burn or injure the hair. They are easy to use, and always ready. If the directions are followed they cannot fail. They are of horn and can be sold at a popular price.

WHALE LEATHER.

Newfoundland fishermen are attempting to make whale leather a commercial product, and are said to be meeting with some success. The average whale hide covers a surface of about 1,500 square feet. A square foot of the hide weighs from two to five ounces, and is priced as high as fifty cents. The leather is very tough and is said to have great wearing qualities, and may therefore be adapted to the covering of furniture, buggy tops and seats, and also automobile uses. It is also claimed that it can be used for boots and shoes. Leather made from the intestines of the whale resembles kid, and is very thin and tough. It will take color readily, and is to be offered to glove manufacturers for making the long-sleeved gloves now worn by women.

Canadian National Exhibition

This Great Annual Event Will Be Held at Toronto From August 24 to September 9.

The Canadian National Exhibition will open at Toronto on August 24 and continue until September 9. To justify its title it must make big strides in advance each year, and the preparations that have been made indicate that it will be more worthy than ever to represent this great Canada of ours.

A number of new processes of manufacture will be demonstrated, and in these the keenest interest will centre. The Process Building has at present a strong educational value, which may be increased materially. The Exhibition management recognize the possibilities of this feature, and seek steadily to enlist the co-operation of manufacturers, particularly those who make articles of everyday use, the evolution of which, from the raw material to the finished product, would be interesting to everyone.

It is impossible here to detail the multitude of attractions that will be found at the 1907 Exhibition. Suffice to say that they will be better and more numerous than any that have yet been offered.

Drygoodsmen will visit Toronto at this time in large numbers. Besides attending the Exhibition, they will visit the various Toronto wholesale houses. Thus business may advantageously be combined with pleasure.

When merchants are in the city The Review will be glad to receive a call from them. They may have any correspondence addressed here, and a place will be provided where they can do any writing they desire in a quietude not present in any of the hotels at this time.

Tress & Co., London, Eng., are now represented by Revillon Bros, Montreal.



Ordered Your Japanese Hand-Drawn Linen Yet?

It's time now to prepare for Fall and Holiday Trade. We're headquarters for Japanese Hand-Drawn Linens of all descriptions.

A Trial Order is the Best Proof

New importations of Japanese Silks and Silk Handkerchiefs in stock for immediate delivery.

THE CHINA AND JAPAN SILK CO., LIMITED

Desbarats Building, Beaver Hall Hill, Montreal

Canada—Montreal, Toronto | Japan—Yokohama, Kobe | China—Shanghai, Hong Kong

ANTIMONY WARE, BAMBOO, BASKET, CHINA, MATTINGS
BRONZES, BRUSHES, IVORIES, SCREENS
BEADED PORTIERES, LAQUER GOODS, HANDKERCHIEFS, SILK GOODS, CLOISONNE

WM. LIDDELL & CO., Ltd.

BELFAST

CHRISTMAS LINENS

Complete new range of Samples

DAMASK CLOTHS and NAPKINS

IRISH HAND EMBROIDERED

D'Oylies, Bureau Scarfs, Bed Spreads, Shams, Sheets, Pillow Cases, Afternoon Tea and Dinner Sets, etc.

☛ ASK FOR LINEN EXHIBIT

R. H. COSBIE

30 W. Wellington Street, - - TORONTO

IRISH LINEN AGENCY

THE ONLY WAY

to keep in close touch with Dry Goods conditions and to learn of practical sales helps for all departments is to read THE DRY GOODS REVIEW each month. The cost is but a trifle, considering the good you and your sales people get. Subscription price, $2.00 per year. Write to-day to

Subscription Dept.

The Dry Goods Review

10 Front St. East

TORONTO - ONTARIO

ITEMS OF INTEREST.

The capital of the W. R. Brock Co, has been increased from $1,000,000 to $2,000,000.

J. V. Smith & Co., of Neepawa, Man., will open a men's wear store at Saskatoon.

A. J. Ellis, representing J. H. Waldman & Co., the Montreal cloak house, will be at the King Edward Hotel, Toronto, during the exhibition. J. H. Waldman, of the firm, will also be in Toronto for a few days.

I. A. McBurney is the new manager of the staple department of Brophy-Cains, Limited, Montreal. Mr. McBurney comes to his new duty from an extensive and varied experience with the W. R. Brock Company, and has a thorough knowledge of staples.

Thomas May & Co., Limited, Montreal, will occupy their fine new warehouse at 74 St. Helen St. this month. Since the fire in St. Helen St. the end of 1906, this concern has been forced to move twice, but will soon be permanently located in larger and better premises.

Jack Samuel, son of H. Samuel, of the Empire Manufacturing Co., Montreal, died on Wednesday, July 17, after a lingering illness. Mr. Samuel was 28 years of age, and was for some time identified with his father's firm in which connection he made a wide circle of friends.

J. Madill, of Madill Bros., Napanee, Ont., called at the Montreal office of The Review last month. Mr. Mahill sailed on the Empress of Britain for a six weeks' European trip. Mr. Madill is one of the many merchants who has spoken of the helpfulness of the July Special Issue of The Review.

George T. Turner, one of the buyers for Greenshields Western, Limited, Winnipeg, was in the Montreal market last month, along with the large influx of western buyers. Mr. Turner commented upon the fair western crop outlook, and sees no let-up in western expansion, although collections at the moment are slow.

P. W. Lemaistre, manager of the Salem Co., Limited, Montreal, is now showing their Spring line of waists in the larger centres of Ontario, and will work right through to the far western coast. The specialization of this firm is evident in their new samples, which comprise everything wanted in the wash waist line.

A report from Canada's trade agent in Trinidad shows imports for 1906-07 from Canada were $695,000, or $40,000 less than the previous year. He says Canadian boots have come to stay. It is recognized that price for price they are the best. The colony will make an exhibit at Toronto exhibition in August and at Halifax in September.

At Sorel, Quebec, S. M. Pearson and A. Prudhomme, are being tried on a charge of conspiracy to defraud their creditors. The defendants practically controlled the Ideal Manufacturing Co., Sorel, and a good deal of the evidence thus far given treats of the appearing insolvency of that company. A. E. Smith, an accountant, told of inventories in which large discrepencies occurred. It transpires that goods bought on account of the Ideal Manufacturing Co., were turned over to the Sorel Manufacturing Co., a firm conducted by the same men. The Ideal Company had obtained goods on a statement showing a surplus of $26,000 which was sent out as late as March. The enquiry will probably occupy some little time.

Tommy : "What does the paper mean by calling Mr. Sharpley an eight by ten business man ?"

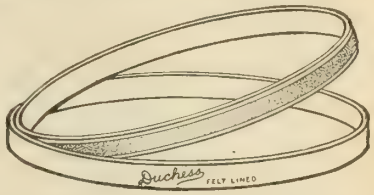
T.'s Father : "I presume it means he is not exactly square."



"Seeing through the merits of the Duchess"

Duchess Hoops

Made in Sizes 4, 5, 6, 7, 8, 10, 12 inch diameter.



Women prefer the Duchess Hoop for embroidering, because it holds thick or thin fabrics tightly stretched, without injury to the work, and has no metal about it to rust and stain the material, nor any attachments to catch the silks.

It's the ***felt band*** on the Duchees Hoop that holds equally firm light or heavy fabrics.

Royal-Oval Hoops

Now Made in Three Sizes

Large (6x12 in.); **Medium** (4½x9 in.); **Small** (3x6 in.)



The Royal-Oval Hoops appeal to every embroiderer, as they have special advantages not found in the round hoops.

Don't fail to stock them in the three sizes, for they are big sellers.

The GIBBS MFG. CO., CANTON OHIO, U.S.A.

The Duchess and Royal-Oval Hoops are sold in over 18,000 stores. Order from your jobber.

Peddlers' License Prohibitive

So Declared Magistrate Houston, of Chatham—Dismissed Case Brought up by the City.

In dry goods lines, July is reported a good month. The spring trade was slow on account of weather conditions, but the summer trade has been very good, and there is an encouraging outlook for the fall. Crops in this vicinity will average fairly well. Though weather conditions will result in a considerable shortage from the usual crops, it is anticipated that higher prices will compensate for this, and that the farmers will, consequently, have pretty nearly as much money to spend as in former years. In the city, factories are running at their full capacity, so that the outlook is good. Warm weather late in the fall may interfere quite a bit with business, holding back the sale of seasonable goods as did the cold weather in the spring. Nevertheless, the merchants who cut heavily into their spring prices, and have to quite an extent, done likewise with their summer offerings, are looking forward to a good fall to recoup them.

The advance in the prices of nearly all lines of goods is likely to curtail buying to a certain extent—unless



New Wax Figure Shown by Delfosse & Co., Montreal.

wages show a corresponding increase, which seems unlikely.

Merchants report that ready-to-wear waists have been hard to get rid of at any price.

E. F. Mann, who has been conducting a tailoring and men's furnishing business at Wheatley since last fall, recently discontinued business. He intends locating elsewhere.

C. W. Powell, of Guelph, formerly connected with the Stratford branch of the Thornton & Douglas store, has been appointed manager of the Chatham branch of the firm. Mr. Powell has been connected with the firm for upwards of six years. He has moved his wife and family to the city.

H. W. Ball & Co. recently introduced the first automobile delivery in Chatham. The rig is a handsome one, and has attracted quite a bit of attention. The firm after several week's trial, report that the auto has proven a great convenience, particularly in facilitating special deliveries in connection with their mid-summer sale. The auto is particularly satisfactory during the summer, when people going away often desire special parcels delivered, and when the hot weather would be hard on a horse. Mr. Ball has also installed a neat, clean drinking fountain, conveniently situated on the ground floor, where thirsty customers can refresh themselves with an ample supply of really cold water—something difficult to secure at the two public fountains. This firm have already found it necessary to make three alterations, with a view to increasing the selling space of the store. They started with one floor and are now using all three. The business has been conducted on a strictly cash basis from the first. Mr. Ball is adding dressmaking and millinery departments for the fall season, and intends to try the experiment of conducting these also on strictly cash lines. While many imerchants claim that a strictly cash business is impossible in connection with dressmaking, Mr. Ball thinks the difficulty can be solved by giving an exact estimate of the cost of the finished dress or hat at the time of the purchase. These estimates will be figured as carefully as possible, and each item recorded in a book of estimates. It is not quite as easy for a dressmaker to give an exact estimate of this kind as for a tailor on a suit of clothes, and the experiment will involve considerable extra trouble in the figuring of estimates ; but Mr. Ball thinks the result will be more satisfactory, and that a lady will prefer to know at the outset that her dress will cost $35, rather than have a quoted figure of $20 at the start and find at the end that the price is $35. He also thinks that this system will facilitate the doing of a strictly cash business, eliminating a great deal of the necessity for the sending out of goods on approval, which often means charge accounts.

C. H. Mills, of Thos. Stone & Sons, recently attended the annual Board of Trade meeting at Berlin, as a delegate from the local Board of Trade, of which he is secretary.

Miss. C. A. Cooksley, who has carried on a millinery business on King street for some time past, is advertising a closing-out sale, preparatory to leaving the city about Aug. 1.

The firm of Masse & Co., who have conducted a men's furnishing business here for a couple of years past, are dissolving partnership. The occasion is signalized by a widely advertised dissolution sale, with liberal price cutting. Jerome J. Masse, the senior partner, leaves for Montreal on Aug. 1., and will probably locate there. The business will be conducted by his brother, Theodore Masse.

The T. H. Taylor Co. have purchased the old Chatham binder twine factory on Colborne street from the M. J. Wilson Cordage Co., the consideration being $14,000. The Taylor Co. intend to convert the property into a woolen mill, and will make considerable alterations and additions.

Geo. Meynell, men's furnisher, is conducting a remodeling sale in all lines, to clear the way for the remodeling of his store, which will be begun about the middle of August. The changes include a double front, instead of one large show window and a side entrance as at present. In addition, other alterations will be made.

The extensions to the premises of C. Austin & Co. are now well under way, the brickwork having reached the second storey throughout. The alterations will make quite an improvement in the appearance of the Market Square, on which this part of the Austin building fronts. The firm's expansion sale is reported to have been liberally patronized.

Geo. A. Gray', of Austin's, accompanied by Mrs. Gray, is taking a trip down the St. Lawrence this month to Montreal and Quebec.

Robt. Killip, of Austin's, has just returned from a two month's tour of the old country. During his trip he visited his native Isle of Man, for the first time in 23 years. He also took in the Dublin Exposition, and several other points of interest.

That the advantages of the Maple City as an excursion centre are beginning to be appreciated, is shown by the fact that during the past month Chatham has been the scene of two large gatherings, the Orange celebration on July 12, and the Pere Marquette picnic on July 20. This is the third time the Pere Marquette employes have picnicked here. The merchants liberally decorated for both occasions.

The local Retail Merchants' Association has succeeded pretty well in eradicating the program advertising evil, of which other correspondents have complained. At one time Chatham was afflicted with this evil to a marked degree ; not a concert in the winter or a social in the summer but had a printed program, in which the merchant had the privilege of inserting his card at $1 and up, with the proviso that if he didn't, the family trade would be taken elsewhere. The R.M.A. last April passed a resolution forbidding this sort of advertising, and the members have, from all accounts, stuck to it. The resolution referred to also prohibited the placing of business signatures upon subscription lists. In this last respect, the churches—more especially the colored churches—were noteworthy offenders.

Anent the transient trader question, an important judgment was recently handed down by Magistrate Houston, in the case of Chatham vs. Brody, an action brought by the city against Benjamin Brody, who peddled rugs and similar articles in the household furnishing line. The magistrate, in a judgment covering upward of five typewritten pages, expressed the opinion that by-law No. 111, imposing a license fee of $100, was intended to make the granting of a license prohibitory, or exclusive to one man. This was done indirectly with the same effect as if it had been done directly. The magistrate adds : "This by-law No. 111 was passed on the 19th day of March, 1907, and not one single license has been taken out under it, and no person has endeavored to take out a license under it. One man only has offered to take out a license—Peter Mitgis—and only on condition that he obtain the exclusive right. That being the case, it is beyond doubt in my mind that the by-law is such that the general public or people in the business of hawkers or peddlars will not take out a license if more than one be granted, and that, I find on the evidence, was the intention when passing the by-law. Under the by-law in force at the time the by-law complained of was passed, the defendant in this case, as he did not use the push cart, or horse and wagon, but carried his rugs, would have been entitled to a license on the payment of $10. Under this by-law he would be obliged to pay $100, and the only evidence I have is that a person in that business could not afford to pay that amount. This is uncontradicted."

His Honor accordingly dismissed the defendant, without costs. The city council, as framers of the by-law, are understood to be by no means pleased with the magistrate's action, and there has been some talk of an appeal being made from his decision.

A DOLLAR FOR NINETY-FIVE CENTS.

Workman, the clothier, McGill and Notre Dame St., Montreal, ended up his July clearing "Skidoo" sale, by the novel attraction of giving away one dollar Canadian bills for 95 cents. Between 9 and 10 a.m. on Saturday, August 3rd this offer held good, and, as is usual with Mr. Workman's unique publicity, a large and enthusiastic crowd was attracted. Mr. Workman believes in getting the notice of people; in fact, in anything to get them into his store, and the volume of his business shows that sales are effected.

DRY GOODS CLERKS' EXCURSION.

The fourth annual excursion of the Union of Dry Goods Clerks, Montreal, was held on Sunday, July 28. The excursion train, consisting of fourteen cars, with five hundred passengers on board, left Bonaventure station, Saturday at midnight, over the Intercolonial Railway for Quebec A lively time was enjoyed on the way to Quebec, which occupied nine hours. The liveliest time was spent in the sleeping car attached to the train, where a team of lacrosse players from Ste. Anne were traveling.

The weather on Sunday could not have been better for sight-seeing. As soon as the train arrived at Levis, the crowd immediately dispersed in all directions in quest of new sights. The committee, for which a special car on the train was provided, were registered at the New Victoria Hotel, in Quebec City, where every attention was paid them. The morning was spent about the city, going through the citadel, while some were religious enough to attend church. The afternoon was spent at Montmorency Falls. The evening up to the time of train departure at 10.45 was spent at the hotel in singing and toast-making. The return train arrived in Montreal early next morning. Everybody was pleased and satisfied.

RETAIL MERCHANTS' OUTING.

The dry goods section of the Retail Merchants' Association of Montreal held their annual picnic at Nut Island on the 18th of July. The outing was a big success and enjoyed by over 400 members and friends. The day was an ideal one for a picnic, and all the events were well contested and successfully conducted under the direction of W. U. Boivin, president of the Dry Goods Association, who was ably assisted by J. A LeCompte and A. Rouleau.

Among the guests were: J. G. Watson, president Retail Merchants' Association; J. O. Gareau, E. M. Trowern, secretary Retail Merchants' Association, Toronto; B. Charbonneau, president City Travelers' Association; J. Jacobs, president Dry Goods Clerks' Association; and J. A. Beaudry, provincial secretary, Retail Merchants' Association.

NEW VANCOUVER STORE.

Gordon Drysdale, Limited, is the style of a "new-in-name-only" concern that will open on September 1st in Vancouver, B.C., a large, new and modern retail establishment in Granville street. The store will have a frontage of 50 feet and depth of 120 feet, and will be four storeys and basement. Mahogany fittings will be used throughout, and display fixtures in every department will be up-to-date in every particular. The lines carried will be general dry goods, house furnishings, ready-to-wear garments and millinery. The store will be a distinct addition to Vancouver retail trade.

Gordon Drysdale, the proprietor, has been identified with Vancouver retail trade since 1893, for 10 years, doing business under the style of Drysdale, Stevens, Limited. Later the firm became David Spencer, Limited, and at the end of January, 1907, Mr. Drysdale retired only to take his present step a few months later.

Mr. Drysdale was in eastern markets last month making purchases for his new store, and while in Montreal commented to The Review upon the decided growth of Vancouver, which has doubled in population during the last five years. The west is very prosperous, and Mr. Drysdale believes in the future of the far western metropolis.

FASHION NEWS.

Debenhams (Canada), Ltd., Montreal, whose Paris house supplies them with weekly fashion hints from that centre, have handed The Review one of the recent letters from which some suggestions are taken:

As regards costumes the feeling will continue largely for tailor-mades, principally in stripes and checks, and, of course, any amount of plain cloths. The colors most in vogue in plains appear to be mole, mordore, violet, vieux bleu, and green. Of course, such old favorites as navy, loutre, bois de rose, reseda, prune, etc., are still very good. For evening dresses all soft materials, such as chiffon, tulle, the various makes of crepe de chene, etc., are all the go in the usual shades, with a tendency to use vieux bleu and vieux rose.

As regards millinery, the shapes will be very large and in many cases oval, in velvet or felt; feather mounts of all descriptions, ostrich, paradise, etc. Roses in silk and velvet are much used, a few pansies and velvets, the latter plentiful; plenty of ribbons, satin and taffetas, principally the latter, and here again, eminence of violet is much to the fore. There is also mole, mordore, greens, vieux bleu and vieux rose.

In the way of laces, although embroideries are still much in demand, there seems a tendency to go in for lighter makes, and many blouses will be made in Calais makes, especially cluny effects. The filet laces, which have gone so well lately, are not yet done with.

Soft plain silks are very good in the above mentioned colors.

For blouses plenty of messaline.

MILLINERY FIRM ASSIGNS.

George D. Harper, carrying on a wholesale millinery business at 227 Notre Dame street west, Montreal, under the style of George D. Harper & Co., has made an assignment for the benefit of his creditors, on the demand of the Dominion Straw Goods Company, Montreal, creditors to the extent of $1,800. A meeting of creditors will be held early this month, and it is likely a settlement will be effected in time for the Fall openings. Mr. Harper has been in the business about two years, and has steadily extended his connection.

R. J. SMITH & CO.

An Ontario charter has been granted to R. J. Smith & Company, Limited, Ottawa, with a capital of $40,000, divided into $20 shares. The incorporators were: R. J. Smith and R. J. Devlin, merchants; C. A. Smith and P. W. Ralph, salesmen, and A. E. Revell, jeweler, all of Ottawa. The object of the company is "to manufacture, buy, sell, deal and trade in clothing, haberdashery and furnishings, and for the said purposes to acquire from the said R. J. Smith the business heretofore carried on by him at Ottawa under the firm name of R. J. Smith & Co."

THE PROGRESS MANUFACTURING CO.

A Dominion charter has been granted the Progress Manufacturing Company, Limited, Montreal, with a capital of $49,000, divided into $100 shares. The purpose of the company is "to manufacture, buy, sell and deal in all kinds of linen, woolen, cotton, silk and other textile fabrics; to prepare for use as wearing apparel and to sell and deal in all such articles as are made in whole or in part of linen, woolen, cotton, silk or other textile fabrics to be used as wearing apparel." The incorporators were G. H. Harrower, manufacturer; J. P. Black, manufacturer; J. R. Gordon, commission merchant; W. G. R. Gordon, manufacturer; W. Y. King, accountant; T. J. Rodger, secretary, and A. H. Sims, manufacturer, all of Montreal.

WOODS LIMITED.

Supplementary letters patent have been issued, whereby the capital of Woods Limited is increased from $250,000 to $500,000, and the powers of the company are extended to include the following purposes: "To carry on the business of general wholesale manufacturers, merchants and manufacturers' agents, and to deal in dry goods, contractors' and lumbermen's supplies, tents, tarpaulins, flags and smallwares; to acquire and undertake the whole or any part of the business, property and liabilities of Woods Western Limited."

H. LEVY & SONS.

A Dominion charter has been granted H. Levy & Sons, Limited, Montreal, with a capital of $199,900, divided into $100 shares. The incorporators were: Hiram Levy, merchant; A. N. de Tilley, book-keeper; and Barnet Cohen, cutter, all of Montreal. The object of the company is "to carry on the business of general dry goods merchants, drapers, haberdashers, milliners, tailors, lace men, clothiers, hosiers, glovers and general outfitters and furriers; to acquire and take over as a going concern the business now carried on at 198 McGill St., Montreal, by H. Levy."

HENRY J. SIMS COMPANY.

A Dominion charter has been granted Henry J. Sims Company, Limited, Ottawa, with a capital of $150,000, divided into $100 shares. The purpose of the company is "to carry on the business of hatters, furriers, manufacturers of clothing and fur goods, and dealers in the same and for the said purposes to take over the said business of Henry J. Sims & Company, and to pay therefor the sum of $50,000 in fully paid-up stock of the company." The incorporators were Henry J. Sims, merchant; E. R. Sims, salesman; F. G. Sims, salesman; W. P. Shannon, capitalist, and J. I. MacCracken, solicitor, all of Ottawa.

MAINLY ABOUT OURSELVES.

The Laurentian Whitewear Co., Levis, Quebec, and Delforse & Co., Montreal, are among the number of advertisers who have told The Review of direct returns from their announcement in the July special.

In the September issue of The Review the fur department will have special attention, previous to travelers leaving on their sorting trips. This issue will be made valuable alike from the reader's and advertiser's standpoint.

It may not be out of place here to refer to the remarkable expansion of The MacLean Publishing Company's business. Each year sees the plant grow larger and larger and new departments, each of which makes better work possible for those already established.

A site for a modern printing house is now being looked for and in the course of a year or so The MacLean Publishing Company will be in a splendid home of its own with a greatly enlarged plant.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

The W. R. Brock Co., Toronto.

In "Her Ladyship" ready-to-wear department will be found several new lines of lace waists, all new goods to retail for $4 to $5. These are all silk lined in white, and one line in sky and pink, are ready sellers, and will be a big feature in the Fall silk waist business. Three numbers to retail at $1, $1.25 and $1.50 in flannelette lined skirts are selling very freely and cannot be duplicated after the present goods are sold up.

Her Ladyship ready-to-wear skirts are meeting with great success and are giving the utmost satisfaction. Every garment must and is perfectly made and so well are they turning out that not a complaint or return has been registered this past season. In these goods the W. R. Brock Co. demonstrate how well a skirt can be cut, operated and finished and still sell at a figure which ensures quick sales and good profits. They are showing new styles continually, and their free advertising offers whereby the merchant can send to his customers cuts and prices of the actual stock he is carrying has been of great assistance to them in making sales and will be even more useful to the merchant.

Pay a visit to Brock's enlarged third floor—the Greater Dept. F.—the largest floor space occupied by any one department in Canada.

Lines picked out from attractive and good value stock to retail at 25 cents—Pegtop ribbed wool hose, hustler ribbed worsted hose, rusher ribbed wool hose, New Cairo ribbed cashmere hose, Mikado ribbed cashmere hose, Fern ribbed cashmere hose, Brockbest ribbed cashmere hose, 111 plain cashmere hose; at 50 cents—Herman ribbed cashmere wool hose, toeproof and 100 ribbed worsted hose, 98 cashmere ribbed hose, double knees; 666 and 999 cashmere ribbed hose, double knees; Llama plain cashmere hose, A.G. 829 plain cashmere hose, Angora.

417 cashmere gloves, 392 Ringwood gloves, both lines in black, white, cardinal, seal, navy, grey. Full range of "Wolsey" gloves kept instock; also full range of B. & C. corsets.

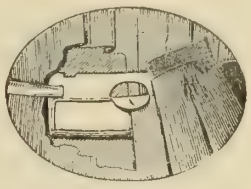
Two rattling good lines of umbrellas to retail at $1, self-openers, primus frames, nifty handles, durable cloth. We call the ladies' "Shoofly." We call the men's "Shoot."

Immense range of ladies' and children's underwear. See our T7 child's vests and drawers, and Canuck child's vests and drawers. 100 dozen 2nds ladies' ribbed drawers.

Novelties in New York collars, belts, Buster Brown belts. Some special cartoon lots of embroideries, choice stuff, the balance of import special orders. Special embroideries in allovers, corset coverings, strappings. 500 pieces 39-inch white Victoria lawn, best value, to retail at 10 cents. 300 pieces 25-inch white dotted muslin to retail at 12½ cents. 500 doz. job Excelda handkerchiefs, to retail at 10 cents. Real snaps when you consider the advance in all cotton goods. 100 gross pin books, containing assorted sizes to retail at 3c. to 5c. per book. 6 special lines of pearl button cabinet, quick sellers. Special lines of hairpin cabinets, including "Highland Queen," to retail at 5c. per box.

Long kid gloves in stock, 12-button length—suede, in black, to retail at $1.50 per pair; suede, in black, white, grey, pastelle, to retail at $1.75 per pair; glace, in black and white, to retail at $2.25 per pair; glace, in black 16-button length, to retail at $2.75 per pair. 4,000 dozen ladies' and gents' linen hemstitched handkerchiefs, that can be retailed for 10c. to 25c. These were cleared, and are being offered at quotations of 1905. You know how many advances there have been on linen goods since that date.

"Won't Tear" Skirt Holder—Simple, invisible, inexpensive and will wear a lifetime. Send for sample



dozen, or, inspect when in the warehouse. Holds skirt up; keeps blouse down.

Men's furnishing department—Clearing lines of men's leather mitts, to retail at 25 cents; men's lined mocha gloves, to retail at 75 cents; two special lines of men's tweed trousers, to retail at $1 and $1.25; clearing line of boys' sweaters, to retail at 50 cents, in sizes 22 to 30; special men's black worsted half-hose, to retail at 25 cents.

W. R. Brock Co., Toronto.

The W. R. Brock Co. have just taken into stock an extra large range of plain cloths. These goods are all now carried in the department and are available for immediate delivery. They are showing Venetians, chiffon broadcloths, Austrian broadcloths, panamas, cheviots, serges, cashmeres, prunellas and satin and satin cloths in all lines, and in a full range of this season's newest colors and shades. Having these goods in stock, they are in a splendid position to look after the wants of their customers. Goods can be shipped immediately and will certainly be to hand when wanted in the department. They are showing the new season's effects in tweeds in stripes, checks, and plaids. The attention of millinery and silk buyers is drawn to a very special line of colored taffetas in a full range of all the newest shades. This silk is a great snap as it can be sold with good profit at 75 cents, and is fully equal in value to the general run of dollar silks. Also a full range of plain black taffetas and peau de soie.

Clearing Out Stock.

Gilmour, Nephew & Co., 366 St. Paul street, Montreal, make the interesting announcement that, owing to their engaging in the agency business, they have decided to clear out their stock of dry goods at attractive prices.

L. Hirshson & Co.

This firm is specializing on hosiery and underwear for the Spring season, and will show early in September a strong line of these goods from the best foreign and domestic makers. A new department this house has lately added is a good showing of shirts, collars and cuffs. Their reputation for linens is well sustained, and they have a big line of table linens, napkins, towels, damasks, etc. Their travelers leave early in September with many new lines. Visiting buyers are invited to call when in the city. They are centrally located at 4 Dollard street, just off Notre Dame.

Gold Medal Silk Waist Co.

This firm has the style of "The Gold Medal Silk Waist Co.," owing to the proprietor, M. Knopf, having been given a gold medal as a token of his successful designing. Mr. Knopf has had 15 active years experience in the silk waist business, and his venture upon his own account some months ago has met with success. His factory is located at 287 Notre Dame street west, Montreal, and is bright and airy, with plenty of machines in operation. This firm claims to be able to produce the right style at the right prices, and their aim is to give satisfaction to every customer.

The Manifest Shirt Co.

The Manifest Shirt Co. is the style of an important new concern in Montreal with office headquarters at 334 Notre Dame St. west, and a Canadian factory at 595 St. Paul St. The principals of this firm have been sent by a representative American factory to look more closely after Canadian

trade. The concern in the U. S. has shirt factories in Philadelphia and New York, a color factory in Troy, and a silk waist factory in New York. The Canadian organization shows the full line of the American factories, and will manufacture such lines in Canada where the saving on imported material is appreciable. They claim that the best demonstration of their ability to serve retailers' wants in the way of neglige shirts for Spring and Summer, 1908, is an examination of the line. Pattern and fit are two considerations they lay stress upon. Their lines of cotton hosiery are worth investigation. Their collars are turned out by a thoroughly organized Troy factory, the centre of the industry. Retailers will have an opportunity of seeing the Spring lines in the near future.

Greenshields, Limited.

Although between seasons, there is plenty of activity in the different departments of Greenshields, Limited Fall shipments have been made in most lines, but there are still some orders which have not been despatched. Repeats, too, add to the hustle and bustle seen in their warehouse.

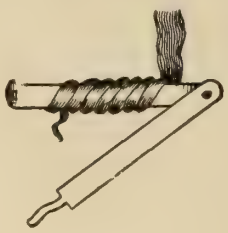
One of the busiest departments at present is that in which the hosiery stock is found. Here many late orders for wool and cashmere lines are being shipped and new orders filled for immediate delivery. The wise merchant, if his stock is not complete, will make it so as soon as possible, since stocks are none too heavy in the hands of the jobbers. At present Greenshields' stock is complete in lines ranging from $2.25 to $5.25. The above lines are in black principally. They are also showing an extensive range of children's overstockings, in both white and red.

See their fine range of white and grey blankets, also the comforters they are showing for Fall. Special values in white pair blankets. Their stock of all lines in housefurnishing goods is complete. They can ship you goods by return.

Greenshields' ready-to-wear department export business is away ahead of past seasons, with a strong, even demand for all lines of ready-to-wear garments, and a decided tendency toward better class goods. Stock at present is replete with all desirable lines at very interesting prices. They strongly advise early repeats on all lines, as later in the season it will be almost impossible to get delivery of wanted lines, more so in flannelette underwear, etc.; mills are sold up now beyond their capacity and will not promise delivery in most cases, in less than six months. Extra special preparations are being made in this department to show the most complete range of ready-to-wear garments for Spring, 1908 yet offered to the trade. Samples will be in the hands of their travelers in the course of a few weeks and they court comparison.

The Magic Curler.

The fashionable way in which to dress the hair at present is to marcel it. This fashion will become more extended when the new Fall hats begin to be worn. The only way hitherto to have the hair marcelled, has been



at the hands of a hair-dresser, and with hot irons. As at least two visits a week had to be made to keep the hair in proper order this was an expensive process. By the use of the Magic Curler a beautiful marcel wave can be accomplished without the ap-



plication of heat in from 10 to 15 minutes. The curlers are made of fine French horn and can be sold with a good profit at an extremely popular price.

John Macdonald & Co.

John Macdonald & Co., Limited, are making great preparations to receive their customers and friends at their warehouses, 21 to 27 Wellington street east, during the Canadian national exhibition. Each of their respective departments will be fully assorted with the latest novelties, and fashionable goods most in demand. They will also show specialties and clearing lines in every department. If you want to write a letter, send a telegram, or use the telephone, you will find all the facilities for doing so in their warehouses.

In their dress goods department they show broadcloths, Venetians, panamas, voiles, henriettes, tartans and high-class tweed effects. In their silk department a full range of prices and colors in tamalines, taffetas, louisines, tartans and fancy silks; also black taffetas, Palletteis & 'Bonnet's' chiffon taffetas and special peau de soie. In the ladies' ready-to-wear-department—dress skirts, underskirts, whitewear, flannelette wear, sateen waists, kimonas, wrappers; also children's dresses and bearskin coats. In the hosiery department, plain and ribbed cashmere hose, and leading lines in cotton, Buster Brown, rock rib and princess rib.

John Macdonald & Co., Limited, are showing in their men's furnishings and haberdashery department:—Men's black worsted socks, (ribbed), each pair having a card of mending wool attached, retails at 25 cents per pair; a large range of patterns in men's derby neckties, reversible, at $2.25 per dozen; a larger range than ever of boys' and men's sweaters in plain colors and fancy stripes, at prices up to $30 per dozen; imported natural wool underwear, Fall weight, guaranteed unshrinkable, at $9 per dozen.

Dress trimmings for Fall, 1907, in all the leading shades; also silk dress buttons to match dress trimmings.

A complete range in ladies' fancy combs, including all the leading shapes and designs. The shapes are entirely new from any other season, all at popular selling prices.

John Macdonald & Co., Limited, state that after a very successful season in their wash goods department they are clearing out what balance they have left, Their stock of Crums' prints is large and well assorted in all colorings, including an immense stock in navy and white. In white cotton they consider they are showing the best values in the market, having booked their orders before the recent advances took place. Their stock at

Condensed Advertisements

AGENTS WANTED.

STRAW GOODS AND MILLINERY—London, England, house wishes to correspond with manufacturers' agents in Montreal, Toronto and Winnipeg, with a view to representation; women's and men's straw hats, flowers, feathers, shapes, etc., and fur goods; good inducements offered to the right men. Address Faire, care of DRY GOODS REVIEW, 88 Fleet St., London, Eng.

AGENT WANTED to represent English manufacturers of fancy woollen hosiery. Wholesale only. B. BROWN, care T. B. Browne's Advertising Offices, 163 Queen Victoria St., London, E. C. England.

FOR RENT.

WE will have ready in about two months, two office flats, 85 x 41 feet, steam-heated, with modern passenger elevator, situated on Sparks street, main thoroughfare; these we will rent for sample rooms, subdivided as required. Apply Butterworth & Co., Ltd., Ottawa, Ont.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

ACCOUNTANTS AND AUDITORS

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block and 422 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate an Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.

Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week:
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor

RENFREW, - - ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL
Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal

MERCANTILE REPORTS AND COLLECTIONS

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,

Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favora le terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.

Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - - Montreal
Manufacturers of

Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO

Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal

SPECIAL LINES IN

Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

DIECKERHOFF RAFFLOER & CO.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS

Montreal — 361 St. James St.
Winnipeg — Sylvester Willson Bldg.
Toronto—70 Bay St.—Head Office

Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

S. W. STEVENSON & CO.
DRY GOODS
COMMISSION MERCHANTS

TORONTO — 218 Stair Bldg. — Phone Main 7130
MONTREAL — 42 Victoria Sqr. — Phone Main 4843

HAROLD F. WATSON
Manufacturers' Agent
6 St. Sacrament Street - MONTREAL

GLOVES, SILKS, RIBBONS,

Laces, Embroideries, Hair Nets, Waists

Cable Address "Kingsons, Toronto" Phone Main 6158

W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC.
74 YORK STREET - TORONTO

Canadian and Foreign manufacturers' lines solicited on favorable terms.

MANUFACTURERS' AGENTS.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO

MANUFACTURER and IMPORTER of Covered, Ivory, Pearl and Metal Buttons.
Complete stock always on hand.

"SPIDER" BRAND

Shirts (all kinds), Pyjamas, etc., manufactured by Wilkie & Kennedy, Glasgow and Londonderry. We carry a first class range of above and shall be pleased to submit samples on application for same.

CUMMING & FRASER
84 St. Frcs. Xavier Street, Montreal.

Em. de Boeck & Co.,
Manufacturers' Agents

Specialties—Hand-Made Lace Blouses and Dresses, Cluny Lace, Embroidered Lace Curtains, and Hand-Made Laces for Blinds and Curtains.

43 St. Sacrament St., Montreal
Tel. Main 3812

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY.

GILMOUR, NEPHEW & CO.
WHOLESALE JOBBERS

Owing to our taking several important agencies, we have decided to clear out our stock of dry goods and fancy goods at bargain prices. Let us know your wants, or call when in the city.

Telephone Main 2202

366 St. Paul Street, - MONTREAL

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

Past Due Accounts.

We can assist you to convert these into **Working Capital.**

Intelligent and up-to-date attention given to all claims entrusted to us.

Let us assist you.

The Beardwood Agency

Claims Collections and Commercial Reports

313 New York Life Bldg., MONTREAL

present is large, including forty different numbers.

In their linen department their range of toweling is superior value, considering the number of advances during the past few months. They still have several lines of unbleached damask tabling, which they are showing at former prices. Feeling sure that advances in price were sure to come, they were fortunate in placing large orders early.

John Macdonald & Co., Limited, say that seldom has their woolen department been so fully assorted and capable of filling the wants of the trade as it is to-day. Their endless chain system of repeating works like a charm, and assures to their customers just what they want at the time they want it.

Special for the tailoring trade—Black and blue worsteds and serges from $1.25 to $3.50; black and blue vicunas from $1.25 to $3.75; black and blue and grey cheviots from $1.50 to $3; fancy worsted suitings from $1.25 to $3; fancy tweed suitings from 75 cents to $2.50; ¾ worsted trouserings, 50 cents to $1.75; overcoating, Fall and Winter weights, $1. to $6.

Special for the ladies' tailors—Frieze and tweed cloaking, in all the latest colorings; broadcloths, black and colored, from $1.10 to $2.25; beaver coatings, black and colored, from 60 cents to $3; bearskin, in white and ermine, from $1.10 to $3.

Special for the general store—¾ Canadian tweeds from 25 cents to 60 cents; ¾ hairline tweeds from 40 cents to 75 cents; ¾ etoffes, plain and fancy, from 37½ cents to 60 cents; ¾ blue serges and Halifax tweeds, 32½ cents to 45 cents; corduroy and moleskins, 32½ cents to 75 cents.

The carpet department has just passed into stock complete all goods for Fall trade. For this season they have made a speciality of floor rugs and squares, showing a complete range of colorings in sizes and qualities in tapestry, Brussels, Wilton, velvets and Axminsters, parlor, dining-room, and bedroom designs; a splendid range of hall runners of best English Wilton make in Oriental effects; the new English Axminster and Brussels squares in the newest designs and colorings. They ask the trade to inspect. Linoleums and oilcloths—they carry a most complete range in all widths, in tile and floral designs. Lace, tapestry, and chenille curtains, white and colored quilts—ranges are now complete and the department is ready for the full swing of Fall business.

CONTENTS

	Page.
Art of Display	25
British Letter	69
Business Notes	102
Carpets	113
Dress Goods	65
Dress Accessories	59
Drummer's Snack Club	51
Editorial	70
Eaton and Simpson Extensions	50
Fancy Goods and Notions	123
Furs	73
Good Advertising	20
House Furnishings	113
Knitted Goods	37
Men and Methods	17
Millinery	77, 87
Men's Furnisher	1[illegible]
New York Mode	83
Paris Fashions	85
Ready-to-Wear Garments	89
Retail Merchants' Association	48
Store of A. Wright, Winnipeg	47
Staples	99
Supply Credit Business	45
Show Card Writing	31
Wall Paper	117

ALPHABETICAL INDEX

A

	Page.
Accountants' Directory	130
Adams Furniture Co	120
Alexandor, A. J	75
American Reflector & Lighting Co	30
Australasian Draper	11

B

Baldwin, J. & J., & Partners	14
Barry, W. H., & Co	81
Bell Telephone Co	10
Berlin Suspender & Button Co	111
Bradford Dyers' Ass'n	15
British-America Assurance Co	10
British American Dyeing Co	28
Brock, W. R., Co	16, 101
Brock & Paterson	131
Brophy-Cains, Limited	19
Business Systems, Limited	24
Busy Man's Magazine	10

C

Canada Haircloth Co	131
Cartwright & Warners	35
China & Japan Silk Co	124
Chipman Holton Knitting Co	35
Confederation Life Association	11
Cosbie, R. H	13, 124
"Craftana"	35
"Cravenette" Co	110
Cumming & Fraser	131

D

Debenhams (Canada), Limited	9, 79
Defiance Button Machine Co	11
Delfosse & Co	81
Dieckerhoff, Raffloer & Co	122
Dominion Cloak Mfg. Co	96
Dominion Oilcloth Co	116
Dominion Textile Co	100
Dominion Thread Mills	23
Dominion Wadding Co	5

E

Eagle Knitting Co	33, 34
Edwards Skirt Supporter Co	58
Ellis Mfg. Co	36
Empire Mfg. Co	92
Evans, Geo. H., & Son	62

F

Fairbairn, Rhys D	58
Flaws, R., & Son	131
Francois & Co	87

G

Garland, John M., Son & Co	2
Gibbs Mfg. Co	125
Gilmour, Nephew & Co	131
Globe Suspender Co	111
Goulding, G., & Sons	76
Gold Medal Silk Waist Co	95
Greenshields Western Limited	6, 7, 8, inside back cover
Greenshields Limited	1, 2, 97

H

Hagen Shirt & Collar Co	109
Harris & Co	64
Harris & Sheldon	29
Harrower & Johnson	38
Haworth, Richard & Sons	9
Hees, Geo. H., Son & Co	121
Hermsdorf, Louis	40
Hewson Woolen Mills	64
Hirshson, L., & Co	44
Horrockses, Crewsdon & Co	4
Hotel Directory	131

I

Imperial Carpet Co	120
Irving Umbrella Co	14
Ishikawa, K., & Co	14

J

Jaeger, Dr., Co	42
Jay Finish Underwear	39

K

King, John, & Son	120
King, W. P	131
Kinnecot	98
Kleinert, I. B., Rubber Co	5
Knox, John, Co	23
Kirk, Sam., & Sons	13

L

Lamson Consolidated Store Service Co	28
Laurentian Whitewear Co	94
Law, Russell & Co	12
Legal Directory	131
Lennard, S., & Sons	35
Liddell, William, & Co	124
Luxfer Prism Co	29

M

Macdonald, John, & Co	22
May, Thos., & Co	76
McCall, D., Co	82
McDougall, A., & Co	23
McDowell, A. H., & Co	227
Menzie Wall Paper Co	112
McRae & Walker	10
Merchants Mercantile Co	10
Metropolitan Bank	10
Milbradt Mfg. Co	30
Mitchell Self Testing Safety Code Co	5
Mishkin, I., & Co	96
Montreal Cotton Co	102
Montreal Waterproof Clothing Co	88
Moulton & Co	131

N

National Rubber Co	94
Nazareth Waist Co	41
Newey Bros. Limited	58
Nicklin, J., & Co	10
"Old Bleach" Linen Co	13

O

Oxford Knitting Co	40
Oxford Mfg. Co	111

P

Palmenberg's Sons, J. R	28
Paquet, J. Arthur	72
Parker, R., & Co	inside front cover
Penman Mfg. Co	104
Perrin Freres & Cie	inside front cover
Pewny's Kid Gloves	62

R

Raven, W., & Co., Limited	35
Revillon Bros	80
Richardson, A. S	46
Ripley, Edward & Son	67
Rock Island Overall Co	111
Russell, A. N., & Son Co	24

S

Salem Co., Limited	92
Shapiro, D. H	95
Simpson, J., Sons	43
S. M. Co., Limited	110
Smith, J., Sproule	227
Smith, McKeown & Co	111
Southall Bros. & Barclay	11
Standard Cloak & Skirt Co	96
Standard Shirt Co	107
Stanfields Limited	42
Stauntons Limited	119
Stevenson, S. W., & Son	131
Storey, W. H., & Son	63

T

Toronto Brass Mfg. Co	28
Toronto Feather & Down Co	119
Turnbull, C., Co., of Galt	40

V

Vyse, Sons & Co	81

W

Walsh, E. H	35
Walsh, W. E	131
Watson, Harold F	131
Watson Mfg. Co	38
Watson-Foster Co	115, 116
Weir Wardrobe Co	30
Western Assurance Co	10
Weyerstall, Alfred	131
Wilkins, Robt. C	inside front cover
Williams, Walter, & Co	40
Wolsey Underwear Co	42
Wrexford & Co	109
Wyndham, Wm., Co., Limited	74

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods



We have a full range of

PRIESTLEYS' DESIGNS

for the coming season

Strathedon Tweeds
Gypsy Cloth
Lovat Serge
Panamas
Voiles
Huguenots

Also a full range of Plain Cloths, Venetians, Broadcloths and a complete line of Blacks in all the latest weaves.

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street

To the Trade August, 1907

The Opening and Closing

of

OUR WAREHOUSES

As the sun rises in the East to open the day so with equal regularity are our warehouses opened for business at 8.30 a.m., when each employee is expected to be in his respective department, attending to the details thereof and ready to receive and serve customers.

On the 1st floor are Linen Goods of all kinds, Foreign and Domestic Staple Cotton Goods, Flannels and Blankets.

On the 2nd floor—Cloths, Tweeds, Tailors' Trimmings, and Ladies' Ready-to-Wear Goods, such as Blouses, Skirts, Wrappers and White Cotton Underwear.

On the 3rd floor—Dress Goods, Silks, Muslins, Embroideries, Laces, Gloves, Hosiery, Knitted Underwear, Ribbons and Velveteens.

On the 4th floor—Men's Furnishings, Umbrellas, Haberdashery and Smallwares.

On the 5th floor—Carpets, Oil Cloths, Linoleums, Rugs, Mats, and House-furnishings.

As the sun sets in the West to close the day, so are our Warehouses closed at 5 p.m.; but before any of our employees leave their departments they have to see that all details have been attended to and

Customers' Wants Satisfied

JOHN MACDONALD & CO., Limited

TORONTO

Dry Goods Review



MacLean Publishing Company

Montreal
Toronto
Winnipeg
London, England

Portrait Felix, Paris Charles Drecol

OVER 30 YEARS' EXPERIENCE. *LARGE AND MODERN EQUIPMENT.*

MAKING MONEY FOR THE DRY GOODS TRADE

Incidentally, we make something for ourselves, but this is small compared with what we make and save dry goods merchants and milliners. By our well-tried methods of dyeing and finishing dry goods fabrics, feathers and plumes we turn the old and discarded stock, counted dead, into new and salable goods. Cultivate our acquaintance if you do not already know us.

R. PARKER & CO., Dyers and Finishers to the Trade, **Toronto, Can.**

Perrin Freres & Cie.

MONTREAL

Agents for

"RAGUET"

FRENCH UNDERWEAR

Balbriggan, Sea Island Cotton, Lisle Thread, Natural Wool. Samples for Spring 1908 are now ready and our Travellers will call on the trade during August and September.

We will show a line of "Raguet" French Balbriggan to retail at **50c.**, also New lines in **University Style Garments; I.E. Sleeveless and Short Sleeve Shirts and Short Drawers**—as well as our Standard Numbers now so well known to the trade.

By special arrangement with the manufacturer, every line we show has been ordered, and is NOW IN WORK. THEREFORE EARLY DELIVERY IS ASSURED.

ROOSTER BRAND



BEST MADE

See Spring Samples for the latest in

Scotch Flannels and "Hewson" Homespuns

Two-piece Suits

Outing Trousers Flannels, Homespuns, Cream Serges, Ducks, etc.

Boys' Wash Suits Knickers with Buckled Knee

Men's White Coats and Bar Vests

Negligee and Working Shirts

Men's Working Pants

Overalls and Jackets

ROBERT C. WILKINS
MONTREAL

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods. See our ads. on pages 6 7 and 8 and inside back cover

Sort Up Your Stock

You can do this with the goods we have. Our assortments are all new, and include the most saleable goods.

Cottons—We have some good snaps here.

Flannelettes—Newest patterns and latest colorings, unequalled values.

Carpets and House Furnishings We have here a good assortment of Carpets and Curtains. Special lines of Curtains for Christmas trade.

Men's Furnishings Underwear for Fall and Winter. Collars and Shirts in endless variety (Shield Brand). Special lines in Men's Half Hose. A nice assortment of Neckwear. for the holiday trade.

Smallwares Fall and Winter Lines for Ladies and Misses are a special feature here. Our stock of Hosiery, etc., is well assorted.

Ready-to-Wear Dept. You will find here lines specially wanted for Fall and Winter trade.

Notions A great variety of lines to choose from, and prices are right. See our Xmas Goods.

Woollens and Tailors' Trimmings Full Assortment for Fall and Winter, and latest styles for Spring Season.

IF YOU HAVE NOT SEEN OUR TRAVELLERS' SAMPLES, SEND US A LIST OF YOUR WANTS.

Greenshields Limited

MONTREAL

PRIESTLEY'S HUGUENOT CLOTH

Their Latest Creation



Priestleys' All-Wool "Huguenot" cloth is a combination of beauty, suppleness and durability which will add to the reputation of these celebrated makers.

"Huguenot" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a French cashmere.

YOU NEED IT. YOUR CUSTOMERS WANT IT.

Samples and Particulars upon request from the Sole Agents for Canada.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited
Vancouver, B.C.

Fashion's Fall Creations

An Exclusive Range Ready for Your Choosing

¶ If you desire to be know as the style leader in your town, your fall stock of dress requisites for afternoon, reception and evening wear should include a selection from our range. "REVILLON" has already won in Canada a distinct place in the dry goods world as fashion leaders. Our lines embrace the uncommon, rich effects in dress hitherto impossible to secure in Canada.

Everything required for dress occasions will be found in our range. Here are some suggestions:

Dress Fabrics:—A strong range of rich Silk Muslins, Chiffons and Marquisettes, distinctive for their finish and draping qualities. Evening Silks in various weaves.

Laces and Trimmings:—Lace Robes, Boleros, Blouses, Gimpe, Jabots, Scarfs, Fichus, Epaulieres, Marie Louise Collars, Veils. A wide selection of real Laces. Novelty and beauty the Keynote of the range.

Fancy Combs, Belts, Buckles, Silk Opera Bags, Fans, Ribbons, a specially strong line.

You are invited to examine these goods in our Montreal show rooms or our representatives will call upon request.

Revillon Brothers, Limited

134-136 McGill Street, Montreal.

PARIS LONDON NEW YORK LEIPZIC SHANGHAI EDMONTON
MOSCOW NIJNI NICOLAEIV RHABAROSK BOKHARA PRINCE ALBERT

THE ORIGINATORS OF GOOD MERCHANDISE



1506—A handsome Black Broadcloth Coat, deep armhole effect, produced by straps of same material as garment. Black velvet collar and cuffs, trimmed with wide braid. Lined throughout with good quality venetian. Length 50 inch. Price, **$18.00**

In every line of business there is always one largest, one best—and only one. Some business becomes the largest without being the best; they are built on price, quality is sacrificed to volume. The illustrations of garments shown here represent the most practical garments for the Fall, 1907. The success of this business is due to the merit of the product produced.

Satisfactory Garments

are those whose style and cut will attract attention, whose quality, whether of material or work, will satisfy inspection and whose value will invite quick retailing at moderate prices and quick profits. **SUCH AS OURS.**

Space here does not allow us to give a more full detail of our extensive range. Write for Samples in any kind of material. We make a specialty in prices from ***$7—$10.***

J. H. WALDMAN & CO.

Makers of Renown Garments.

"The line that builds Successful cloak departments."

Our Terms are strictly 2 per cent. 30 days.

509-511-513-515 St. PAUL STREET, **MONTREAL**

The Originators of Good Merchandise

OUR
ONLY TERMS
ARE
2 Per Cent.
30 DAYS.

Prices, $7 to $10.



1494—Made in Black Cheviot, 48-inches long, yoke lined. Velvet Collar. Semi-fitted, Trimmed with Black Velvet and Velvet Buttons and Soutache, a handsome Garment. Price, $7.00.

Same Garment, made in Broadcloth, lined 27-inches down, $10.00.



1455—Made in Half Tone Striped Covert, as well as Plain Covert, 50-inches long. Satin lined 27-inches down. A beautiful Garment. Price, $16.50.

The same Garment, made in Chiffon Broadcloth, Price, $18.00.



1453—A 50-inch Tight-fitted Coat, made of Chiffon Broadcloth, Light Weight, Strap Seams, Pleated Back. Velvet Collar. Sleeves and Body lined below waist with good Venetian. A perfectly Tailor-made Garment. Price, $14.00

From the merchandising, advertising and selling point, the RENOWN BRAND line offers you elements of strength that will put your department in the front rank in volumes of sales, profits and estimation of your customers.

It is doing it for others, it will do it for you, but you will have to act promptly.

J. H. WALDMAN & CO.

Makers of Renown Coats, Suits, Skirts

509-511-513-515 St. Paul Street, Montreal, Canada

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Sorting Business for Fall and Winter

Our travellers are now all on their respective grounds and they are showing many special numbers for Fall and Winter sorting business—lines which have not sold as quickly as we anticipated and which must go before spring trade commences.

Specials in every department and a huge stock to choose from.

Note what our travellers have to show you in

Cottons, Wash Goods, Dress Goods, Silks, Carpets and House Furnishings Men's Furnishings, Smallwares, Ready-to-wear Garments and Household Linens.

We have an efficient mail order department and would request you to try us with an order for prompt shipment.

54, 56, 58, 60 Arthur Street | Winnipeg | 53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Dress Goods Department

FOREIGN AND DOMESTIC

Our full line of Fall Dress Goods has been in the hands of our travellers for some time.

As usual, it is very complete, but a great many of the lines are rapidly selling out, especially the clan plaids and plaid effects, of which we have a very large selection.

We are also showing some very nice West of England tweeds, which present indications point to as strong favorites

Our variety of plain cloths is larger than ever and the values are just as good as they were last year in spite of the big advances in raw materials. Quality 471, French Venetian, is our leader--51 ½ inches wide; it will retail nicely at $1 25.

Priestleys' dress goods, of course, rank first. It would be to your advantage to inspect these celebrated fabrics before making your Fall purchases.

MAIL ORDERS PROMPTLY ATTENDED TO

WRITE FOR SAMPLES

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

We sell "Sanitas" for wall covering

Blankets and Comforters

White Blankets

We have extra values in White Wool Blankets this season. Our stock is now complete and we are prepared for sorting orders at all prices.

Grey Blankets

For threshers, railroad men and campers. These are the best values we ever had, which is saying a lot. Special attention to rush orders.

Cotton Comforters

A big variety; all bought and priced before any advances. We can guarantee satisfaction at any price required.

Down Comforters

The showing of Down Comforters in English, Canadian and American goods cannot be excelled in the West for value or variety. All staple colorings and shades in sateen, satin and silk-covered Down Comforters, both plain and frilled. Just what you want for special orders. Send us price and color wanted and we will undertake to satisfy you.

We have a complete stock of Housefurnishings, Carpets, Squares, Rugs, Linoleums, Floor and Table Oils.

We sell "Sanitas" for wall covering

54, 56, 58, 60 Arthur Street	**Winnipeg**	53, 55, 57, 59 King Street

JUST DISCOVERED

Perfection in Front Pad Belt Hose Supporters

Holds the Corsets down in front and relieves the strain on the back.

NEW

IDEA INDICATED

ON

THIS PICTURE

BY

ARROWS

IN

CENTRE

OF

PAD



THIS

ATTACHMENT

TO THE

PAD

ASSISTS IN GIVING

THE

STRAIGHT FRONT

EFFECT

SO MUCH DESIRED

BY ALL STYLISH

LADIES

Patent pending on attachment.

Ask your Jobber for this latest Pad Belt Supporter.

I. B. KLEINERT RUBBER COMPANY, ... SOLE MANUFACTURERS ... **TORONTO**

'SPERO'

The quality alone of 'SPERO MAKE' Flannelette is sufficient to guarantee a wide popularity for these famous goods. 'SPERO MAKE' Flannelette is most carefully manufactured from the best quality cotton ; it has a close, even pile, is firmly built and very durable. Moreover, it is offered in a great variety of most attractive designs and colourings. ¶ 'SPERO MAKE' Flannelette is practically fireproof.

Ask your Wholesale House to show you a complete range of samples of 'SPERO MAKE' Flannelette

See that the words 'Spero Make' are stamped on the selvedge. *'Spero,' Manchester.*

"SPERO" MAKE

Regd

FLANNELETTES



BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

LATEST SPECIALTIES:

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND

Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO

Please Send for Samples.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

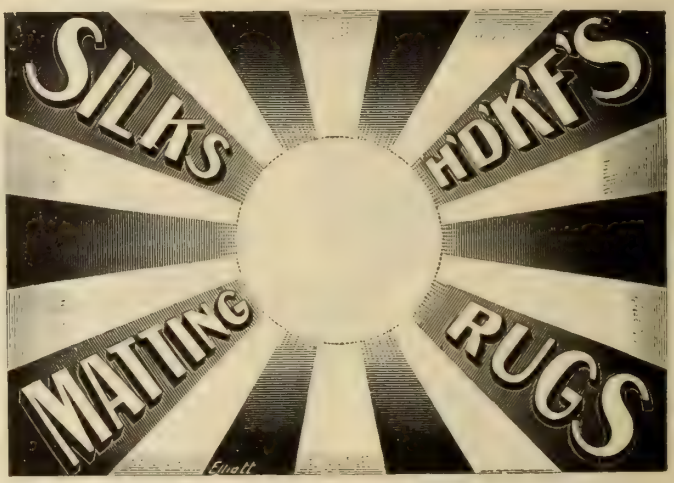
NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

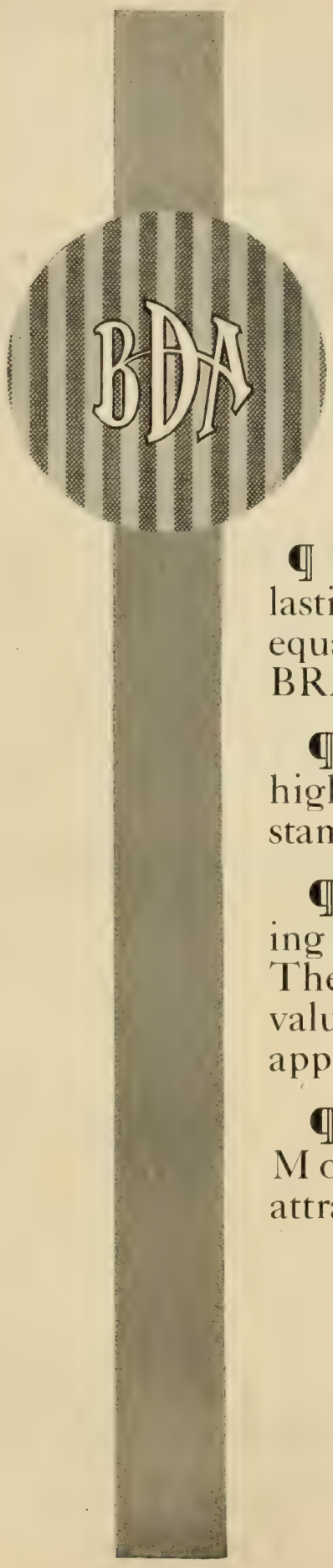


K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.



¶ For satisfactory wear and everlasting good looks, there is no fabric equals ENGLISH MOHAIR OF BRADFORD DYE AND FINISH.

¶ You can give your patrons no higher guarantee of merit than the stamp of B. D. A. on Mohairs.

¶ More and more women are wearing B. D. A. Mohairs each season. They catch trade on their fashion value, and hold favor on their unapproached quality merit.

¶ For Spring, 1908, the B.D.A. Mohair lines will be exceptionally attractive.

BRADFORD DYERS' ASSOCIATION

BRADFORD
ENGLAND

Established 1832

Cable Address:
"LAW," Bradford

FALL 1907

"Lawrus" Fabrics.

(Registered)

These Goods are rolled on Special boards and stamped "Lawrus" every five yards.

SUITINGS

in all the latest weaves including our new range of

PANAMAS and VICUNAS

The Royal Squadron Serge

The Dreadnaught Serge

Unspottable Finish.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Law, Russell & Co.

Converters of Bradford Goods LIMITED

BRADFORD AND LONDON

SORTING SEASON

Our stock is complete in all departments, and includes novelties in great variety

SILKS
RIBBONS
VELVETS
LACES
DRESS NETS
DRESS GOODS
VELVETEENS
VEILINGS
TULLES

WE SHOW AN EXCLUSIVE RANGE OF **FANCY SILKS and RIBBONS**

DEBENHAMS (CANADA) LIMITED
TORONTO

The European Markets at Your Door.
Montreal's Largest General Agency.

We respectfully announce to Canadian Wholesalers and the department store trade the opening of our Canadian Branch in the Board of Trade Building, Montreal, where lines from representative European manufacturers are on view.

The facilities and world-wide connections of the Berlin Head Office, together with the experience of our representative, Mr. J. Schwartz, concerning Canada's wants, insures you salable lines at right prices. No matter what you want from Europe, we can supply you. Values are right.

Here is a Hint of our Selection.

DRY GOODS LINES
- Embroideries and Laces
- Ribbons and Hat Bands
- Fancy Jewelry
- Millinery Trimmings
- Gold and Plated Watches in Swiss Movements
- Illustrated Post Cards
- Combs, Brushes, etc.
- Gloves and Bags

Each Line is a Specialty.

- Groceries and Liquors
- Cakes and Jams
- Wines and Mineral Waters—
  Minchner & Pilsner
- Hardware Specialties
- Electric Novelties
- Druggists' Sundries
- Perfumes

You are invited to Inspect these lines in our Montreal Show Room. Your satisfaction is our motto.

German-Canadian Import and Export Company
126 Board of Trade Building, - MONTREAL
Head Office: 30 Neuenburger St., Berlin, Germany

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - - $1,400,000.00
ASSETS - - - - - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96

A BUSINESS CHANCE

is often missed when it might
have been easily embraced by

Systematic Saving

Begin now to prepare for the day of opportunity by depositing your savings in *The Metropolitan Bank.* In the *Savings Department* $1.00 or upwards opens an account. Interest is allowed from date of deposit, and compounded *four* times a year. No delay in withdrawal.

THE METROPOLITAN BANK

Capital Paid Up $1,000,000.00

Reserve Fund and Undivided Profits, $1,183,713.23

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

"I've Now More Than I Can Read"

¶ Yes, Mr. Business Man, we are well aware you have not time to read all the publications that come your way each month.

¶ But do you really devote the time you should to reading? Do you get the timely and instructive articles which a man in your business should read in order to be up to date?

¶ Isn't a great part of your time spent in ransacking the various publications in search of these articles? Think of the advantage of having them selected for you each month. How much more profitable your time devoted to reading would be. This is exactly what

THE BUSY MAN'S MAGAZINE

will do for you.

¶ It will select the timely, interesting, and entertaining articles from the CURRENT issues of the world's magazines and periodicals.

¶ Each issue will contain the Cream, the Choicest, and the Best appearing in the magazines of the month.
Write for a sample copy TO-DAY.

The Busy Man's Magazine

TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



Size 3

NICKELED STEEL in 5 sizes

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc.	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc.	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,142	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, J. C. Halsby, No. 1, Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St.
New York, 1 Broadway

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life
ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S. A.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

15 cents per square inch for half-tones
7 " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address:

MONTREAL 232 McGill Street
TORONTO 10 Front St. East

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT
And Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED
BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

H.M.

Intimation re

HOLIDAY GOODS



Now in Order

As a matter of economy, solely for your special benefit, see our range of **Holiday Goods** first.

Dolls

A big season for Dolls; the sort that sell and pay a good profit, not the experimental kind, but trade winners that will retail quick at 5c., 10c., 15c., 20c., 25c., 30c., 35c., 40c., 50c. and up.

Purses and Hand Bags

The extensive sales already made with these two lines require no enlargement, the chief point is, have you got the right goods? The fine showing made by our notion department embraces all the very catchy and modern styles in those very useful articles. As a gift they are among the best for a lady. To retail at 25c., 35c., 50c., 75c., 85c., 90c., $1.00, $1.25, $1.50, $1.75, up to $10.00 each.

Handkerchiefs and Perfumes

Most retailers find these two lines sell well together, and with this fact in view, we have made ready for a large business in this way. **Our Perfumes** are tastily put up in rich satin-lined cases and stocked with the best goods. **Our Handkerchief** range comprises the famous Exceleda Brands and the newest productions in Swiss and Irish embroidered goods. To retail at 3c., 5c., 8c., 10c., 12½c., 15c., 20c., 25c., 30c., 35c., 40c., 45c. and 50c. each.

Teddy Bears

Teddy White, Teddy Black, Teddy Brown. The marvellous demand for this plaything has exceeded the wildest imagination, and as they are not of the 5c. order, the nice profit from the sale of them will outstrip any other Christmas line. Prices to retail, 50c., 75c, $1.00, $1.50 and up.

P.S.—For Smallwares or Christmas Goods 'Phone 1290

JOHN M. GARLAND, SON & CO.,

Wholesale Dry Goods

OTTAWA, - CANADA

The W. R. Brock Company. (Limited)

TORONTO

A very special purchase, for Cash, from a manufacturer who at the end of the season found himself overstocked, enables us to offer

Unprecedented Values in Silks

AS FOLLOWS:

"Special"—	**Black Taffeta,**	.....	can be retailed at	**50**c.	worth	**65**c.
"JHII"—	"	"	.....	"	"	"	**69**c.	"	**70**c.
"JH9"—	"	"	.....	"	"	"	**65**c.	"	**75**c.
"MB3"—	"	"	(Chiffon Finish) ..	"	"	"	**75**c.	"	**85**c.
"MB4"	"	"	.....	"	"	"	**80**c.	"	**90**c.
"Splendide"—	"	"	.....	"	"	"	**80**c.	"	**90**c.
"Excelsior"	"	"	.....	"	"	"	**90**c.	"	**$1.10**
"Superba"	"	"	.....	"	"	"	**$1.00**	"	**$1.25**
"DCIO"—	**Colored**	"	.....	"	"	"	**75**c	"	**$1.00**

MEN AND METHODS

Ridiculous Closing Hours in Collingwood — Stores Which Specialize on Ready-to-Wear and Dress Goods Some Sensational Advertising Other Items.

COMMENDABLE INDEPENDENCE.

Although the majority of Collingwood stores remain open, ordinarily, until eight, nine, and even ten o'clock, and on Saturday night till eleven and twelve o'clock, C. Stephens Co. close sharp at six-fifteen, ordinarily, and ten o'clock Saturday night. They have been doing this for nearly a year and a half, and have not found that their business suffered in the slightest degree.

The lines handled are general dry goods, millinery, boots and shoes, groceries and men's wear. Groceries are located in an exclusive store, and a big trade is done in supplying boats, mines and lumber camps.

The store has a frontage of sixty feet, and is one hundred and thirty-two feet in depth.

Business is transacted on both the cash and credit basis.

Millinery has been handled only one season, but the profit was fairly satisfactory.

Two delivery wagons are kept going regularly.

NEVER USES THE TERM "CREDIT."

S. A. Gray & Co., of Meaford, carry a general stock. Dry goods, millinery, groceries, glassware, boots and shoes, carpets, rugs, and wall paper, occupy the main premises, while men's furnishings and clothing are located in an exclusive store. Formerly men's wear was handled in with the other lines, but it was found that the department could never attain to any great importance under such conditions.

Mr. Gray told The Review that, no doubt, the catalogue houses send quite a good deal of stuff into Meaford and the district surrounding. Many people think they can buy goods cheaper and better from Toronto than in their home stores. If they would carefully compare prices and values, they would quickly be undeceived, but the great trouble is that they will not do this. Only occasionally does a local merchant find customers who will admit that they make purchases through catalogue. When he does, he can invite an honest comparison between his goods and those which they have bought in this way. Just a short time ago, a lady went into the store of S. A. Gray & Co., with a sample of dress goods secured from Toronto. Upon asking the price of similar goods she was greatly surprised to learn that she could get exactly the same material at a considerably cheaper price than she had intended paying the mail order concern.

Mr. Gray went to Meaford twenty years ago, and at once determined that he would make his business as nearly cash as possible. The fight to keep away from the credit system was pretty hard for a while. Of course, there were customers, "as good as the wheat," who preferred to settle their accounts periodically, and exception had to be made in their case. Up to the present day, Mr. Gray says that he has lost less than $200 in bad debts, which, under the circumstances, he considers a pretty good record. He does not pretend to give credit to anyone, and no bills are ever marked charged. If a farmer brings in produce to trade for merchandise, and his purchases exceed his sales, he understands that payment of the difference is expected of him the first time he visits town. Sometimes, if the difference be large, it is spoken of as a loan to the farmer; but, under no circumstances is the term "credit" applied to a transaction.

In ready-to-wear garments only mantles, skirts and blouses are carried.

Millinery is a good department. A formal opening is held each season, but Mr. Gray has been much interested in reading of the systems adopted by E. R. Bollert & Co., of Guelph; Madill & Anderson, of St. Catharines; Barry & Co., of Trenton, and others, who have dropped the formal opening, and increased their profits from this department quite materially.

Mr. Gray does not believe in frequent bargain sales, for the reason that they put a store's clientele in an unsettled state. The cut price should be used very little, except as a means of clearing out undesirable stock.

SHOULD HAVE NOTIONS TO FRONT.

J. J. Kerr, of Collingwood, conducts his business in premises that are bright and well equipped. His stock includes general dry goods, millinery, ready-to-wear garments, boots and shoes, trunks, valises, mattings, oilcloths and linoleums. Carpets and rugs are not carried.

The store is 50x150 feet. Men's wear and boots and shoes occupy almost one-half of the main floor. In the latter line, particularly the better class of goods are most active. A big stock of trousers is accommodated in bins, according to size, a system that is found very convenient. A noticeable feature among the store fittings is a big hat case, built specially, across the back of one of the windows. It has paid for itself several times over.

Right at the entrance is a splendid big show case, extending across the front and several feet down each side. One-half of it is devoted to men's furnishings, and the other to blouses, etc. The Review would suggest that the latter section of this case be given over to the showing of collars, belts, and other fancy goods, and that the notion department be enlarged and located right next to it, counter bins being used for display. Mr. Kerr should find this a profitable move. Many precedents could be quoted to prove the solid merit of this suggestion.

Millinery pays a good profit. Formal openings are the rule, and last season two were held, one for spring and the other for summer goods. A first-class milliner is in charge, and to her careful management a large portion of the department's success is due.

In ready-to-wear garments only mantles and skirts are handled.

The dressmaking department sells a lot of the store's dress goods and trimmings. The dressmaker is given workrooms free of charge, and retains whatever profit she is able to make.

Special lines are shown on tables down the centre of the dry goods section. This is a good idea.

Evening shades in dress goods are kept in stock boxes.

Mr. Kerr and a grocer nearby have a delivery wagon between them.

The cash system is followed as closely as possible, and

the only items on the books are for goods sent out on approval.

This store's windows are not, as a rule, lighted in the evening. As a consequence, a good deal of cheap advertising is lost. Mr. Kerr has five windows, which he keeps well dressed, and he should give the people who promenade down town in the evening a chance to examine the merchandise shown. That is the time of day when they have most leisure to look at the windows, and the Review has no doubt that some sales are lost through neglect to keep the lights on, until ten o'clock, at any rate.

Only a few mail orders are filled, and, up to the present, no decided attempt has been made to develop this branch of the business.

A good-sized show case toward the rear of the dry goods section is devoted to linens, and it helps sales considerably.

A PIONEER IN CASH SYSTEM.

R. E. Main was the first merchant in Meaford to adopt the cash basis, and when he did—thirty years ago—he was given six weeks to fail. The credit plan was so general that a strictly cash business was considered an impossibility. Mr. Main, however felt confident that he would be successful, and while he had some difficulty at the start off, people recognized the justice and merit of his stand, and he received a fair share of their trade.

This store handles general dry goods, groceries, boots and shoes, men's furnishings and clothing.

In discussing mail order business, Mr. Main said: "How would it be if every local merchant in the country closed his store for a month and people were obliged to buy everything from the city concerns? I think they would appreciate the home stores more after such an experience. There are a good many mail orders sent from Meaford, and while I would like an opportunity at any time to compare my prices with those quoted in catalogue, value for value, I make a practice of never mentioning the name of the catalogue houses if it can be helped. I do not propose to give them any free advertising. I adopt the same policy in regard to my local competitors. My plan is to give the people what they want at reasonable prices, and rely on them to judge correctly of my reliability. I have one price only, and mark all goods in plain figures."

SPECIALIZE ON READY-TO-WEAR.

A store specializing on ladies' and children's ready-to-wear goods is rather unique in a town of eight thousand population. There is one in Collingwood, conducted by Qua & Patterson. They carry a stock of between $12,000 and $15,000. Their store, 22x100 feet, is simply crowded with merchandise, which could very readily fill a premises twice as large. Tables run down the centre of the store and over these, and the counters as well, almost every inch of space is used for display. The aisles might almost be compared to tunnels, so closely are the goods hung round them. The stock is too heavy to permit of the proper display in a store of this size.

No goods are kept boxed up ; everything is out where it can be seen and examined, and, consequently, they sell themselves in a great many cases. Each article bears its price on a ticket that can be plainly seen.

At the rear is the mantle and suit department. Formerly a charge was made for alterations, but this practice was discontinued.

A pattern department has been found a fine attractive force. It draws many people to the store, and as it is located at the back, they get a good idea of the stock that is carried. Many have expressed surprise at the range of goods shown, and have been sufficiently impressed to become customers. A fashion sheet is inserted in every parcel leaving the store.

When the firm opened up, four years ago, no piece goods at all were carried. Later, it was found profitable to add a stock of staples, for the reason that everybody buys them, and they would help attract customers to the store.

The lines carried include all kinds of ready-to-wear garments, underwear, corsets, hosiery, belts, neckwear, staples, notions, etc. The notion counter is located at the entrance, and draws an active trade.

Qua & Patterson do some very good advertising, which could be immensely improved by the addition of more descriptive matter. They have thought of this, but concluded that there was a danger of making their ad-matter too heavy. This is a mistake ; description, for which the nature of their goods gives them plenty of scope, would make their publicity much more readable, interesting and impressive. It would indeed become a strong salesman in their interest. The advertising of the large retail houses, and a number of smaller ones, too, has clearly demonstrated the truth of this.

A SENSATIONAL ADVERTISER.

W. G. Begg, of Collingwood, conducts "The People's Bargain Store," and, as may be gathered from the title, holds a great many special sales. Following are some quotations from a newspaper ad. and hand-bill, announcing one that continued for fifteen days, up to August 4 :

"W. G. Begg up against a hard proposition. We must give up the key to J. McIntosh August 4, without fail. That means we are forced to move our $35,000 stock into our big store. It's simply impossible to do so, for the reason that our big store is already packed full, as you all know. There is only one way to get out of this trouble ; that is, to reduce the stock $20,000 in fifteen days. We have decided to throw our entire stock of both stores on the market at what they will bring. $20,000 must be raised in 15 days in order to move. It's easy. The public are looking for dollar bills for fifty cents. We don't blame you ; you can get it for the next fifteen days. Thursday morning, July 18, our both stores will be ablaze with electrifying bargains. We will make this sale a hummer. We will show our appreciation of your most liberal patronage during our gigantic sale by offering you the greatest values ever attempted. $100,000 stock will be thrown on the market—simply slaughtered. Must be disposed of at any cost. 'Tis an impossibility to mention prices. Everything on sale, everything to clear. $25,000 worth of boots and shoes must go. Never in the boot and shoe history such a wholesale slaughter. Boots and shoes will be almost given away ! We carry the largest boot and shoe stock in Ontario. We simply say buy now what boots and shoes you want for a year. Sensational bargains in dress goods, silks and wash goods. When we say dress goods at half price, we mean it. See our muslins at 5c ; our flannelettes at 5c ; our toweling at 5c ; our white cotton at 5c ; our table linen at 17c ; our hosiery at 9c ; our laces at 2c. Our gigantic ten-day sale was a wonder. This sale beats all past records. Our men will have a picnic. An avalanche of bargains for men and boys. Dress goods knifed to clear. During this sale the worst, reckless slashing of prices will be resorted to in order to help to make room. O, what a snap in carpets, rugs and linoleums ! Ladies, buy now ! The greatest price-cutting sale on earth ! Don't miss this chance ! No re-





Of Vital Import

It is of vital import to have your stock properly sorted up — as imperative almost as re-stocking for a new season.

And the time to do this is to do it now, well in advance of pressing requirements.

Have a look round, and remember our stocks will enable you to sort up at the minimum of cost, and with the maximum of satisfaction and—profit.

Test this statement by seeing our travellers' samples, or if they do not call on you, write to us, and we will make it our business to meet your convenience.

Attention is directed to the special lines for Spring, 1908, that our travellers are now showing.

BROPHY-CAINS, LIMITED

Victoria Square, MONTREAL

WHOLESALE DRY GOODS. QUICK SHIPPERS

serve. Everything must go. Fifteen days only. We will make this sale one never to be forgotten,"

On August 13, Mr. Begg started another sale, this one to last for thirty days. Here are some extracts from his announcement :

"Immense thirty-days' bargains. We are overloaded. Our two stocks now in our one big store. We are packed in like sardines and won't stand for it. Simply impossible to show goods. Must make room at any cost. We have decided to make a desperate 30 days' cutting and slashing of prices. We will sacrifice our entire stock regardless of cost. One hundred thousand dollar stock thrown on the market. One thousand early Fall coats for ladies and children will be cleared at less than half price. Wait ! Wait ! Wait for the opening. Store closed all day Monday to get ready for this great sale. Let nothing keep you away from the greatest thirty-day sale ever attempted. Price goes to pieces in all sections—no mercy to cost marks. Herald the news everywhere so that all may come and share the bargains. It will pay you to prepare your purse and wait for the greatest of all sales. Our last was a wonder, but this will be the big show in earnest. Prices that will make room, and clear the stock, as a storm wave sweeps the deck of an ocean steamer. Bring plenty of money, and you will find one dollar will do the work of two. If money-saving means anything to you, read this and profit. We would like to quote every article in the store, as they are slaughtered beyond recognition. The following will give you some slight idea of the wonderful bargains going for 30 days * * * The biggest plunder of the sale will be in our boots and shoes. We have boots and shoes enough for four stores. We must have the room ; you can have the boots and shoes at prices most ridiculous. Good-bye prices on all Summer goods. Don't forget this marvellous sale starts August 13, and will continue every day red hot for thirty days."

A NEAT STORE.

R. Findley & Son, of Meaford, have an exceedingly neat store, that is well lighted and well fitted-up. Near the entrance are a couple of splendid show cases for the display of fancy goods, blouses, etc. The windows are always tastefully dressed. Down the centre of the store are several display tables, which are found very useful.

The lines carried in this store are general dry goods, groceries, boots and shoes and men's wear.

The business is part credit and part cash.

WILL CUT DOWN CREDITS.

Abbott & Co., of Meaford, carry general lines in a store of good appearance. A millinery department has never been attempted. Mr. Abbott informed The Review that he does both cash and credit business, but purposes cutting down the latter considerably. Special sales are not included in the regular policy of the firm, but when competitors offer big inducements to their customers, Mr. Abbott feels called upon to hold up his end.

TWO GOOD TOWNS.

Collingwood and Meaford are located on Georgian Bay, on the Meaford branch of the Grand Trunk. The former has a population of 8,000, and the latter 3,500. Both adjoin good farming and cattle-raising districts. At Collingwood a shipbuilding yard gives employment to quite a number of hands.

A MISTAKE.

In this department in the July issue a description was given of the store and some methods of the Robinson Co., Napanee. One paragraph began : "In answer to a question by The Review, Mr. Robinson said he believed he did much less business than formerly in Napanee and district surrounding. This store does a mail order business itself," etc. A sentence preceding this, in reference to the mail order houses, was omitted, and in the proof the clause, "they did much less business," etc., was changed to "he did much less business," etc.

SPECIALTY DRESS GOODS STORE.

Frank Cavill, Collingwood, specializes on dress goods and staples, and caters only to the better trade. His store is small, but exceedingly neat and bright. He carries a few blouses.

NOTES.

Guilfoyle Bros., of Collingwood, conduct a general store, with dry goods along one side and groceries on the other. They also carry boots and shoes, glassware, etc.

Deitch & Co., and E. Sewell & Son, of Meaford, both carry general lines.

WOULD LIKE TO CLOSE EARLIER.

P. W. Bell & Son, of Collingwood, keep as close to the cash basis as possible. They carry general dry goods boots and shoes, trunks, valises, men's wear, etc., but no millinery. The store closes at eight or nine o'clock, ordinarily, and eleven or twelve o'clock Saturday. They would like to see the hours fixed at six o'clock and ten o'clock, respectively, but claim that some other merchants refuse to make the change.

R. FORBES COMPANY, LIMITED.

A Dominion charter has been granted R. Forbes Company, Limited, Hespeler, with a capital of $1,000,000, divided into $100 shares. The object of the company is "to acquire and take over as a going concern, the business now carried on at Hespeler by The R. Forbes Company, Limited, and all the property and assets of the said company ; to manufacture wooleo, worsted, cotton, linen goods and material of all kinds, and all descriptions of textile goods and materials, whether spun, woven, knitted or otherwise, and to buy, sell and deal generally in all kinds of spun, woven and knitted goods and materials, whether in a raw state or partly manufactured, and generally to carry on the business of manufacturers of and dealers in the above mentioned classes of goods in all their branches, and to manufacture all descriptions of machinery and appliances and parts of same used or deemed useful in the production of the foregoing goods, etc." The incorporators were : George D. Forbes, manufactuere ; W. H. Weaver, manufacturer, and D. N. Panabaker, bookkeeper, of Hespeler ; Victor H. Hattin, clerk, and Ada Caulfield, bookkeeper, of Guelph.

Commercial travelers of five associations, have inaugurated in Canada a movement to obtain the same traveling privileges for their wives as for themselves.

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

"If you put as much energy into advertising as the boy does learning to smoke, you've made your point."—Rusty Mike's Diary.

Do you remember your first smoke? I do. Yours truly felt like a king for a minute and a half, and then an indescribable, far-away feeling took possession of my interior and confiscated my breakfast. Billy Jones and I turned up at school one morning plugged full of devilry and feeling like millionaires. I had blown up the bank—a 2 in. x 4 business, I had received as a birthday gift some months previously. Before doing so, I had let Billy in on the ground floor of my anticipations, and, not to be outclassed, my trusty comrade had got up in the middle of the night and made a raid on his father's trousers. It was successful, from a pecuniary standpoint, and so we hiked past the school and our fellows like lords and entered the Dunmore woods. Already it was an unusually hot day, the breeze from the sea had died down, and the shade from those great old trees was just as luring to us as it had been to the soldiers of Edward Bruce on their way to help the Irish overcome the legions of the English King. Bill and I thought little about our warlike ancestors. We sat down under the shade of a mighty tree, which may have sheltered the soldiers of Rome, and pooled our loot. We had seventeen shillings about $4.25, and we carried as many resolutions into oblivion as the United States Government, regarding the way that that money should be spent. Bill was anxious to foot it to Liverpool and emigrate to America for the purpose of decimating still further the decimated ranks of the noble Red Man. I objected, not because the proposition seemed wildly improbable, but because I had a wholesome respect for my father's ability to actually do things. Then Bill grew pathetically poetical and rattled off Tom Campbell's "Gertrude of Wyoming," in a way that made the crows wonder what in thunder was the matter with him.

Poor Bill actually shed tears as he forget Gertrude to remember a little girl called Nancy, who had won his boyish heart by strutting around like an actress in a red garibaldi. I respected his grief; but when he sprung into the air as gaily as if he had swallowed an Ostermoor mattress, and cried, "Hallelujah! let's kidnap Nancy, "I objected again, but Bill was obdurate. Finally diplomacy prevailed o'er the "wild and wandering" cries of my love-sick companion.

"Bill!" I said, "you know darned well that no big chief ever did do anything without hitting the pipe. Let's smoke and we'll know what to do!"

The advice pleased Bill, and in a quarter of an hour we had a new clay filled up with black Irish plug—the manufacturer should be electrocuted.

I wanted to start the seance, but Bill was ten days my senior and insisted on disgusting his inner man first. That tobacco was as hard to set on fire as an Irish bog, but Bill laid back his ears and pulled like a donkey. Finally, when he had her going some, I requested a pull at the pipe. Bill waved his hand disdainfully and continued to blow clouds like the Lusitania on her maiden trip. Presently I noticed a ghastly pallor stealing adown William's beautiful countenance, and at last he said: "Hist, pard! there are about two million redskins askulking around. You keep the pipe going while I circumvent their devilries."

My comrade handed me the pipe and scooted behind a tree. I went on smoking the vilest tobacco between here and Jericho.

"Keep it up, pard and—and—look peaceful——." Bill intended to say something more, but he only groaned. And I kept on puffing pale grey clouds of poisonous vapor like Vesuvius when molten lava rolls spouting about its stomach. I certainly threw both energy and enthusiasm into that smoke. And when I say that it landed the goods, I am clinging to the facts quite piously. I became dizzy, my eyes grew dim, and for a little I thought there was an eclipse of the sun. But when my breakfast started to cavort and buck around like a broncho, I knew that "earthquake" wasn't the proper title for what was going to happen. But I kept on smoking. Gradually the darkness—or apparent darkness—became more dense, and——. We'll let the curtain drop here on the result of energy and enthusiasm unreasonably applied.

* * *

There should be energy and enthusiasm in all advertising and when these are awanting it falls flat. But I've seen lots of energy and enthusiasm sadly misdirected. The great desideratum in all advertising is pure and unadulterated common-sense. There are wholesalers and manufacturers who print stuff, and expect results, and it is safe to say that if their salesmen put up such talks to their customers they wouldn't sell a yard of goods in a year, and there are merchants all over this wide Dominion who print a conglomeration of exaggerations and imagine they are advertising. It is with pleasure we turn to the ads. we have reproduced.

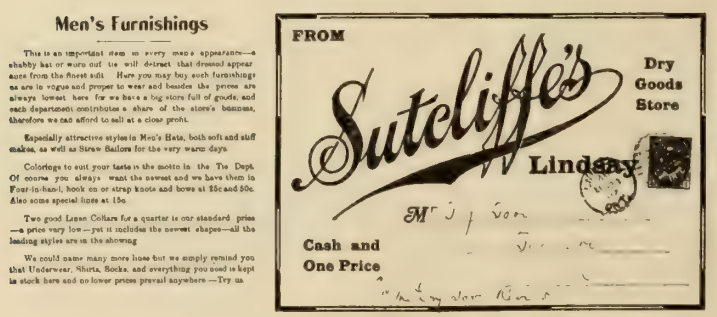
* * *

Sutcliffe & Sons, Lindsay and Oshawa, have forwarded the best circular ad. we've seen in many a day. These merchants believe that it's up to the local drygoodsmen to do some mail order business, and they go after their share in a clear and forcible manner. The man who designed and drew up this ad. deserves a whole lot of credit. He has a future either as an ad. writer or as a merchant, and, as far as I can judge, he'd be successful in either sphere. The ad. is not only carefully and arti-

tically arranged, but abounds with energy and enthusiasm, and that properly directed. The circular is about the size of a big daily sheet, and so folded that only the firm's name and that of the addressee is visible to the deliverer. I want to emphasize the fact that most town and small city merchants might add easily hundreds and often thousands, a year, to their turn-over by adopting the mail order plan of Sutcliffe & Sons. They say: "Whether you live in town or country, we will follow

When an ad. is so good as this one, I feel that any criticism should be offered in the form of suggestions. I would suggest the curtailing of some introduction in this case and printing more descriptive items. Take "The Right Kind of Clothing for Men," for instance. That's good stuff, every word of it, but I am of the opinion that it is a shade too long. The introduction should have been cut so that there would have been double the space for descriptive matter. Apart from this, I think this cir-





you with our free delivery system—the prepaying of freight or express charges on the G.T.R. or C.P.R., on all orders amounting to $25 or over. Club your orders and send them to us." A pretty good scheme, and we are safe in saying that Sutcliffe & Sons' progressiveness will go far towards securing a goodly share of the paying trade.

cular ranks pretty high when it comes to advertising meant to sell goods.

* * *

The advertising of the Paquet Co., Quebec, is always of a high order, and the ad. we reproduce is undoubtedly a sample of the finest descriptive matter published in Canada. Paquet's ad-man has a genius for saying the right

thing—neither less, nor more. I'm not in favor of taking up much space with cuts, as a general rule, but when a business reaches the limit of Paquet's, a cut can be used impressively every now and then. You will notice that this veteran ad-man doesn't waste much talk until he commands his readers to "Study these prices." He throws enough energy into his introduction in the quietest way imaginable, and betrays extensive knowledge of female human nature. His business is to get the women of Quebec into Paquet's store, and it is pretty widely known that he is mighty successful. "Study these prices and descriptions for a few moments and see if you don't find them unusually interesting." You will, because we repeat what we said some time ago, that Paquet's adman is the best descriptive advertiser in the Dominion of Canada by a great big comfortable margin. He's the Longboat of descriptive advertising, and it will pay most merchants to study his methods.

* * *

McCurdy & Co., of Sydney, are doing some pretty successful newspaper advertising. They have their ads. set artistically, but their editorials invariably take up too much space.

* * *

Bastedo & Co., of Milton, believe in newspaper advertising, and they very wisely let price talk, and talk effectively, for them. Keep it up. Success lies that way.

* * *

Martin & Co., of Amherst, N.S., have forwarded a circular for criticism. There may be conditions under which such advertising pays, but the people want more than any merchant's mere promise. If you had cut your talk in two and printed some sales-compelling items, we believe it would have paid you better. The circular is pretty, neatly printed, etc., but did it sell goods? If it did, you can be certain that you would have done a great deal more business by writing it as we have suggested.

* * *

Yes, energy and enthusiasm are a salesman's principal stock in trade. But they can be woefully misapplied. All advertising should be enough like a good salesman's talk as to deserve the name "Printed salesmanship." Some men work hard and never accomplish anything. Others are good talkers, but they never say anything. If you merchants print the kind of talks which sell goods your advertising will be successful.

* * *

The merchant must now prepare for his Fall advertising. He will speak of new goods and emphasize style and quality. What he says will be more impressive if he insists on some style in the way his ads. are written and set up. His customers will appreciate his story more if it is told in the most attractive form. One point upon which stress should be laid—where a man has the goods to back up his claim—is assortment. In many stores quality, style and assortment come before price, when a new season's goods are just shown.

Interesting Extracts and Ideas

"We prepay freight on orders over $10, heavy groceries alone excepted."—The Binkley Co., Temiskaming, New Ontario.

"Dame Fashion appears to have made up her mind that jaunty picturesqueness shall be the keynote of the latest modes in Summer millinery. We have received many ideas and original creations from the centres of fashion, which deserve a special introduction to women."

"The list of bargains we gathered together for this end-of-the-week special selling embodies merchandise of the newest and most wanted sorts. Every aisle and every counter puts forth its best reasons as to why you

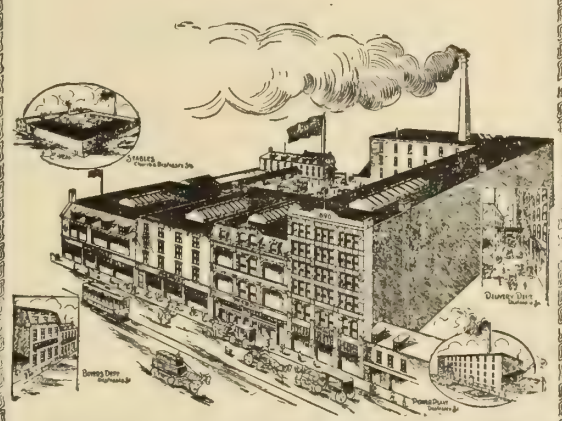
Optical Department

NOBODY should overlook the fact that Our Expert Optician, Mr E J P Massicotte, is prepared to test the eyes of all customers and visitors ABSOLUTELY FREE. It's worth much to KNOW that your eyes are all right.

THE PAQUET COMPANY LIMITED
RETAIL DIVISION
157-173 St Joseph Street, QUEBEC.

Ladies' Tailoring

FOR those ladies who prefer the strictly Man-Tailored Garments, our Mr Lebel, Expert Ladies' Tailor, is here. The demand for his work is extraordinary for this time of year, but he is prepared to take a few more orders.



FRIDAY BARGAIN LIST

A Rousing List of Friday Bargains Worthy of the Store From Which it Comes

STUDY THESE PRICES and descriptions for a few minutes and see if you don't find them unusually interesting. Friday is getting to be one of the busiest days in the week now—and we are bending all our energies to make these Friday Bargains of ours more interesting every week. Although there is no mention, in the list below, of the Great Sacrifice Sale of Embroideries, there is, nevertheless, a fairly good selection left, although the selling has been fast and furious ever since this Embroidery was placed on sale. Doubtless Friday will see the last of it but, if you come early, you may get some before it is all gone.

Here is the list that will make the ladies of Quebec do some quiet figuring as to how they can get here early enough. Never mind the breakfast dishes—they'll keep until you get back.

Black Melrose
50c Value 39c
Fancy Cotton Carrion Dusters 42 inches wide, strictly all wool, fine reality, regular price 50c. per yd Friday Bargain 39c

Black Grenadine
$2.00 Valve $1.39
Black Silk Grenadine, very rich and extremely dressy, a favorite for fashion, genuine regular price $2.00 per yd Friday Bargain $1.39

Black Voile
$1.00 Value 77c
Black Stripe Voile, 44 inches wide, fashionable and especially desirable for handsome costumes, regular price $1.00 per yd Friday Bargain 77c

Carriage Dusters
$1.25 Value 98c
Fancy Cotton Carrion Dusters or Long Robes, size 48x62 inches, colors, green, brown or olive, regular price $1.25 Friday Bargain 98c

Lace Doylies
5c Value 2½c
Tenerille Lace Doylies, white, 7 wheels, 6 inches round, regular price 5c. each, are good value at that. Friday Bargain, each 2½c

Plaid Gingham
12c Value 9c
Scotch Plaid Mercerized Dress Gingham, 28 inches wide, very pretty tartans, regular price 12c per yd Friday Bargain, per yd 9c

Armour's Soap
5c Value 6 for 23c
Large Cakes, Armour's Toilet Soap, assorted odors, regular price 5c per cake. Friday Bargain 6 for 23c

Castile Soap
5c Value 3c
Pure White Castile Soap, for bath and toilet, regular price 5c per cake Friday Bargain 3c

Castile Soap
30c Value 23c
Pure White Castile Soap, 3lb bars, regular price 30c a bar Friday Bargain 23c

Comb Sets
75c Value 50c
Fancy Celluloid Comb Sets, 3 side and 1 back comb, gilt ornaments, regular price 75c. per set Friday Bargain 50c

Nail Brushes
35c Value 20c
Wood Back Nail Brushes, fibre bristles, regular price 35c each Friday Bargain 20c

Hand Glasses
20c Value 13c
Small Hand Glasses, back in red wood, varnished, regular price 20c. each Friday Bargain 13c

Bedroom Suite
$72.00 Value $55.00
Solid quarter-cut oak Dresser and Chiffonier golden finish, with large Iron Bed, 1½ inch posts, brass trimmings, regular price $72.00 per set Friday Bargain $55.00

Bedroom Suite
$55.75 Value $42.50
Three piece Bedroom Suite in solid quarter-cut oak golden finish, highly polished, extra large mirror, regular price $55.75 Friday Bargain $42.50

Bedroom Suite
$60.75 Value $46.00
Fine Bedroom Suite in very handsome design, solid quarter cut oak, large oval mirror, special value at the regular price $60.75 Friday Bargain $46.00

Bedroom Suite
$74.00 Value $60.00
Solid Oak Bedroom Suites, three different designs golden finish, high polish, large British shaped mirror, regular price $74.00. Friday Bargain $60.00

Sideboard
$21.00 Value $17.00
Hardwood Sideboard, Imperial Oak Finish, shaped mirror, new design, very special value at the regular price $21.00 Friday Bargain $17.00

Bedroom Suite
$25.00 Value $20.00
Hardwood, Imperial Oak Finish, three pieces, bed, dresser and stand, large mirror, new style, regular price $25.00 Friday Bargain $20.00

Outing Boots
$1.75 Value $1.25
Men's and Boys' Outing Boots, black grain, leather, sizes 10, 11, 12 and 13, regular price $1.75 Friday Bargain $1.25

Men's Slippers
$2.25 Value $1.59
Men's Patent Colt Slippers, sizes 6½, 7½ and 8, light weight, fine quality, regular price $2.25. Friday Bargain $1.59

Ladies' Canvas Shoes
$1.50 Value $1.15
Ladies' White Canvas Oxfords, sizes 6, 6½ and 7 only, extra special value, regular prices $1.75 and $1.50 Friday Bargain $1.15



What Are You Paying for Threads?

More than $5.10 per gross for 200 yards?

More than $7.00 per gross for 300 yards?

Of course you are—and mighty little profit you are making on threads, too.

Why don't you break away from the thread trust—be free of rings and combines—and make a reasonable profit on every spool of thread you sell?

DOMINION THREADS

are made by the only independent thread mill in Canada. No duty is paid on them. No enormous profits must be made on them to pay dividends to foreign stockholders. That is why we can sell them for

$5.10 per gross for 200 yards
$7.00 per gross for 300 yards
5 per cent. 10 days, 1st following month

and that is why you can make more money on them than on any other threads you can handle.

Write for a sample spool.

THE ANDREW H. McDOWELL CO., Inc.
Sole Selling Agents
Montreal and Toronto

should shop here to-morrow."—James Stark & Sons, Vancouver.

"The verandah or porch is the Summer living room in most homes nowadays. To make the verandah comfortable, cosy and cool, you need porch screens, hammocks, mowizook rugs and mattings."

"Things for the home at prices that are fair."—The Anderson Co., St. Thomas.

"Like 'time and tide,' economies like these will wait for no one."

"Summer furnishings for the verandah."—Thomas C. Watkins, Hamilton.

On June 27, J. F. Cavins, of Saskatoon, inaugurated a plan for stimulating business, which accomplished its object and created a good deal of interest as well. Every cash purchase entitled the purchaser to a numbered coupon. A duplicate of each coupon was placed in a sealed box and left there until August 8. Then the box was publicly opened and a little child drew out ten coupons. The holders of the duplicates of these coupons were entitled to the following gifts: First—Bay driving horse, with driving harness and new rubber-tired buggy, which may be exchanged for goods from any department of the store to the value of $375; second—Malleable steel range, or its equivalent; third—The choice of any lady's costume in our ready-to-wear section; fourth—The choice of any suit or overcoat in stock; fifth—Groceries to the value of $20; sixth—The choice of any dinner set in the crockery section; seventh—The choice of any man's hat in stock; eighth—The choice of any shoe in stock; Ninth—A complete baseball outfit for a boy; tenth—A suit for a little girl, with hat, parasol, gloves and stockings to match.

"But let's get down to descriptions and prices. Here they are."—Paquet's, Quebec.

"We were quite sure that there would be no lack of buyers at the first Saturday night sale. The people came and were pleased with the values. The merchandise was here exactly as we advertised it, and those who were here know that buying began early and continued late. One can bring a crowd with an offering of big values, but one won't do business unless the prices match the advertisement. We did business."—The John White Co., Woodstock.

"A stock adjusting sale of dress skirts. A recent inventory of our stock has disclosed a number of dress skirts that we do not wish to carry over to another season, so we decided to place them on special sale at greatly reduced prices."

"Four hours of irresistible bargains. As the weather is very warm, and the climbing of stairs exhausting, everything offered at this sale will be found on the ground floor."

"Distinctive style and excellent qualities have made an era of progress in this store."

"Our corset department is superintended by skilled corsetieres, who will give you valuable assistance in selecting a corset suitable to your gown and figure, and one comfortable to wear."—David Spencer, Limited, Vancouver, B. C.

"Here is a list that will make the ladies of Quebec do some quiet figuring as to how they will get here early enough. Never mind the breakfast dishes—they'll keep until you get back."—Paquet's, Quebec.

"On Saturday afternoon, for one hour only, we will place on sale our entire stock of handsome millinery flowers."

"We would woo you back to town. Don't think that this midsummer stock-taking sale is of no interest to you simply because you are out of the city. Prices have annihilated space—the fare is nothing to the saving. Anyway, if you would come to town a little oftener, you might enjoy the country the more. Remember, the stuff that goes to make up this sale is all just what you want right now. And remember, it's only the good things that we have. From the beginning of the season, we have watched to keep every unworthy thing out of our stocks, so that, when the cleaning-up time should come, as it has this month, we wouldn't have anything to sell that we would be ashamed of."—The John Murphy Co., Montreal.

Good Use of Price Comparison

Local Merchants had Extracts Printed in Home Paper and in Circular Form — The Advantage of Catalogue House from the Advertising Standpoint — A Boycott of Mail Order Customers Projected.

Some Forest, Ontario, retailers made excellent use of The Review's comparison of catalogue prices on fifteen staple lines, with those of a number of local merchants'. They took the list of McKenzie & Meldrum, Thedford, in the same district, as representative of their own rates, and made sure that all of their customers were impressed with the fact that a general store in a village of seven hundred population could sell cheaper than the big mail order concern. This information was first printed prominently in the home paper, and then in circular form, for distribution to everyone entering any of the stores. The introduction from The Review's article was reproduced, and following the prices were these paragraphs :

"Suppose some housekeeper in this locality required ten yards of each of the above-named materials, according to these quotations the lot would cost at the catalogue house $59.95, and at McKenzie & Meldrum's $56.25, a saving of $3.70. Taking into consideration postage, etc., the purchaser would be about $4 out of pocket, if he sent out of town for the goods. What can be saved at McKenzie & Meldrum's, can, no doubt, be saved in Forest and other home towns. There is another very important consideration. There are times when the housekeeper needs a few weeks' credit, which cannot, in any event, be obtained from the catalogue house. It is then that the home merchant is a great convenience—sometimes even a necessity—and it is only fair that he should have the benefit of the cash-down business, especially when money can be saved by dealing with him.

"Another important consideration : The home merchant pays for, and keeps up the price of, butter, eggs, poultry, small fruit, and many other articles, which the catalogue houses will not touch. Without the home merchant these commodities would be practically worthless.

"The catalogue house secures all its business by constantly advertising the prices at which goods are sold, and the home merchant can retain the trade which rightfully belongs to him only by the same means."

This matter could be treated in much the same way by local merchants in many other sections of the country. Admittedly, numbers of their customers believe that the catalogue houses sell much cheaper than the stores at home. Then why should it not have a good effect to point out, by actual reproduction of the figures, that even village stores are able to offer more favorable prices than the mail order concerns? The Review fails to see that its comparison could not be used, with very material advantage, in every town where merchants are honestly trying to meet outside competition.

* * *

The disadvantage at which retailers are placed, with respect to advertising, is spoken of by a local merchant as follows

"In the great majority of districts the local papers taken by the public reach them only once a week, and we find, in our district, that nearly every one of our customers takes a Toronto daily paper. You can, therefore, understand the great advantage that the departmental stores have over us, in being able to hammer their supposed advantages into the minds of the public every day, while we can only reach them weekly. The publisher who can develop a scheme by which he can provide a medium for district merchants to reach their customers daily, will strike a good thing, for we feel certain that every live local house would liberally support such a scheme.

"We appreciate the effort you have made in the direction of comparing values offered by the trade through the country, and those of large catalogue houses. All such information is valuable."

On the front page of a Dixon, Ill., newspaper is announced a plan by which the merchants of the town propose to combat the retail mail order houses. This plan is to boycott the customers of the catalogue houses. A list of persons sending their money to the mail order houses will be kept, and when any person on the list applies for credit or favors of any kind at the local stores, he will be "turned down."

The paper says: "The merchant who gave the outline of the plan stated emphatically that this theory was not to end with the telling, but will be given a thorough trial in this city, and he implied that those who have been in the habit of patronizing the 'catch-sucker' houses would receive no warning until they were turned down at the local stores."

The following comment is made by the Chicago Reporter: "Will this boycott produce the results intended? It is doubtful. In the first place it can affect only those people who need credit at the local stores. People who need credit are not, as a rule, the largest patrons of catalogue houses. The farmer who buys for cash at home and away from home will not be influenced by this scheme. The announcement of it in the papers may only give him additional reasons for asserting that 'the home stores can't meet the prices of the catalogue houses.'

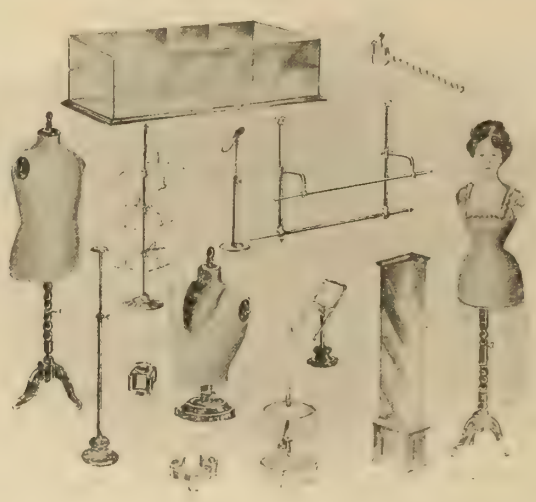
"It may be all right to publish arguments in the local paper telling why people should buy goods at home, but any attempt at boycott is dangerous. In this case it would influence, at the best, only the smallest and most undesirable part of the trade now going to the catalogue houses, viz., the credit customers. Many of these would pay cash for goods bought at home, and still send away whenever they thought they could save money.

"The trouble with the plan is that it assumes that the local merchant is weaker than the catalogue houses, and can only hold his trade by resorting to club methods. This is not true."

HARRIS & SHELDON LTD

THE ACTUAL MAKERS OF STORE FITTINGS OF EVERY DESCRIPTION

ILLUSTRATED CATALOGUE MAILED FREE ON APPLICATION



ENGLISH BRANCHES

LONDON
70 Wood St.
MANCHESTER:
38 Thomas St.
GLASGOW:
71 Queen St.
DUBLIN:
15 Wicklow St.

DEPOTS

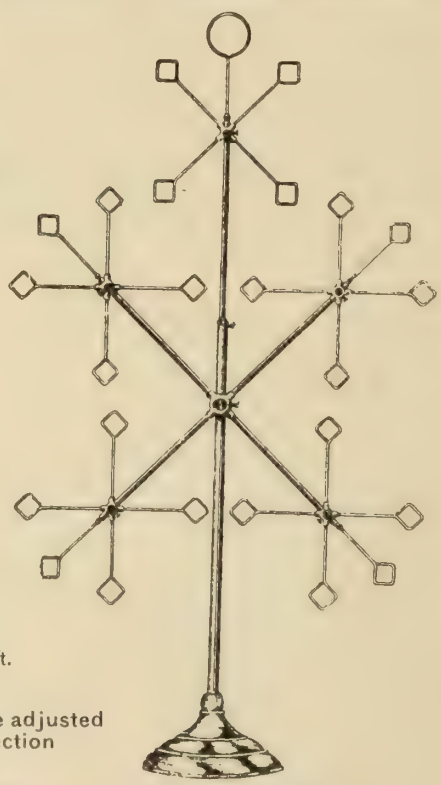
CAPE TOWN:
94 Hout St.
JOHANNESBURG:
102 Fox St.
BERLIN:
40 Krausenstrasse

SHOPFITTERS, BIRMINGHAM.

ENGLAND

The NOVEL Display Stand

A Perfect Salesman for Ties Gloves Collars Hose Scarfs



No. 610

Height 6½ ft.
Width 4 ft.

Arms can be adjusted in every direction

The Toronto Brass Mfg. Co.
17-21 Temperance St. TORONTO



WORTHY WAX——

ONLY KIND WORTH WHILE.

Inferior Figures are an Abomination.

They Mar Effect of the Smartest Display.

We are supplying many of the best trade in Canada. Why not you?

Write for particulars respecting our life-like magnificent creations in finest grades of wax. Our figures are fashion figures and made for the latest mode models in gowns, suits, fur garments, etc.

Our new catalogue, No. 15L, Window Dressing and Display, will tell you all about our wax goods, in handsome pictures and descriptive text.

No. 98 T L

J. R. Palmenberg's Sons,

FACTORY 89 and 91 W. Third St.
710 BROADWAY, **NEW YORK, U.S.A.**
(ESTABLISHED 1852)

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

Some Windows We Have Seen

Striking Instance of Lack of Harmony—Overcrowding of Displays the Most General Fault.

A good window display partakes largely of the nature of a picture. It should be as artistic as possible, for that reason, and it is necessary that due attention be given to such essentials as proportion, color, harmony, etc.

In traveling round the country I have seen quite an extensive variety of window displays, some very creditable, indeed, and some that were simply atrocious. One of the latter stamp that I came across a short time ago had as its chief components, night robes and parasols. Imagine the harmony of it! What qualities of a beautiful picture it possessed! To make matters worse, instead of leaving the night robes folded, the trimmer had them hung at full length all along the back of the window. They looked like a lot of shrouds.

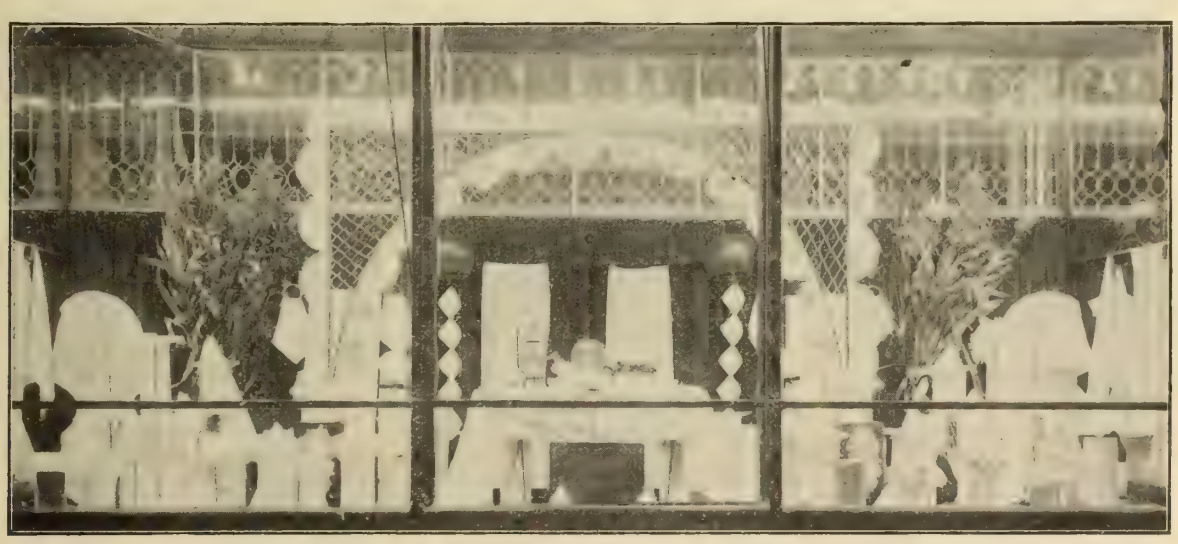
Speaking generally, the chief point that we would criticize is the tendency toward overcrowding displays. To show as great a quantity of goods as possible seems to be the aim in many cases, and, as a consequence, nothing that is shown gets a fair chance to commend itself to the passed-by. Sometimes the articles crowded together are of different and conflicting color. Then what a picture the display makes!

Imagine a window, calculated to sell goods, which requires that, in order to see all that it contains, you must look up at the ceiling, from which a number of articles are suspended! The modern window should have the goods as nearly as possible on a level with the eye that looks at them from the street. The display should be such that it will not confuse in the least degree, but rather reveal at once its essential points and allow the beauty of the merchandise to act as the main attractive force. Remember, the first purpose of a window is to sell goods.

If your experience is limited, do not attempt elaborate effects. Aim to produce simple, artistic displays, and the results will be much more satisfactory.

The manner in which some goods are shown makes it harder, I believe, to sell them than if they had never been put in the window at all. For instance, I have seen shirt waists of excellent quality put on busts in such a slovenly way that they scarcely looked half of their real value. A little tissue paper padding would have remedied the difficulty in a few moments, but it was not used.

Most of the larger stores, and many of the smaller ones, have trimmers whose work can be little criticized, judged by ordinary standards. The excellence of some work that is done in Hamilton, Halifax, Peterboro, and other places, has been illustrated in these columns. In most of the smaller stores there is great scope for improvement, and merchants will find it very profitable to devote additional attention to this department.



Thanksgiving Linen Display, by H. C. MacDonald, for Richard Hall & Son, Peterborough.

The Display of Garments

Extra Representation May Be Served by Working Them in With Dress Goods.

As the time when full prices can be obtained in the garment section is, comparatively speaking, short, spe-

cial efforts must be made in the early part of the season. To carry stock over is a serious matter. Everything must be disposed of, no matter how deep the cut in price has to be. The window trimmer can be of material help in this connection.

Numerous windows will be put in, as a matter of course, but in addition, and without injuring other displays, the trimmer can so arrange matters as to give extra representation to the garment department. There are many windows that can have a handsome suit or coat as a central figure, and this feature will add to their attractiveness. If you cannot procure a wax figure use a stand. Some of the best trimmers prefer the stand, but, where there is any choice in the matter, most will favor the figure.

Even the head of the dress department will not object to the occasional use of a suit or costume in a dress goods window, particularly if it is a monotone display. This style of window is especially useful early in the season, as it helps to emphasize the leading colors and will force their sales in a way that no other method can.



Carpet Display by W. L. Kane & Co., Halifax.

If the trimmer has put in an elaborate background for a millinery window, he will also use it for showing suits, etc. Many of the high-class trimmers are utilizing one or two handsome pieces of furniture when dressing a garment window. In addition to the garments shown on the figures, garments can be effectively shown gracefully thrown over a chair or fancy stand, etc. Gilt furniture is effective, particularly when showing Fall goods.

It should hardly be necessary to say that the skirt or a suit should be put straight on the form, or that a coat should be buttoned evenly. From experience, it may be said that this is not always done, and many a display that ought to be good loses its effectiveness through carelessness in this respect.

Help can be given to other departments by showing such accessories as belts, neckwear, bags, etc., along with garments. Millinery, too, must not be forgotten.

WINDOW TRIMMERS' CONVENTION.

The annual convention of the National Association of Window Trimmers of America, was held at Niagara Falls on August 6, 7, and 8. Part of the business session was held on board the boat going across to Toronto, where the members were met by Harry Hollingsworth, of Simpson's, and A. E. Apted, of Eaton's. They were taken through these stores and then given a tally-ho ride around the city. The next convention will be held at Detroit.

GERMAN DEPARTMENT STORES.

United States Consul Thomas H. Norton, of Chemnitz, states that the spread of department stores has been relatively much slower in Germany than in the United States, and they have awakened a much more bitter animosity on the part of many of the smaller dealers. The consul furnishes these facts :

The number of department stores in the empire increased from eighty-two in 1904 to ninety in 1906, a growth of not quite ten per cent. During the same period, large mercantile concerns (class 1 on the German tax list) have increased in number from 7,000 to 8,000, or fourteen per cent. Smaller concerns (class 2 on the list), have increased from 11,000 to 12,300, or over ten per cent. Department stores are now in sixty-two cities, against sixty in 1904. Not a few are evidently distinctly below the rank of large commercial undertakings, as some eleven pay less than $1,200 tax annually. The growth of the business of department stores is more rapid than the simple increase in number, as these establishments paid twenty-eight per cent. more tax in 1906 than in 1904. Business houses of class 1 show an increase in taxation of twenty-three per cent. for the same period. Evidently the trend is steadily toward proportionately greater power and control of the commercial situation on the part of the larger aggregations of capital.

A GOOD FRONT

The buying public judge a merchant by his store front. a merchant with an up-to-date and attractive front will do three times more business than a man with a shabby front.

We are not only able to supply you with an attractive front, but can give you a good light throughout your store by installing our

Luxfer Prisms

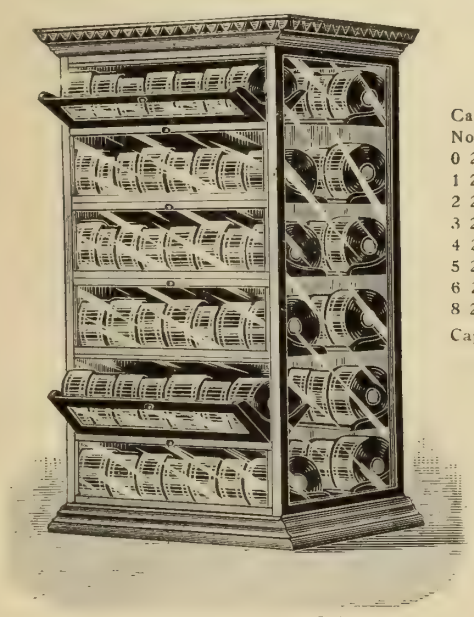
in your transoms.

We are specialists in this line, and have to our credit some of the best fronts in Canada.

Designs and estimates cheerfully submitted. Write us for information

Luxfer Prism Co., Ltd., 100 King St. W., Toronto

The Practical Ribbon Cabinet—The Constant Increasing Business Getter



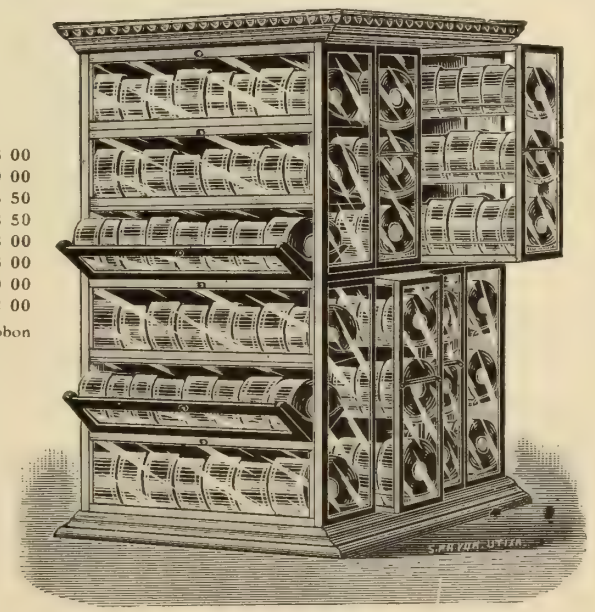
No. 2 Ribbon Cabinet

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28½x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x43¼x43½	700	42 00

Capacity based on No 7 Ribbon

MADE OF OAK
ANTIQUE FINISH



No. 4 Ribbon Cabinet

No. 0 Ribbon Cabinet opens from one side. Nos. 1 and 2 open from two sides. Nos. 3 to 8 open from four sides.

Sold by the Leading Jobbers of Dry Goods and Notions. Send to the manufacturers for Catalogue, which describes not only the Ribbon Cases, but various other Fixtures for the Dry Goods Trade, and the list of jobbers through whom the fixtures may be ordered.

A. N. RUSSELL & SONS CO., Ilion, N.Y., MANUFACTURERS OF DRY GOODS STORE FIXTURES

$800 FINE AND A YEAR IN JAIL

If a man fails in business and it be proved that, for five years before his failure, he has not kept proper books, he is liable to a fine of $800.00 and one year in jail.

It is almost better to keep your books right than pay a fine and go down for a year, isn't it?

* * * * * *

Business Systems will enable you to keep your books right—Business Systems mean proper bookkeeping.

Business Systems allow nothing to be forgotten, and mean mechanical perfection in bookkeeping.

Business Systems being proper bookkeeping, actually prevent failures—show a man where anything is going wrong in his business and enable him to prevent it.

* * * * *

We would like to give you details of all this and tell you how we can apply Business Systems to your business.

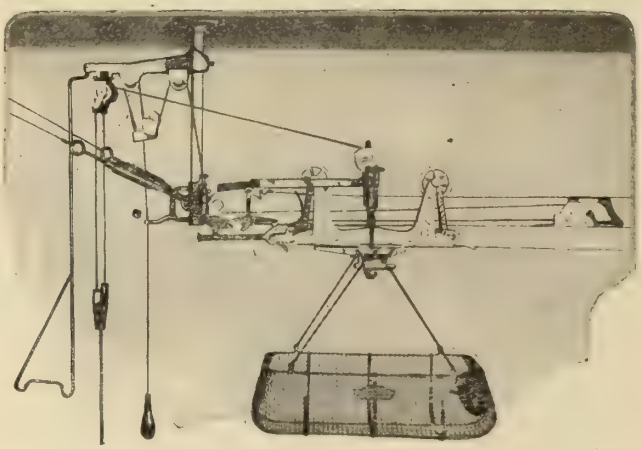
It will only cost you one cent for a post card to know more.

863

BUSINESS SYSTEMS LIMITED

83 SPADINA AVENUE

TORONTO - - - CANADA



LAMSON AIR LINE

CASH AND PARCEL CARRIER

Centralizes Both Goods and Cash

A high line carrier of extreme simplicity and beautiful construction. Rapid, silent, easy to operate, always in order. For particulars ask for booklet N.

LAMSON CONSOLIDATED STORE SERVICE COMPANY

126 WELLINGTON ST. WEST TORONTO, ONT.

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

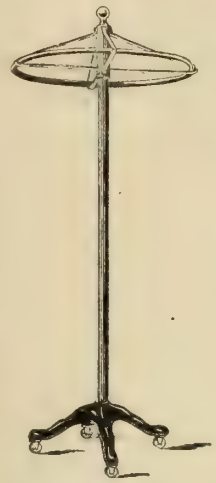
ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

Giant Rack
No. 400A



$10.00

Top ring 30 inch, Oxidized and Plated, easy revolving, Base and Standard Black Japanned. Capacity, 25 to 40 Coats or Skirts.

Now's the Time

To Get Your Fall Order Ready

In placing your order with us you will be sure to get the best of material and workmanship. Let us have a trial order. You won't be deceived. We only make the best.

WHEN IN TOWN CALL IN

Our Catalogues for the asking.

CANADA'S GREATEST FIXTURE FACTORY

Delfosse & Co.

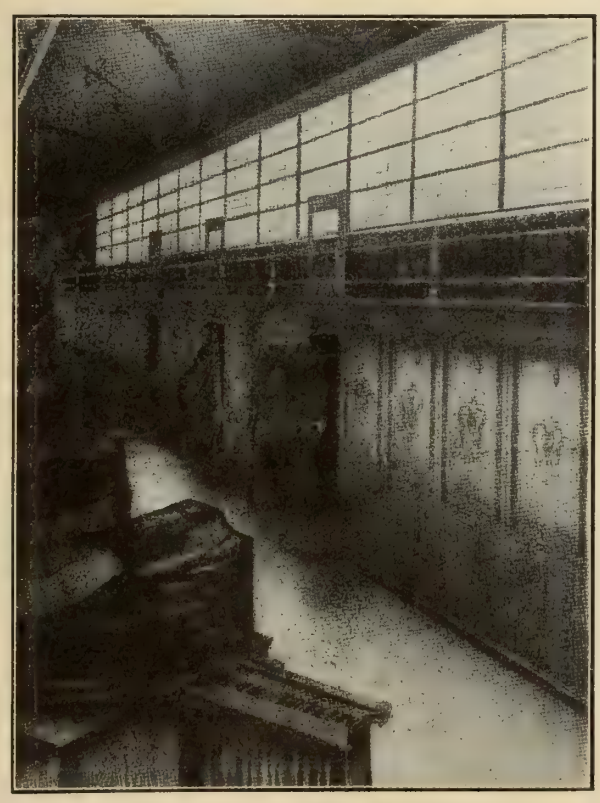
5 Hermine St., Montreal



Large display of

NEW FRENCH WAX HEADS

for Mantle Show Room or Millinery Parlor.



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of London, Limited

Head Office and Factory: **Mount Forest, Ont.**

U. S. Factory: **Mason City, Iowa**

"DO NOT MOVE"



If you need more room, simply build your shelving to ceiling, which you can conveniently utilize by installing a system of the

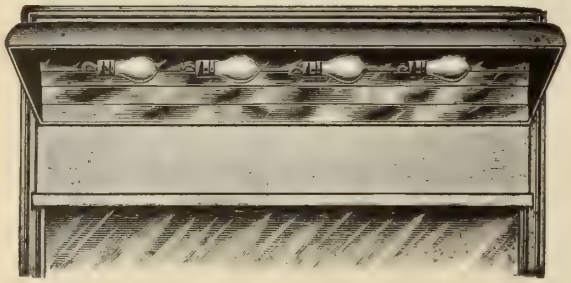
Milbradt

Rolling Step Ladders

They cost but little and enable you to utilize space now vacant.
Save your goods and fixtures.
Save time and clerk hire.
Add to the beauty of your store.
We make ladders to order and to fit any shelf arrangement. A fully illustrated catalogue will be sent on request.

Milbradt MFG. CO.
1450 N. 8th St.
St. Louis, Mo., U.S.A.

PERFECT WINDOW LIGHTING



This powerful reflector placed at top of the window doubles the capacity of each lamp and reflects an even light on the entire window. Made in lengths to fit any window and ready to put up. It will pay you to write for our illustrated catalogue.

AMERICAN REFLECTOR AND LIGHTING CO.,
199-201-203-205 Van Buren St., CHICAGO, ILL.

MENTION

DRY GOODS REVIEW

IN WRITING TO ADVERTISERS

HIS MARK

High Grade Printing

from the conception of the idea to the finished job—we are now ready to produce in our NEW PRINTING DEPARTMENT

With everything new—

NEW MANAGER—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—

NEW PRESSES—the latest products of the press makers—

NEW TYPE—the best faces selected from the stocks of leading foundries and a

NEW RESOLVE—to make every job a credit to us and to you—we ask for a chance to figure, furnish lay-outs, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want
"printing that's different"
let us hear from you

MACLEAN
PUBLISHING
CO LTD
John Bayne MacLean
President
10 Front St East Toronto
MONTREAL WINNIPEG
LONDON ENG

PRINTING DEPT
Charles Edward Peabody
Manager

his mark

SHOW CARD WRITING

BY CRAFTSMAN. (Continued from August Number.)

Glue.

For pasting cardboard on frames, joining cards, pasting edging, or embossed ornaments, and for flitter work, use fish glue. Where you do not require large quantities you will find it put up in small tin cans or bottles. It should be thinned with water or vinegar. Apply with a soft bristle brush.

Paste.

Use ordinary flour paste, such as is used by paperhangers, to which you may add a quantity of glue, then thin with water and mix thoroughly. This paste is used for covering plain cardboard with the fancy or plain papers, which cannot be found in make-up sheets of cards.

Card Transparencies.

Card transparencies are made by cutting out the letters of figures that are to appear illuminated, by using a sharp knife, so that clean edges will be cut. At the back of these openings in the cardboard, paste colored tissue paper. The most durable method is to paste on the back some glazed linen, such as is used by the architects for drawing plans. On this can be painted any object not intended to be lit up. Foil paper, in various colors, like fire red, green, yellow, silver and gold, can be used to good advantage for such signs. Flitter ornamentation is also much used for this purpose. The card will, in this manner, be neatly decorated by day, and



Show Cards Executed by H. C. MacDonald, with Richard Hall & Son, Peterborough.

The paper receives a liberal supply of paste, which is evenly spread on with a wide brush. It is smoothed down with a soft rag and the palm of the hand. Put weights on the cards until dry.

Cutting Dies.

When large quantities of odd-shaped tickets are required like Nos. 229, 233, 242, 244 and 247, in previous articles, it is advisable to cut them out by using hand or machine dies. A hand die is placed on from ten to twenty pieces of card, which is rested on a flat piece of solid wood or lead, placed on a heavy chopping block, anvil, or in the centre of a barrel of sand. The die, which has a long handle, is vigorously struck with a heavy mallet, which cuts out the shapes.

The machine die is placed under a drop press, which cuts out from 25 to 100 at each stroke.

when placed before a light at night, the linen will be illuminated in a mellow glow, which will be reflected from the foil or flitter ornamentation placed on its surface or around it.

Sample Letters.

Attractive styles of letters can be clipped from the magazines and newspapers during the month. You should have two pages for each letter of the alphabet. At the end of the month paste the letters on their respective papers. Within a year you will have a fine collection of odd styles, which you can readily copy, or transfer if you desire, by tracing. Initials and monograns can often be used to good advantage, and if you gather these for several years you will obtain a valuable collection.

We have refrained from giving the regular fonts of type styles in this series of articles, because all the

student need do is to refer to magazines and he can copy them.

Initials.

Our illustrations offer the daintiest examples of scroll work done with the brush. The letter R in gold, with black scrolls, or red, with gold scrolls, makes a pleasing combination. The letter C, if lettered red, or blue, with a black or gold edge-line, and gold scrolls, is very pretty. The F offers a variety of opportunities for embellishment in color combinations. The letter in dark green, the lower outline in gold, and the leaves in bright green, would make a fine appearance in contrast to the other color combinations suggested. The letter P in black, with white edge-line on a red panel, and the scrolls in gold, would prove highly decorative.

The scrolled panel can be photo-engraved and mortised to hold any initial. Our last design, S.H., shows the possibilities for scroll designing in monogram work. Monograms should be simple, but the scroll-work may be quite elaborate.

Photo-Engraving.

We intend, briefly, to explain this process, avoiding technicalities, believing that the average publisher is misguided in casting so much mystery about these matters. If advertisers knew more about the preparation of designs and cuts they would be more reasonable in their



expectations, less exacting as regards deliveries and better able to more intelligently place their orders. All the alphabets in this series of articles are photo-engravings, called "line engravings." A photograph is taken on glass from a design, which is usually drawn from two to four times the size required. The design is generally drawn in black on white, or white on black. All the scroll designs in these articles were drawn in white on black. After several processes, the photograph, which is black and white, is transferred or printed onto a piece of flat, smooth zinc.

Let us suppose that the illustrations in this article are being engraved. All of the lines are sticky after they are transferred, and the rest of the surface of the zinc plate is dry. An orange red powder, called dragons'-blood, which is made from a South American vegetable, is then put over the entire plate. The surplus dragons'-blood is shaken off and the plate dried over a gas jet. Then it is brushed over, and the plate is perfectly clean, but all of the lines on the plate are covered with the dragons'-blood. The back and sides of the plate are painted with asphaltum. When this is dry, the plate is immersed and constantly rocked in a solution containing one-ninth part acid. The acid eats away all the polished top surface of the zinc and cannot act on the lines covered with dragons'-blood. This process is repeated several times, and such parts as have not been eaten away are cut out (called routing out) with a rapidly-revolving knife-edged tool. The plate is then mounted on a wooden block, which, combined with the thickness of the zinc, makes it the same height as the printer's type.

The engraving is then ready for the printer. It is the practice, however, to first make an electrotype from the zinc photo-engraving, because, if anything should damage it while on the press, or it becomes worn, it will be necessary to make a new engraving, while the cost of an electrotype is trifling.

Electrotyping.

Electrotyping is generally done in a different establishment. The electrotyper takes a board, on which is spread a layer of wax about one-quarter inch thick. The photo-engraving is placed face down on this wax and pressure applied, so that when the engraving is removed all of the lines will be impressed into the wax. Powdered lead (graphite) is then applied to the entire impression or mold. The wax is then inserted into a chemical solution containing copper, which adheres to the wax and forms a thin shell of copper, containing every detail on the zinc plate. These shells are filled with molten lead and then blocked or backed with wood, ready for the printer.

CAN DUTY BE COLLECTED?

The resident buyer plan has given rise to a difference of opinion between the Canadian wholesalers and the Toronto Customs, with the result that a test case has been submitted to the Ottawa Department. The customs people say that duty should be paid by each firm on a proportionate cost of maintaining an English buyer, inasmuch as when an English commission agent is employed, the amount of the commission appears on his invoice, and is dutiable. The Canadian importer argues that there is no difference between sending a man to England, say, every season, and having a resident buyer in England. No levy was made by the department on the salary and expenses of the man sent from Canada, and the importer holds that no tax should be made on the resident buyer.

THE MARK WORKMAN COMPANY.

A Dominion charter has been granted The Mark Workman Company, Limited, Montreal, with a capital of $100,000, divided into $100 shares. The object of the company is "to manufacture, produce, buy, sell, import and export dry goods, clothing of every description (gentlemen's and ladies'), and housefurnishings of every kind, and raw material used therein, and any machine, tool or appliance used in the manufacture thereof, and any fixture, packing, label and advertising device used or useful in the marketing of any of the above articles, and to deal and trade in the same generally as principal or agent, both wholesale and retail; to acquire and take over as a going concern, including all its assets and liabilities, the business carried on alone by Mark Workman, one of the applicants, in Montreal, as a manufacturing wholesale and retail clothier." The incorporators were: Mark Workman, manufacturer; A. S. Workman, manager; Sol. L. Herman, accountant; C. A. Workman, merchant, and Levy Workman, merchant, all of Montreal.

BIG STORE FOR VANCOUVER.

The contract has been let for an eight-storey and basement brick building, for the retail dry goods firm of David Spencer, Limited, Vancouver. The contract price is $102,000, and work on the building will be started right away.

Canada's Exhibit at Dublin

It is One to Be Proud of—Part of an Advertising Campaign That Has Made Canada Known Throughout the World.

By Harold G. A. Ryan, Guelph.

If there was one time more than another when Canadians were particularly anxious to be asked their nationality, it was at the World's Exposition in Dublin this past Summer.

Among all the exhibits, Provincial, British and Foreign, that of young Canada—the result of Canadian forethought, intelligence and refinement—stood out, like Gibralter, from the surrounding sea.

It is by no means the writer's desire to belittle the efforts of other countries which were represented, but merely to give Canada that which belongs to her, and to other countries that which belongs to them. In doing this—in forming impartial opinions of the representations of all other exhibiting countries—one is bound to determine that the Canadian showing was first and foremost.

To stand inside the Canadian Buildings, with the throngs of people of other lands, was to hear, as the writer had the pleasure of hearing, remarks of good report on all sides, recommendations for Canada as a country, and praise to Canadians as a people.

It would be difficult to conceive of a more profitable advertisement for our land than was, and is, our Canadian exhibit. Our products were put before the people in a thoroughly comprehensive way, and it would be impossible to turn to any square foot of space and feel that it was not utilized to the very best advantage—in a manner calculated to advertise our country as a land of great resources, and to establish a belief in its citizens as an industrious, productive people of refinement, artistic temperament and good taste. All this it did, and did it well.

Concerning our immediate future, we have seen a few lines, in some papers, of a pessimistic nature; we have listened to words of similar tone from few such men—thank goodness there are just a few—but any such thoughts must surely fade in the sunshine of the high opinion of Canada that prevails in almost every country in the world. How can we cope with anything but success when the whole world is sending us men of ambition, equipped with financial and bodily strength? The former class is Canada's greatest need, and it is by no means to go unsatisfied. A wise Government, through an adequate system of advertising, has put the words, "Canada and Opportunity" in the mouths of the peoples of all lands, so that to-day finds us prominently and profitably in the public eye, with millions of outside capital to assist in our development, and there are many more millions on the way.

But a few years ago one could travel all over the British Isles and Europe and find every evidence of the fact that few of the inhabitants knew little of Canada beyond the fact that such a place existed. Almost invariably those who professed a wide knowledge were struggling with antiquated, stupendously-erroneous impressions, such as "Canada, the land of ice and snow," "Canada, inhabited by Indians and barbarians." The writer has been asked if the Indians were a peaceful people in his vicinity.

The dawn of Canada's great to-day portrays a vastly different state of affairs. Everything Canadian, or pertaining to Canada, interests the foreigners, and we travelers are many times asked for information of a class only required by the man who has some thoughts of molding his future in our country.

Wise judgment has enabled Canada and Canadians to be known as:

A people of concentrated ambition.
A land of opportunity.
A Dominion of noble men.
A country to allure and compensate.
A people of determined efforts.
A land where assiduity is rewarded.

To turn again to the Canadian exhibit, it is in point of contrast that the result of our efforts is judged. It is in point of contrast that the Canadian exhibit has been pronounced the exhibit of exhibits at Dublin. It is in point of contrast that Canada is selected above all other countries as a desirable land for the making of the new home, and it is in point of contrast that our advertising leads to a belief in us as a people and in Canada as a country.

Let us advertise wisely. Let us intrust such a momentous responsibility to competent hands, realizing that money—no matter what the amount may be—cannot be wasted, if, combined with good judgment, it succeeds in making others see us in a true light; in unfolding to the world this one and last point:

"Canada, the Land of Opportunity."

OUR TRADE WITH JAPAN.

The following is a comparative statement of the value of some of the principal items of export and import between Canada and Japan, as shown by the Monthly Return, for the five months ending May 31, of the present and previous year:

Exports to Canada.

	1907.	1906.
Silk tissues, habutae	$112,725	$127,902
Silk handkerchiefs	18,931	33,482
Cotton tissues	1,789	1,943
Mats and mattings for floor (Hanagoza)	37,331	19,796
Porcelain and earthenware	45,917	29,566
Lacquered ware	5,585	4,014
Tea	46,833	32,610
Rice	111,719	67,544
Straw-plaits and chip-braids	550	1,944
Camphor	161	5,032

Imports From Canada.

	1907.	1906.
Flour	$ 55,671	$ 31,062

The "principal items" given in the Monthly Return, number only twenty-five of imports and twenty-five of exports. Fuller information respecting the lesser and numerous items making up the aggregate of the Annual Return has to be awaited.

A QUESTION RE DISCOUNTS.

Editor Dry Goods Review: In your special Fall number, on page 44, you quote R. Waldron, Kingston, as saying: "Our cash discounts pay all salaries, and we have thirty to thirty-five hands." Kindly ask Mr. Waldron, through your next issue where he buys his dry goods, millinery, etc., to get such large discounts.

Yours respectfully,
SUBSCRIBER

R. B. McComiskey & Co.

GRANBY, QUE.

THE OLDEST ESTABLISHED COMB FACTORY IN CANADA

Makers of Plain and Decorated Combs, Barrettes, Hat Pins, Novelties and Real Horn Hair Pins, at Popular Prices.

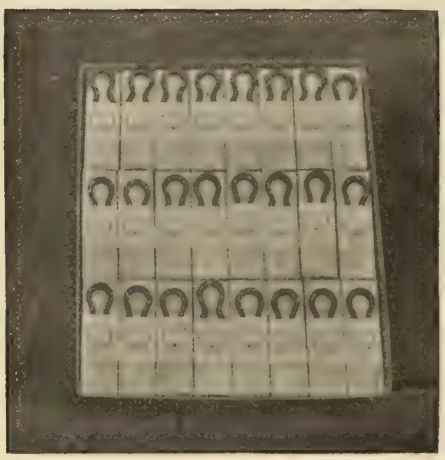
We make a Specialty of Design and Finish of all our Productions. Over 500 Active Lines. Always Something New.

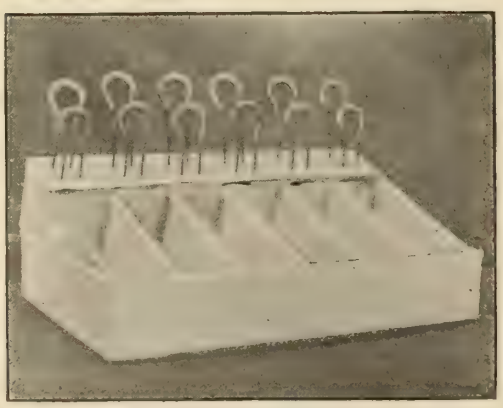
Every Wholesale Dry Goods and Smallware House in Canada has our lines.



Initial Letter and Two Letter Monogram Combs

In Sterling Silver, Gold and Inlaid Rhinestones. Retails 50c. to $1.50.





Regal Brand Horn Hair Pins

Extra Quality. Every Pin Guaranteed Perfect. In Shell, Amber and Black. All Prices.



Enamel Hat Pins

Three Sizes in Round and Oval. Eight Colors. Retail for 15c. and 25c.



Extra Heavy Hand Finished Back and Side Combs

Inlaid with Rhinestones of Highest Quality. Assorted Patterns. To Retail for $2.50 per Set.







Barrettes, Plain and Decorated

Inlaid with Rhinestones and Pearls. A Large Line. Retail from 10c. to 50c. Each.

FANCY GOODS AND NOTIONS

In spite of the weather conditions, which have held back trade in many lines, this year has been a banner one in the fancy goods section. The Spring and Summer seasons have been most satisfactory. With the best-selling period of the year yet to come, 1907 promises to be a record one in this department. Extensive preparations have been made for the early season, but novelties for the later trade, and for the holiday season, are now being shown.

For the Christmas season every drygoodsman buys a stock of fancy goods and notions. He must do so to accord with the all-pervading spirit of the time and keep the people coming to his store. Gift goods are the thing, and a big demand exists, without cultivation, for everything, from a small toy to an expensive piece of jewelry. No merchant carries so extensive a range, but still all may conveniently and profitably stock quite a wide variety. This department should be brought to the fore for a while, and given all the opportunity possible to show splendid returns.

The merchant has a big field, and often finds his buying a very knotty problem, that is, if he is not following the same course as last year, and wishes to branch out and do something better than ever. A thousand and one articles strike him, but he knows he can only stand about so many. He looks at last year's orders and finds he had so much of this and so much of that. Then the idea occurs to him to buy less of these particular goods and extend his range. This plan is the correct one. Variety should be the keynote in buying, and the reflection of this policy in the stock will be just what is required. To satisfy the Christmas shopper, a store must have gift articles of many kinds.

The quality of each line which should be stocked is a vexed question with many. Our advice is that the greatest number of lines be purchased, each in small quantity. Very often it is advisable to order only one-half, one-quarter, or even one-twelfth dozen. However, variety is the chief point in the laying in of a stock that will attract strongly, and at the same time prove profitable.

In fancy goods warehouses there is a bewildering array of articles from which a merchant might well have some difficulty in choosing. He cannot go far astray, however, if he sticks to the plan outlined above.

A Japanese Department.

To the merchant who is in search of a novel attraction for Christmas trade, for his fancy goods section, the suggestion is made that he install a Japanese department. It will not be expensive to do this, as there are so many useful articles available. Prices, as a rule, are very reasonable, and with a little management this department could be made a decided success.

Just now travelers are starting out on their Fall trips and are displaying all the latest novelties in Japanese fancy goods for Christmas trade. A few of the lines shown are: Antimony ware, all kinds of baskets, to retail at five cents up, toys and screens, as well as silk and cotton kimonos, table centre-pieces, linen and silk handkerchiefs, embroidered silk handkerchiefs, and Japanese silk in all widths and qualities.

Customers can rely on good deliveries, if orders are placed early.

The Comb Trade.

Combs continue their enormous vogue. The tendency is now entirely in favor of the highback or Spanish variety. Handsome novelties are showing, and they touch both extremes. There is the back that is studded solid with brilliants, and, newer than all the highback comb of plain, unornamented shell. The latter are at present being shown chiefly in high-grade goods, but cheaper lines are also expected.

Jeweled effects are very prominent, and, particularly, in Christmas novelties, are very handsome. Many of course, are high-priced, but there seems to be no particular anxiety as to their sale. Ball and oval effects, mounted high, are very popular. Big balls and ovals of brilliants, or brilliants and other jewels, in striking designs, are shown. Cut and pressed steel trimmings promise great popularity, and there is expected to be a good demand for jet.

Barrettes are in greater demand than ever, owing to the very loose modes of dressing the hair that the new millinery styles impose. The favorite barrettes are of jeweled shell. This is not wonderful, as they are pretty and very becoming.

Bags and Purses.

Shopping bags, vanity bags, opera bags, etc., are out in big variety. Though those of leather are the useful choice the ultra taste is favoring those of metal mesh. These come in gilt, silver gray, silver, and nickel and silver. The mash work is very fine, and the novelty idea is to have it shirred onto the mount. The latest opera bags are of tapestry, and the range is particularly rich in dainty and artistic color blendings.

Manufacturers of bags and purses, etc., are finding trade satisfactory in all lines. At present the twin-handle bag is quite a favorite. This is procurable in all leathers and in suitable colors. It is sold to the retailers at from $4.50 per dozen up. In the purse trade, quite a feeling is being experienced for the twin-handle fancy purses. These are prettily decorated, and when the holiday trade opens up at retail, ought to secure a fair share of the business. The soft squaw bag will also prove a valuable acquisition to the notion department, as it is entirely new. This bag has sold exceptionally well in the United States, and has only been taken hold of here.

Belt Lines Active.

The belt question is a big one, and as in the Spring, no one kind is supreme. There is a distinct return to narrower fashions, and elastics, both steel studded and in fancy patterns, will be, perhaps, the leading line. Tinsels, in silver and gold, both solid and in patterns, on white or colored grounds, especially in popular priced lines, have a big lead. Though these beltings can be retailed at a low price, there is nothing cheap about their appearance, and they promise, from their attractiveness, to be among the big features of the season. Tinsel is just as high in fashionable favor as ever it has been in the past two or three years. The latest Pari trimming

DIECKERHOFF, RAFFLOER & CO. OF CANADA, Limited

Importers and Manufacturers' Agents

HEAD OFFICE : 70 Bay St., TORONTO

MONTREAL : 301 St. James St.
WINNIPEG : Sylvester Wilson Building.
NEW YORK : 364-366 Broadway.
BARMEN : 22 Winklerstrasse.
PARIS : 40 Rue Notre Dame des Victoires.

Special Lines for Manufacturers of

Clothing, Whitewear, Belts, Collars, etc.

Sole Agents:

C Brand Elastics,
Newey's Hooks and Eyes,
F. B. Agate Buttons,
Coiffura Hairnets,
Magic Curlers,
Kyoto Tooth and Hair Brushes,
Russian Rubber Sponges
Klostersilk and Kot-no Silk,
Crochet and Embroidery Cotton,
Crown Pin Co.'s Brass and Plated Pins,
Hair Pins.

Also Special Lines of

Laces, Braids, Binding, Trimmings, Tapes, Linings, Collar Velvets, Felts, Buttons of all kinds, Necklaces, Celluloid Hair Ornaments, Hatpins.

Goods stocked in Toronto and Montreal



Get Ready for Holiday Trade

Some Holiday Sellers

ANTIMONY WARE—Large variety of Vases, Ornaments, Trays, Dinner Gongs, etc.

LACQUER WARE—Work Baskets, Glove and Handkerchief Boxes, etc., etc.

Complete range of Straw Baskets for all purposes. Screens of every kind.

Samples and quotations of any lines cheerfully sent.

THE CHINA AND JAPAN SILK CO., LIMITED

Desbarats Building, Beaver Hall Hill, Montreal

Canada—Montreal, Toronto
Japan—Yokohama, Kobe
China—Shanghai, Hong Kong

ANTIMONY WARE
BAMBOO "
BASKET "
CHINA "
MATTINGS

BRONZES
BRUSHES
IVORIES
SCREENS

BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

schemes all make a free but judicious use of tinsel. It is partly to this restrained use, and also to the fact that gold, silver and other metal effects, play a prominent part in the present styles, that tinsel owes its long period of favor.

As The Review has been predicting for the past two or three months, there is a strong return to silk belts. The best liked styles are shirred effects, and there is nothing particularly new about the models. White and black—the leading Fall colors, and Dresdens, are all selling.

There is a tendency to have the buckle match the color of the belt, or to harmonize in some manner, and buckles are steel-studded, jeweled and enameled. Handsome enameled and jeweled buckles are used upon the higher grade belts. Back ornaments promise to be a factor as the season progresses, and many styles of belts can be fastened either at the back or front, at pleasure.

Many styles of leather belts are selling, ranging from inexpensive crush belts to handsome and high-priced models, elaborately trimmed and studded with steel. For the time being, golden brown and tans have the lead, but white and patent leather belts are also selling.





The Magic Curler.

Fancy Jewelry.

The taste for wearing fancy jewelry that is pretty rather than expensive is growing, and a separate section devoted to this class of goods should prove attractive and very profitable, particularly for the holiday season. In this line may be included pearl and jet dog-collars, higher-priced back combs, barrettes, brooches, neck chains, La Vallieres pendants, hatpins, stickpins, buckles, etc., as well as bags—mesh vanity bags, opera bags, etc. These would all make useful and highly ornamental presents.

Hatpins a Big Factor.

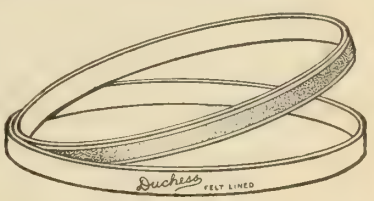
Hatpins are to be a big factor this Fall, as they will be necessary from both a useful and ornamental point of view. The big hats require an extra number of pins to fasten them securely in place. No matter what the shape of the head of the pin size is its most prominent feature. The big ball heads are just as popular as ever, but big disc or mushroom shaped heads promise to be good as well. This mushroom shape is most seen in expensive pins, or silver, gun-metal and rolled gold. These pins are also set with turquoises, coral and other semi-precious stones. Handsome shell cameo pins in empire settings are shown.



"Seeing through the merits of the Duchess"

Duchess Hoops

Made in Sizes 4, 5, 6, 7, 8, 10, 12 inch diameter.



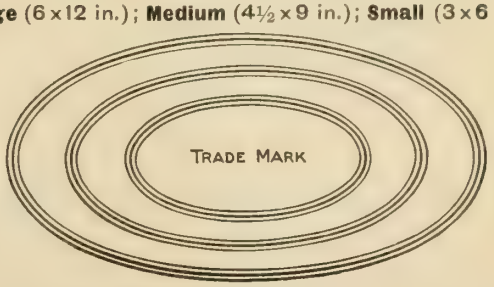
Women prefer the Duchess Hoop for embroidering, because it holds thick or thin fabrics tightly stretched, without injury to the work, and has no metal about it to rust and stain the material, nor any spring attachments to catch the silks.

It's the ***felt band*** on the Duchess Hoop that holds equally firm light or heavy fabrics.

Royal-Oval Hoops

Now Made in Three Sizes

Large (6x12 in.); **Medium** (4½x9 in.); **Small** (3x6 in.)



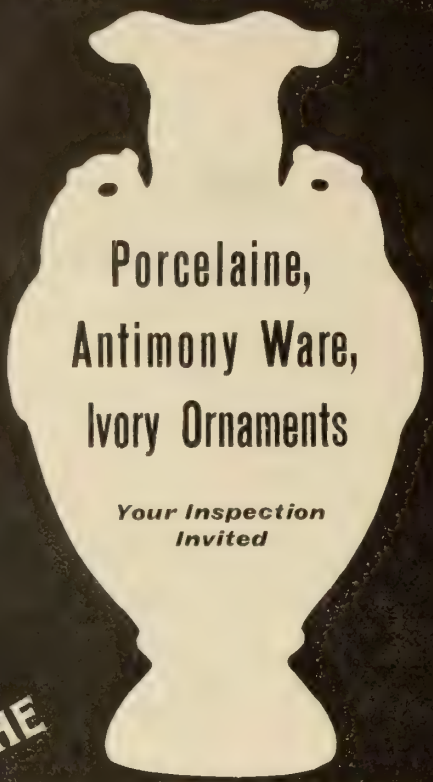
The Royal-Oval Hoops appeal to every embroiderer, as they have special advantages not found in the round hoops.

Don't fail to stock them in the three sizes, for they are big sellers.

The GIBBS MFG. CO., CANTON OHIO, U.S.A.

The Duchess and Royal-Oval Hoops are sold in over 18,000 stores. Order from your jobber.

ゼー ジャパン トレーデング商會



Porcelaine,
Antimony Ware,
Ivory Ornaments

Your Inspection Invited

THE
JAPAN TRADING Co
301. ST. JAMES ST. MONTREAL



During the
Toronto
Exhibition
a complete set of our
LEATHER
GOODS
for the
Holiday
Trade

This is the largest collection of Leather goods ever shown in Canada

Will be shown at our Sample Rooms, over our retail store on King Street.

The **Julian Sale**
Leather Goods Co., Limited
105 King Street West, TORONTO

A Marcel Waver.

Perhaps the notion buyer will not be much interested in the fact that hats are large this Fall, or that the hair must be waved and fluffed out to make them becoming to their wearers. He will, however, be interested in the fact that he can sell with good profit, a curler that will make the popular Marcel wave. This ingenious little article does perfectly, and with little trouble, what heretofore has required a visit to the hair-dresser. The way of the Magic Curler has been carefully prepared by extensive advertising in such widely read publications as Vogue, Ladies' Home Journal, Dress, Delineator and others of the same class and standing. This curler is not an experiment, as it has made a big selling success in the United States.

Additional dry goods stores are, day by day, putting in a stock of picture post cards. These cards are not only profitable, but serve to attract customers, and in numerous cases other sales result. The business is increasing at an enormous rate, and many new firms are constantly appearing, while the older-established concerns are taxed to meet the demand. Local cards, such as views of prominent buildings, etc., are meeting with popular favor. Post card albums continue to prove a valuable acquisition to the trade. Very fine albums can be had from the jobber at from $7 to $21 per dozen.

Belts, handkerchiefs, beaded bags, dolls, combs, mechanical toys, china, calendars, cushions, etc.—it would be useless for us to attempt enumeration of the multitude of fancies that are to be picked from. But we would again emphasize the desirability of great variety, and small quantity of each line.

SMALL BEGINNINGS.

Sir William Van Horne was a newspaper boy on a railroad.

Lord Strathcona was a clerk in the Hudson Bay Co.

C. R. Hosmer was a telegraph operator.

Sir Thomas Shaughnessy was a telegraph operator.

R. B. Angus was a bank clerk.

Senator Forget was a clerk in a hardware establishment.

Lord Mount-Stephen was a clerk in a dry goods estabment.

Senator Cox began life as a telegraph operator.

William Mackenzie was a school teacher.

D. D. Mann was a lumberjack.

Charles M. Hays was employed as a clerk in a railway office.

James P. Ross was a civil engineer.

Russell Sage was a grocer's clerk.

Levi P. Mortin was a dry goods clerk.

John D. Rockefeller was a grocer's clerk.

Henry C. Frick was a country store clerk.

Marshall Field was a farm hand in Massachusetts.

Andrew Carnegie was a messenger boy and a telegraph operator.

J. P. Morgan was a clerk in a Wall Street banker's office but he inherited millions.

James J. Hill was a carpenter in Canada, a farm boy near Syracuse, N.Y., and a freight handler on the levee at St. Paul, Minn.

E. H. Harriman was a clerk in Ogdensburg, N.Y., and used to run a switch engine for amusement after hours.

W. H. Newman, president of the New York Central, was a brakeman.

The Francis Hook and Eye and Fastener Co., Niagara Falls, N.Y., will start a branch factory in Canada, to manufacture hooks and eyes, etc.

COLONIAL CRAVAT COMPANY.

An Ontario charter has been granted the Colonial Cravat Company, Limited, Toronto, with a capital of $40,000, divided into $50 shares. The object of the company is "to acquire and take over the men's furnishing business of G. W. Nixon & Company, and to carry on business, both wholesale and retail, of general dry goods merchants, drapers, haberdashers, milliners, dressmakers, tailors, dealers, furriers, clothiers, hosiers, gloves and general outfiters." The incorporators were: G. W. Nixon, merchant; E. C. Berkinshaw, manufacturers' agent; J. M. Wilson, civil engineer; E. S. Brown, salesman, and W. D. Earngey, barrister-at-law, all of Toronto.

A GREAT ADVERTISER'S VIEWS.

Talleyrand's famous axiom, "Nothing succeeds like success," does not convey much comfort to those who are still struggling along the uphill road, and have not yet sighted the crowning point, beyond which it is easy running. Each success, however, carries its own lesson with it, and it is always interesting and informing to hear a successful man talk of his achievements and relate his experiences. A representative of the "Magazine of Commerce" recently interviewed Thomas J. Barratt, chairman and managing director of Messrs. A. and F. Pears, Limited, manufacturers of Pears soap, for the purpose of eliciting his views on advertising methods generally. As one of the most conspicuous embodiments of modern advertising success, Mr. Barratt can say something illuminating on the matter. A man who has spent nearly three millions sterling in advertising, and spent it so well that the business of which he has had, and has, the advertising control has grown from modest to gigantic dimensions, may fairly be regarded as an authority on advertising publicity in all its branches. Here are a few of Mr. Barratt's hints on advertising:

"There is one all-important point that an advertiser has, or ought, to settle with himself and his own conscience before he begins to advertise at all: Is the article he wants to advertise worthy of having its praises sung and its name flourished far and wide?"

"Just captivate the public with it. When the public are captivated they are captured—that is, if the article is all right."

"There is much reckless advertising and much decidedly inartistic advertising nowadays."

"In advertising you have to try for 'bull's-eyes' every time. You have to be making your mark year in and year out, and advertising the marks as they are made."

"If you blow the trumpet too hard you make discord, and people turn away; whereas, if you blow skilfully and gracefully, they listen."

"In the large methods of advertising we have adopted, the formulation of a new campaign means as much expenditure of thought as is devoted to the production of a new opera or play, and often costs far more to carry out."

"The more successful your advertising is, the cheaper is your production, the increased demand putting it into your power to effect economies that to the small producer would be impossible."

WM. LIDDELL & CO., Ltd.

BELFAST

CHRISTMAS LINENS

Complete new range of Samples

DAMASK CLOTHS and NAPKINS

IRISH HAND EMBROIDERED

D'Oylies,	*Sheets,*
Bureau Scarfs,	*Pillow Cases,*
Bed Spreads,	*Afternoon Tea and*
Shams,	*Dinner Sets, etc.*

☛ASK FOR LINEN EXHIBIT

R. H. COSBIE

30 W. Wellington Street, - - TORONTO

IRISH LINEN AGENCY

NOTORIOUS SHOP-LIFTERS.

A Hamilton detective warned the dry goods merchants one day recently, that two Buffalo women, notorious shtp-lifters were in the city. He says that they operated in Toronto at exhibition time last year, and were, evidently, going to try the same field again. After exhibition they "worked" same plans through Ontario. They go by the names of "Sadie" and "Annie," the former being a married woman, and the latter her husband's sister. Sadie is very tall; Annie quite short, and both dress well. The mode of operating is for the tall one to go into a store, alone, to look at goods. While thus engaged, the short one saunters along, apparently just looking at things, and not recogizing her companion. When the opportunity comes, Sadie slips a parcel to Annie, who quietly saunters out, and, if the parcel is missed, Sadie is safe, as no stolen goods can be found on her.

SPLENDID SMALLWARES DEPARTMENT.

The W. R. Brock Company have given over the en tire second floor of their Toronto warehouse to the s allwares department, the ladies' ready-to-wear section being moved into the large wing. The change has been a splendid one for both, giving room for much more stock and infinitely better facilities for display. In the smallwares department, which now occupies 11,200 square feet, the aisles have been widened and the stock arranged most attractively. Better light has also been secured, a feature that is of material importance. We have already described the ready-to-wear section. W. R. Smallpiece, one of the directors of the firm, is manager and buyer of the smallwares

Spring 1908

Watson's UNDERWEAR

Our travellers are now out with a full range of samples for your inspection.

Underwear for Men, Women and Children, in Cotton, Lisle Thread, Wool or Silk.

You are looking for goods that will be in keeping with the dignity of your house, and that you can safely recommend to your customers.

We have exactly what you are looking for.

Underwear

That Will Wear and Will Not Shrink

Watson Manufacturing Co., Limited

Paris, Ontario, Canada

Agents : McCLUNG & BURNS, Toronto, Ont. A. L. GILPIN, Montreal, Que. J. A. MURRAY, Sussex, N.B. BRYCE & CO., Winnipeg, Man.

Knitted Goods

Hosiery
Underwear
Golfers

Underwear

Spring Sample Lines About Ready—Prices High—Stocks Clear and Prospects Excellent—Better Goods Will Lead.

Samples of knitted underwear for the Spring and Summer of 1908 are now about ready. Travelers are starting out on their routes in high feather as they consider there is every prospect for an excellent season. Retailers are bare of stock, in this department, on account of the weather conditions that have prevailed. The long-continued cold spell in the Spring cleared the shelves, both in jobbing houses and retail stores, of heavy goods. This same condition retarded, for a while, the sale of Spring and Summer goods, and cut heavily into the repeat trade. However, when the warm days did come, Summer stocks were cleared, and with little or no sacrifice of profit. Therefore, this section is in good shape, and orders for 1908 should be heavy.

While the cold Spring, certainly, cut into the volume of the Summer trade, by almost eliminating repeat orders, it also lessened the troubles of both manufacturer and jobber. Had there been an extra call for goods, a good deal of friction would have ensued, and the chances are that many orders would only have been filled with difficulty, or would have not been filled at all. The absence of Summer repeats also enabled the manufacturer to place himself in better shape.

Coming down to the price question, which is always important at the entering in of a new buying season, prices are high, and, as at present figured out, prospects of any change in this respect appear to be remote. All classes of manufacturers who are heavy users of cotton fabrics have placed big orders far in advance, and the demand for raw cotton, from the mills, is large. Though there is a considerable quantity of the old season's crop of cotton yet on hand, the quality is poor. The size of the new crop is as yet uncertain, but a doubtful note has been sounded.

Prospects are that deliveries will not be up to the mark, and that a scarcity will develop. In view of these conditions, the retailer should be careful with whom he places his order, and he should not be easily tempted by apparent price concessions into turning down old business friends and connections. The chances are that he will find a long buying connection an excellent stand-by, in the coming season, and one that it will be worth paying a few cents more on some lines to retain. He will then feel sure of having the goods in the department when wanted.

It is altogether likely, that there will be less buying of cheap grade goods than usual. Nor is the manufacturer making so much play, as in previous seasons, to this class of trade. With the raw material high, and the demand on his machinery so great, he is not going to waste time in producing goods that will net only a few cents profit for himself and for the retailer when sold. Merchants who insist upon having these cheap goods can find them, but they will also find that they fully look their price—so much so, that when shown to the buying public the few cents between the low grade and the better garment, **will be cheerfully paid.**

Many merchants, who have been heavy buyers of low-grade goods will now only stock a few dozens, so that they will have them on hand to make a sale in the few cases where price is the sole factor considered. They will, however, not be pushed.

Golfers, Sweaters and Fancy Lines

Brighter Outlook for These Goods This Fall—Great Interest Taken in Fancy Lines.

There is more interest manifested in this class of goods than for some seasons past, and exceedingly good business is looked for. Even at this early date there is a brisk retail demand, wherever a showing of these goods



Golf Jersey. Shown by The W. R. Brock Co., Toronto.

have been made. This interest, on the part of the buying public, is giving buyers confidence, and larger orders are now coming in. Blouse models show no new feature, but are selling freely, and may be put down as the staple end of the line. Novelties come in the smart, trig coat styles, in pony, Norfolk and comfortable and convenient coat

Jaeger Pure Wool Underwear



THE LINE IT PAYS YOU TO SELL

BECAUSE

The Prices are fixed, you cannot be undersold—you secure a liberal trade profit—you satisfy your customers—the name of Jaeger is a guarantee of good goods and brings trade to your store—the assortment of weights and sizes enables you to fit any customer at once—we fill **your mail orders by return.**

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 301 ST. JAMES STREET, MONTREAL

Send for this Book-let

"The Story of a Successful Hosiery Week" is crammed from cover to cover with brainy suggestions for everyone who has anything to do with buying or selling of hosiery. Incidentally it tells something about the importance of handling only the genuine

Hermsdorf-Dyed Fast Black Hosiery

You cannot do otherwise than profit by a perusal of its pages. Yes, a postal will do.

Louis Hermsdorf
Dyer

American Bureau: The Thirty-ninth St. Building, New York.
Works: Chemnitz, Saxony

Seasons Bring Changes

We are now entering on another season and while some manufacturers' experience leads them to improve their production season after season, Paton's Alloa Knitting Yarn remains the same, no alteration whatever—and the only reason for this is that

It cannot be made better

If it were possible to improve it, it would be improved—but it cannot be improved—it cannot be made better. It has

stood the test for one hundred years

for being smooth, evenly made, giving warmth and good wear. If the yarn you keep has not such a record as this kindly write to Montreal branch.

JOHN PATON, SON & CO., LTD.
Alloa, Scotland

Philip de Cruchy, Sole Agent for Canada
207 St. James St., Montreal

sweaters. The latter is exactly the same shape as those for men's wear, and is safe to be popular, as it is right in line with the mannish tailored fashions, the vogue this Fall. These coats come in numerous fancy stitches and white is the big seller. There is a growing feeling for scarlet, and navy is, as usual, in good demand.

From now on, and up to the end of the holiday season, there is always a good sale for fancy knitted goods —infants' wool jackets, boottees, gaiters, etc. There is rarely much that is new in these goods, but dainty effects and combinations are shown. These are always in demand, and realize handsome profits. Knit and crochet bedroom slippers are also good holiday sellers. Fancy shawls and scarves, in light, lacy patterns, knitted from fancy wools, and in silk, and silk and wool mixture, promise to be well taken.

Hosiery

A Call for Tans and Browns Likely for the Early Season —Another Good White Hosiery Season Expected.

There is little change in the market situation. Prices continue firm, and possibilities are that further advances will be made. Fall selling at retail has scarcely opened, and there is little to note as yet. There is every indication of a strong call for tans and browns developing in the early days of the coming season. This is expected to give way to black, for general wear, when cold and stormy weather arrives. The fancy end of the trade promises to be a heavier factor than for many years, and more colored hosiery than ever will sell for dressy wear. Embroidered hose remains the big favorite, both in self colors and in contrasting effects.

Those retailers who order direct, and the large jobbing houses, placed orders for Spring, 1908, unusually early this year. This was done to be sure of deliveries, and to have stocks on hand when the selling season opens. Even though orders have been placed so much earlier than usual, buyers are none too sure of the goods being delivered according to promise.

Another feature that is significant also is the exceptionally heavy ordering of goods in the gray, so that they can be dyed up later, when the color tendency develops. Deep tans and browns are sure of a heavy season. Trade promises to open up early in these shades, and the chances are that they will be retired only for a brief period during the most inclement part of the Winter. The selling of tan and brown footwear was pronounced in the early days of February in New York, and other American cities, and it is more than possible that the demand will come in the Canadian cities almost equally as early in 1908.

Some buyers expect blue hosiery to do well next Spring. It is certain that various shades of blue will sell extensively in dress fabrics and wash materials. As there is a tendency for the hose to match the gown rather than the shoe, should this develop, blue hosiery should be well worn next Spring. White has the confidence of the buyer for Summer selling, and extensive orders have been placed for 1908. Colors promise to sell even better than in the Summer now passing. and should this fashion of matching the gown extend, in many departments the colored line will be an important one. Embroidered goods take precedence over laces, except in children's goods. Children's hose, in colors, follows much the same lines as those of their elders.

"CEETEE"

is one of the few underwears you ought to sell, because it gives the highest degree of comfort and satisfaction to the wearer. Besides, "CEETEE" is velvety, fits perfectly, cannot shrink and pays well.

Perfect-Fitting Elastic-Ribbed Underwear

is a particular favorite with women and children. Mothers insist on it for their babes, because it is as soft and comfy as underwear can be made.

☞ The margin of profit on both these brands is more than reasonable.

THE C. TURNBULL CO.
OF GALT, LIMITED
GALT, CANADA



WOLSEY

Pure wool unshrinkable underwear has won its way into every corner of the world.

Order Early. From Your Jobber

How many boys and girls are there in Canada between the ages of 6 and 12 years?

Give it up!

Anyway, all of them—millions that there are—will in a few short weeks answer the bell that summons the opening of Public School.

All of them will need clothing—all of them will need **NAZARETH WAISTS**—the sanest, healthiest, most comfortable and most satisfactory undergarment ever devised for a growing child.

Don't forget to push them to the front in your School Sale.

THESE

CANADIAN WHOLESALE HOUSES

will supply you with any one of the four Tape Button styles:

ST. JOHN, N.B.
The Vassie Co. (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros. (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co. (Ltd.)
Greenshields Western (Ltd.)

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co. (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co. (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HAMILTON, ONT.
John Knox Company, (Ltd.)

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Caine (Ltd.)

ADDRESS, ADVERTISING DEPARTMENT

This mark woven in Red is on every genuine Nazareth Waist, and it means something.

Nazareth Waist Co.

E. H. WALSH & CO.

TORONTO AND MONTREAL.

350 BROADWAY

CANADIAN REPRESENTATIVES.

NEW YORK

Men Wanted

Who Want More Business

There are more than a few Dry Goods Merchants in Canada who are positively certain that they are not doing enough business. If you belong to that class you should make it your business to know more about

"Hygeian" REGISTERED UNDERWEAR

We Know that that brand of underwear is just as perfect as the best material and human ingenuity and foresight can make underwear.

We Know that **"Hygeian" Brand** has meant more and better business to hundreds of merchants, and—

We Know that **"Hygeian" Brand** will build up your reputation and boost your bank account at the same time. If you do not know our way of doing business you ought to.

Eagle Knitting Co., Ltd.

HAMILTON, CANADA

The Wise Merchant Remembers "Hygeian" Waists

"Remember that we are sole makers of genuine Spring Needle Ribbed Underwear in Canada."

THE CALL FOR "SOMETHING BETTER"

¶ Self-respecting customers, even if their means are moderate, are generally willing to pay a little more for "something better."

¶ Show a man the wonderful *elasticity* feature of **Ellis Spring Needle Ribbed Underwear** and he will be pretty certain to appreciate the advisability of paying a little more in order to obtain a garment which combines a perfect fit with quality so evidently of the highest grade.

¶ An additional reason for the success of these goods is found in the popularity of the "Combination Suit," and the fact that **Ellis Underwear** is, by reason of its remarkable elasticity, especially adapted for this class of garment.

Our travellers are now on the road with Spring Samples

The Ellis Manufacturing Company, Limited

HAMILTON, ONT.

MONYPENNY BROS. & CO., Montreal and Toronto, Selling Agents

Ladies' and Children's Underwear

Mr. Merchant! If you want to corner the paying trade of your town in Ladies' and Children's Underwear, don't place your orders for the Spring of 1908 until you have seen

Oxford Brand Samples

We guarantee material, workmanship and finish. Quality, durability and a reasonable margin of profit assured. Our Swiss Ribbed Goods are the best manufactured in Canada and

Our White Goods Stay White

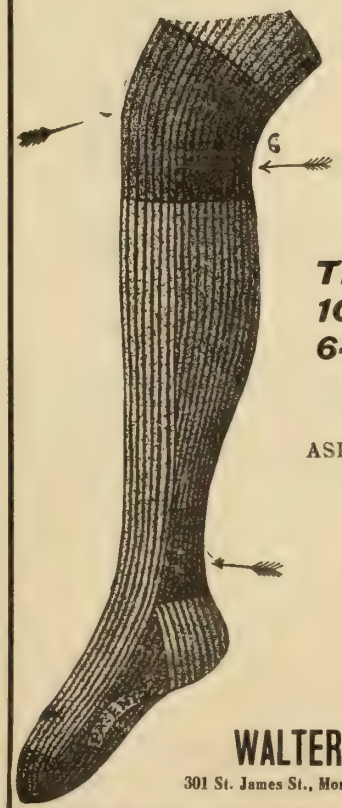
Good Values **Fair Profits**

Prompt Deliveries

THE OXFORD KNITTING COMPANY,

Woodstock, Ontario

ADAMS LOCKSTITCH HOSE



Will win and hold your trade.

An unrivalled reputation for wearing qualities.

NOTE

The Lockstitch
10-fold Knees
6-fold Ankles

ASK YOUR JOBBER FOR THE RANGE.

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS

WALTER WILLIAMS & CO.

301 St. James St., Montreal 33 Melinda St., Toronto



PRINCESS RIB

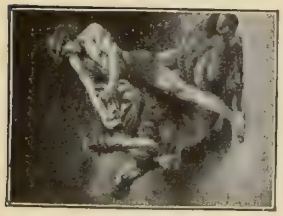
The genteel stocking for Boys and Girls.
Made of fine double Egyptian Lisle Yarn.



ROCK RIB
Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



HERCULES RIB
The Limit of Strength

MANUFACTURED FOR THE WHOLESALE TRADE BY CHAPMAN-HOLTON KNITTING CO.
E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR
PURE WOOL

Cartwright & Warners
LIMITED
LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing discontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners
(SQUIRREL BRAND)
PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

Crescent Brand
Hosiery and Underwear

S. Lennard
& Sons
DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.
Empire Bldg., Wellington St. W. TORONTO, ONT.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.** MONTREAL and TORONTO

Manufactured by **W. RAVEN & CO., Ltd.** Leicester, Eng.

"A purchaser who buys a staple article from a reputable house has the assurance that such an article has been thoroughly tried out."

THIS truth applies forcibly to SIMPSON UNDERWEAR, the product of half a century's careful study of processes and requirements in this line. Our long experience as manufacturers of underwear places us in a position to offer exceptional value in every garment we produce.

JOSEPH SIMPSON SONS

Corner Berkeley and Esplanade, Toronto

"There's a reason for our success."

KNITTED CLOTH IN GERMANY.

U. S. Consul, Thomas H. Norton, reports that knitted cloth is manufactured on a large scale in Chemnitz and the adjacent region from both silk and mercerized cotton yarns, the methods being as fololws:

Special forms of chain frames are used for the purpose. Frames of German make produce goods up to 75 inches in length; those of English makes attain 120 inches. These knitted fabrics are made in a great variety of grades and colors and are used extensively in glove manufacture. Apart from the direct use of the material for gloves, there is a large demand for the finer silk products as a lining for the heavier varieties of gloves. When used as a lining for kid gloves the tissue is pasted into place. In the case of woolen and cotton gloves it is attached by sewing.

Less extensive is the use of these knitted cloths for underwear, and for this purpose the mercerized product is chiefly employed. The bulk of the knitted cloth made in Saxony is used by the manufacturers themselves as described, or is sold to near-by glove and underewear factories. Very little is exported. France is the best customer among European countries. At present it is exceedingly difficult for foreign buyers to secure knitted cloth at any price. The entire output is contracted for months ahead to meet the needs of Saxony glove makers.

CHINESE LACE MANUFACTURE.

The subjoined report regarding the manufacture of lace in Amoy is made by U. S. Consul H. L. Paddock:

The lace is made at the Amoy Lace Guild, a charitable organization having as its purpose the providing of a source of income to indigent Chinese women and children. The guild was founded by a Mrs. Broadbent in 1885, and has always been under the management of some foreign lady. Prior to the establishment of the guild the art of lace making was unknown among local Chinese, and the present industry is due solely to the fact that Mrs. Broadbent educated a few Chinese women and children in the art at the time she founded the guild.

Under the patronage of the Honk Kong and Shanghai Banking Corporation and the able management of its present secretary, Miss Frances Randell, the lace guild has been progressing and its capacity has been quadrupled, which puts it in the field as a lace-making institution capable of meeting the competition from lace centres in other parts of the world.

The lace made is in its general character very similar to torchon lace and to Irish bobbin lace. In its manufacture practically the same method is used as in bobbin lace. Patterns are drawn on a stiff paper, and the design is pricked over by a special set of workers. The pricked design is then placed upon a cushion, and in each of the holes outlining the pattern a small pin is placed. About these pins, linen thread is twisted and woven, entirely by hand, until the entire design is produced.

A knowledge of drawing is necessary to design the patterns. As the Chinese do not possess a knowledge of art that renders them competent to design the necessary patterns, the guild is compelled to import its patterns from England and Ireland. The linen thread used is pure Irish linen imported directly by the guild.

Samples, Prices, and Supply.

The high grade of work done can be appreciated by a comparison of the samples forwarded (and on exhibit at the Bureau of Manufacturers) with the work from other lace centres, and it is worth mentioning that the Amoy Lace Guild received a silver medal and diploma at the St. Louis exposition in 1904 and the silver medal at the Hong Kong exposition in 1906. The samples sent are taken at random from the stock of yard lace at the guild. Attached to each of the samples are small tags giving prices per yard or piece in local Amoy currency, which is approximately of the same value as Mexican currency. Prices are also given in United States currency.

The great aptitude of the Chinese for work of the character that lace making requires and their manual dexterity make the possibilities of this local industry enormous. Foreign firms are becoming interested, and the guild is now shipping lace to European and Canadian cities. I believe that American dealers should look into this local industry as to the possibility of its becoming a source from which to obtain a high-grade hand-made lace at exceedingly low prices.

Many of the designs made here would not be profitable for American dealers to handle, as they would come into competition with machine-made laces of similar design, which serve the purposes for which they are intended equally as well and at prices far below what hand-made lace could be sold for. But there are numerous other designs which can not be duplicated in machine-made goods, and for which there is a great demand in the United States. It is this latter class that American dealers should consider.

The Draper: "Did you find out what the gentleman wanted?"

The Assistant: "No, but I found out what he didn't want."

The Draper: "What? How dare you?"

The Assistant: "And I sold it to him."

8 MACHINES
instead of
7,000 WOMEN

In the Stanfield mills at Truro there are 8 machines that do the work of 7,000 women with spinning wheels. These machines—being machines—do their work in the same way, day in and day out.
When they convert the wool into yarn, it is always the same.
Naturally, the saving in labor of the modern machine over the old-fashioned spinning wheel, is enormous.
This saving in cost reduces the selling price.
That is why Stanfield's Underwear is so good, yet costs so little.
If you want the Underwear that builds business—and makes good profits for all the year round—you certainly ought to stock Stanfield's. Write for samples.
Made by Stanfield's Limited, at Truro, N.S.

STANFIELD'S
Unshrinkable
UNDERWEAR



At the Advanced Openings

A Highly-attractive Showing—Plain Clothes Predominate —Evique and Peacock the Ultra Colors.

There has been more than usual buying from open stocks this Fall, and therefore, the big influx of buyers to the openings has made things busy in the jobbing houses. Jobbers have made the most complete preparations for the openings. Shipments have been hurried forward, in order that goods might be actually in stock. At least they will leave the jobbing houses promptly, but what the forwarding companies will do with them is another matter. Especially when goods have to be forwarded west, great complaint is made of the length of time they are in transit.

The big city stores have been holding their advance openings during the past two weeks. In the dress department there is as yet nothing in the nature of the unexpected showing. Though there are well defined ideas as to the standing of materials and colors, they lack as yet the test of actual selling. One fact clearly brought out, is the big lead of plain materials over fancies, and the deep, soft, rich shades of the new colorings. This certainly is to be a big season for novelty shades, and for colors that are a little out of the ordinary and that are deep and rich in tone. Judging from the displays now made, this is a season when dress fabrics are to be extra attractive.

Bright finished, lustrous cloths, headed by broadcloths, are decidedly the high favorites. These are shown in an unusually wide range of novelty colors, and the appearance presented is very attractive. The way taken of showing these goods in the large stores is worth copying. The usual method is to unwrap say two yards or so from the end, open it out full width and drape it over the piece of goods, allowing the unwrapped end to hang down. Shadings of a color or colors that blend are stood up on the counter or table. Space is left on the counters for selling and showing goods. Salesmen usually take their stand outside the counter, where they are ready to answer customers' questions, or to put in a word as to the goods, etc., going behind the counter to show other stock or complete sales. These counter displays should be very carefully covered at night, and frequently changed. All kinds of dress materials are shown and sold effectively in this manner in the leading stores. Where the stock carried is large enough to admit of shaded groups, the effect is very striking.

Besides plain, fancy broadcloths take a prominent position. Dull, indistinct stripes are the ultra style, but block checks and plaids are also shown. As aforesaid, there is a decided preponderance of plain goods over fancies shown, chiefly in piece-dyed worsted fabrics, such as poplins, fine serges, prunellas, etc.

There is only a limited representation given to cloths with rougher finishes—to cheviots, rough serges, chevron weaves, etc. These, however, are prominently placed, as they indicate the newer tendency—the one that points the way along which the season is expected to develop. Ultra novelties generally shown in dress lengths, consist of the use of velvet or chenille figures upon plain cloths. These are in bordered goods, or in striped and dotted patterns.

The fancies shown are very much in the nature of men's cloths, only away from gray to a great extent. They are rich in coloring, and very subdued and unobtrusive in effect. Stripes are looked upon as the leading style, but block checks and fancy plaids will also score.

Tartans, not only in the darker clan patterns, but in those that show fair quantities of bright color, are selling freely, for misses' and children's wear.

The novelty color and the one most talked of, is the evique, or ecclesiastical purple, ranging from deep purple to soft lavender tones. Another coming shade is peacock. The running of these purple shades was somewhat of a surprise, but peacock has been coming into prominence for some time now. At the horse shows and at the Spring race meetings, several striking gowns of this color were seen, and The Review then predicted that more would be heard of it later. Just what will be the leading color is a matter for question. Brown shades are certain to be very prominent. They have been immensely popular since the early days of 1907, in New York and other cities over the line. They have not, as yet, had any particular run in Canada, though in the past few months their vogue has been growing. The range of shades is a big one, running from deep bronze browns, through copper and golden browns, down to tans and the darker leathers. Blue is a certain seller, and promises to grow stronger as the season advances. Green is coming to the front, particularly in the rich, deep, clear tones. Soft, rich shades of red are good, both in the garnet and the Burgandy order.

Black materials are steadily gaining ground, particularly in soft silk and wool fabrics, and in voiles, etc.

Lightweight materials are still the vogue, and there seems to be no possibility of a change. Many weaves are of firmer texture, but there is no advance in weight.

Hewson Woolen Mills

Fine wool fabrics for ladies' Autumn wear come in the rich dark and medium colors so much in vogue.

Prompt Attention to "Immediate" Orders.

Hewson Woolen Mills, LIMITED
Amherst, N.S.

Harris & Co.
Limited

Rockwood, Ont.

New Lightweight

Ladies' Suitings

Costume Cloths

Homespuns

For Spring 1908

Our range is extensive and the Material is the Best

Ask our representatives to wait on you.

G. A. WOODILL, 70 Granville St., Halifax, N.S.
HECTOR PREVOST, 292 St. Hubert St., Montreal.
E. J. DIGNUM & CO., 84 Bay St., Toronto.
McRAE & WALKER, Asbdown Block, Winnipeg.

THE ONLY WAY

to keep in close touch with Dry Goods conditions and to learn of practical sales helps for all departments is to read THE DRY GOODS REVIEW each month. The cost is but a trifle, considering the good you and your sales people get. Subscription price, $2.00 per year. Write to-day to

Subscription Dept.

The Dry Goods Review

10 Front St. East

TORONTO - ONTARIO

Wash Goods for Spring

Ginghams have finished the present season in high favor. More of them could have been easily sold had supplies been available. Mills making ginghams and zephyr fabrics have had a big run, and have not been able to supply the demand made upon them. Block checks have been the big sellers this Summer, and promise to continue their vogue in 1908. As stripes are high style in fancy fabrics for the coming Spring, stripe patterns will lead in ginghams. Checks and plaids, however, will be in high favor.

Floral patterns, in printed fabrics, are losing their hold, and neat patterns, particularly coin spots, polka dots and ring patterns, will be great favorites.

Spring, 1908, will again open a big selling season for sheer white fabrics—for lawns, batistes, linens, mulls, etc. In sheer white fancies, stripe effects lead, but checks and dots are sure of a good representation.

Lightweight mercerized goods promise to be bigger sellers than for some seasons past. Poplins, lightweight reps, crepes, and panama grounds, with heavy line stripes, line checks and plaids, group dots, swivels, etc., are those selling. Soft-finished lightweight fancy piques promise well, for tailored suits and separate skirts.

Silks and Velvets

Silk fabrics promise to be bigger sellers than usual, in the Fall season, as they have a much higher standing from a fashion point of view than they generally have at this time of the year. Big orders have been placed for plaid, stripe, and novelty silks, for the making of jumper suits, and for waists, etc. Another development that will help the sale of fancy silks is their promised use for trimming purposes.

Silk fabrics will be largely used in the making up of evening gowns. Bright satin finishes are most in vogue, but softer, heavier, weaves, failles, Bengalines, etc., are now being used by Parisian dressmakers.

Taffetas lead from a yardage standpoint, the soft, bright, chiffon weaves being heavy sellers. Waists, suits, dress foundations, underskirts and the many trimming uses, account for the heavy consumption of this silk. Plain and shot taffetas are being freely used for millinery purposes.

In high-class fabrics, marquisettes, silk voiles, chiffon cloths and nets are big sellers. The novelty here is the use of satin and velvet stripes, and the coin spots, dot and ring patterns. These are usually self-color effects.

A very big velvet and velveteen season is indicated, the leaning being toward plain weaves. The millinery trade will account for a large portion of the velvet sold, but velvet and velveteen will be used in the developing of outer wraps, suits and costumes, as well as for trimming purposes. There will be some interest in fancy velvets, shots and terry, or uncut velvet, being used. Some stripe and paid novelties are showing also.

Mohairs

Mohairs and lusters have always a sale in the Summer season, for certain special uses. This Summer, not only in Europe, but in the States, they have been gaining ground in the higher-priced lines. Fine chiffon weaves and bright Sicilians have been used by high-class dressmakers, for making up into gowns, suits and wraps. Not all the cloths so seen are of plain weave, but monotone, shadow effects, etc., are also used. This month's cover design shows an early Fall wrap developed in mohair.

THE "PIRLE" FINISH

"Indispensable for the Open-Air Girl."

"Lady's Realm" says:

"The out-door girl who loves to cycle, walk and drive, wil never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailors' hands."



"IN FASHION'S WHIRL."

"Madge," in "Truth," says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

"Pirle" Finished Cloths

IN GREAT VARIETY
TO BE OBTAINED FROM THE LEADING IMPORTERS.

Full particulars from

EDWARD RIPLEY & SON, Limited

100c, Queen Victoria St., LONDON, E.C.

H.M.

H. B. CLAFLIN & CO.

WINDOW DISPLAY PICTURE



"HOLLY" Red and Green Half and Half Satin Ribbon All Silk

Five Yd. Lengths. Wove Edge.

No. 1	No. 1½	No. 2
7½c.	9c.	14c.

DICE, Wash Ribbon All Silk, Wove Edge, Double Faced.

This is Growing in Favor. 5 Yd. Lengths.

No. 1	No. 1½	No. 2
8½c.	12c.	15c.

COLORS—White, Cream, Pink, Blue, Lilac.

DRESS ACCESSORIES

Neckwear

Season Opening Now in Splendid Shape—Ruchings Ordered Out—Coat Sets and Collar and Cuff Sets the Novelty.

The season has opened up in splendid shape in the neckwear section. Orders are exceptionally heavy, showing that the trade has every confidence in the selling power of this line. Ladies' neckwear is strictly a novelty line, and manufacturers are always on the hunt for new ideas and tendencies. This year they are especially keen, as they wish to keep business up to opening form.

In judging of the trend of styles on the Canadian market, an idea of what is doing in fashion centres is of high value. The majority of the new French models have decidedly higher collar bands of transparent mousseline, finished in front with a soft rosette or tie of lace or lingerie, or with a cascaded Beau Brummel jabot of lace, or pleated mousseline attached to the band by a smart little bow of silk or velvet. Though the collars are exaggeratedly high, they are very cleverly cut, so as to be quite comfortable. Bones on the back and sides, keep the collar in place, while two bones under the chin, keep the material from creasing. There is often a narrow edge of silk to finish the collar. The perfect fit of the French collars make them noticeable, for though they are very high they are easy to wear.

In the New York market, fashion authorities are still declaring in favor of stiff-starched linen collars. The only difference between the Fall and the Spring styles, is in the class of embroideries used.

Soft turn-downs, with stiff bands, are showing, and to wear with both the stiff and the soft turn-downs are various bows, ties, Windsors, aad the Beau Brummel jabots.

As to the vogue of stiff turn-down linen collars in Canada, opinions are divided. It is certain that, particularly in the large centres, some interest will be manifested in them this fall. As to any extensive sale, opinions differ. Those on the subject, as expressed to The Review, range from extremely good, good, fair, to no good at all.

It should be remembered that the neckwear business in Canada is in the hands of the home firms. They send buyers and designers over to Paris, and are in constant touch with New York. Also being Canadian firms, and catering only for the Canadian market, the modifications and models they produce are individual and Canadian to a greater extent than in many lines. Therefore, it does not follow that any style that attains a high vogue in neckwear in the States, will be equally successful here. Paris is the big style creator, and though New York styles have a big influence on this market, it is the Canadian adaptations that are suited to the trade and that sell in the Dominion.

Meanwhile, the staple stocks—dainty soft effects in chiffon, silk, lace, etc.—are selling freely. The trade has full confidence in them, and orders are so large that the neckwear firms are exceedingly busy. Ruchings promise to repeat the success of the past few seasons. Orders already in hand total up to an immense yardage ; in fact, firms making frillings could not hope to handle the business this Fall had they not utilized between seasons in making preparations for the rush time. A city development noted, is the wearing of colored ruching with a white waist. Where other accessories are of a color, say pink or blue, the neck frilling will match. Travelers are reporting an interest in the tourist frillings. These are developed in pleated lawn. They are shown this Spring, but were only fairly successful. Now the trade is asking for them.



Shown by Rhys D. Fairbairn.

Collar and cuff sets, and coat sets, promise to be a big factor. This is to be a strictly tailored season of great simplicity of outline. Already women are beginning to feel the need of some relief from the severity of outline, and the somberness of color, and collar and cuff sets, and coat sets, are selling for this purpose.

The latest collar and cuff set has the yoke effect with the high neck attached. Coat sets are either of lace or embroidered linen or poplin. The lace collar shown last month in The Review is the selling shape.

WHB

Walter H. Barry & Co.

THE RIBBON HOUSE OF CANADA

WHB

RIBBONS

FOR

FALL

Prospects were never better for a steady, strong demand.

You will find our stocks fully equipped to supply you. Prices are right.

A choice range of fancies.

Samples cheerfully submitted.

COR. ST. JAMES & McGILL STS. MONTREAL

The main difference between

Storey's Gloves

and those of inferior quality is—MONEY IN YOUR POCKET just as long as you stay in the Dry Goods business.

Storey's Gloves

are always demanded by particular people, because THE BEST GLOVES are an evidence of good taste and refinement. If you want the paying trade, **stock and recommend Storey's.**

W. H. Storey & Son

ACTON, ONT. Limited

Lace

Filet is the Feature—Brussels Laces Good—Metal Laces the High Novelty.

Judging from the size of orders placed and from the fashion tendencies, an extra good lace season is expected. Not only has heavy buying been the rule, but a very much higher class of laces has been taken. Buying has covered a wide range, and there will be plenty of choice when Fall novelties are shown.

The new feature, undoubtedly, is the filet vogue. This effect is most often seen in combination, as filet motifs enter into almost every pattern, and there is hardly a lace seen but a portion of its pattern is in filet effect. Filet will be the leading feature of the season on the American market this Fall, but probably the full force of its vogue will not be felt in Canada until the Spring season opens up. Filet antique is selling to the better trade, but prices have already climbed so high that there is little hope for it as a popular lace.

Prices are also somewhat higher on St. Gall and Plauen goods, that will, as usual, form the staples of the season. Nets have done well, but fashion is fostering the heavier makes and Venise and Venise combinations are especially good.

The so-called metal laces are the ultra novelty. These are really embroderies of colored silks and metal threads upon filet grounds. The colors are Japanese in effect, but patterns are antique or mediaeval in design. Sometimes the net ground is of metal threads. These laces will be used upon handsome gowns, and high-class millinery.

Brussels laces are very fashionable, and have sold well. Bruges and Princesse laces promise to be the chief evening laces of the season.

Medallions and bands in all laces promise to be free sellers, and buyers have placed larger orders than ever before for all-overs. As a matter of fact, if a particular all-over is purchased, one or more widths of bands and medallions to match will be asked for.

Considerably more interest, than was anticipated earlier, is manifested in black laces. Stocks of these are not large, and already enquiries are being received for narrow Valenciennes and Chantillys. Embroidered filets, the pattern worked with artificial silk, are the novelty in black laces. These are shown in all-overs and bands.

Ribbons

Conditions for Spring, 1908—The Retail Situation—Good Fall Trade Expected.

During the Summer months trade in ribbons has been fairly satisfactory. Retail merchants state that the amount of business done was surprisingly large, considering the season. Ribbons of every description were in demand, but fancy designs were in particular request.

To date, the Fall trade has been brisk, too, seemingly a continuance of the Summer's activity. As might be expected, there was a harvest at the time of the millinery and dress goods openings, particularly on the former occasion. Demand for various lines, known as staples, is wel maintained.

At present most travelers are out on sorting trips. Stocks of holiday ribbons are being laid in by merchants on every side, a good season being anticipated.

In the large wholesale ribbon houses the feeling is that trade has been satisfactory. At present shipments of orders placed earlier in the season are being made.



PEWNY'S KID GLOVES

Our Kid Glove buyer, who recently visited the European markets, has made very satisfactory arrangements with **Messrs. Pewny & Carret,** regarding their goods for the **Fall, 1907,** by which we will be able to carry a full and complete range of all their high-class qualities, such as are handled by the large houses in England and the United States. We will shortly submit samples to you of the different lines which we will have in stock for the coming Fall Season. We can assure you that we have secured extra value at the prices, and we would like you to give our samples an inspection before you decide to place your orders for similar gloves. We will as usual keep a stock of the **ALBERTINE** and **ASCOT Brands,** so well and favorably known in the trade.

GREENSHIELDS LIMITED
MONTREAL

GREENSHIELD WESTERN, Ltd.
Winnipeg.

GREENSHIELDS & CO., Ltd.
Vancouver.

FOR SILK PULL BRAIDS

AND

Dress Trimming Novelties

Inspect the extensive range of

The Laces & Braids Mfg. Co.

TORONTO JUNCTION

RHYS D. FAIRBAIRN, LTD.

Designers and Manufacturers

LADIES' WAISTS—Exclusive and dainty designs in silk and all-over lace, etc.

Travellers now showing **advance styles** for **fall** in :

LADIES' NECKWEAR
LADIES' BELTS
PLEATED DRESS SKIRTS
UNDERSKIRTS
FRILLINGS and RUCHINGS

HUGH HENRY
204 St. James St., MONTREAL

107 Simcoe Street, TORONTO

GLOVINE

Cleans Kid Gloves, Crepe de Chene, Silk, Velvet, etc.

Retails at 25 cents per 16 ounce bottle

Manufacturers :
Glovine Mfg. Co.
Wilkesbarre, Pa.

Agent for Canada :
B. L. Monkhouse
19 Melinda St., Toronto

WRITE FOR QUOTATIONS

Advertising Lessons

It is a valuable asset to a salesman if he is thoroughly efficient on all advertising matters.

We can only give a few dry goods clerks the benefit of our Avertising course which is compiled by experts of every branch of the business.

Cost of course $25.00 payable by instalments. Trial lesson free of charge. Write us for information.

Box Z, Dry Goods Review, Toronto

When writing to advertisers kindly mention having seen their advertisement in this paper.

Among favorite lines, taffetas continue to hold first position, with a slight feeling for satin ribbons. Velvet lines also promise to be popular. These ribbons, while exceptionally scarce a few months ago, are now in good supply. Merchants wishing to fill in broken lines should take advantage at once and not put off ordering till again too late. Fancy ribbons, in Dresden effects for millinery purposes, continue good after an exceptionally fine Summer season.

The feeling as regards any one color in particular is not established. Reds, sky blues, blue, golden brown, tan, and rose are all popular colors.

Prices are still high, with no indication of a drop for some time. The market just at present is steady and firm.

The continental markets look forward to an exceptional demand for fancy ribbons.

Trimmings, Braids, Buttons

Well-trimmed Simplicity the Keynote of Fall Fashions—Japanese Bands and Embroideries High.

The Fall fashions have resolved themselves into simple styles and tailored garments. It is, however, in a way, a much-trimmed simplicity, and the braid, button and trimming counters should reap a good harvest. Quantities of braid are going to be used this Fall. Soutache, both in trimming effects, and braided directly upon the cloth, is a leading style. Soutaches are sewn edgewise upon other braids and materials to form trimmings, and are made up into patterns and ornaments. Soutache and cord drops, soutache-covered buttons, etc., play an important part in the new trimming schemes. Soutaches are seldom used alone; they are combined with the fibre, or, as they are called this year, the radium braids. Heavy fancy effects in these braids are more fashionable than the plain-woven patterns. Novelty braids have often a touch of tinsel in their makeup. Black braids are to be big sellers, but braids matching the color of the suit will be much used, and, therefore, the color line is an extensive one. The new Fall colors are just the ones that show up perfectly, in these bright braids. Braids are also to be used for binding purposes. This is a novel use, and one that is coming in with the new season.

Cut-out edge and straight band trimmings are used for vesting effects, and for inlaying velvet or cloth collars cuffs, etc The colorings are very harmonious, and the majority of these bands, etc., have a velvet ground. Tinsel is used to light up and to bring out the pattern.

Japanese embroideries, in band form, and also embroidery bands, worked upon silk, canvas and filet grounds, are the ultra style. Metal threads—gold, silver, copper, etc.—are prominent in these embroideries.

To round out trimming schemes, fancy metal buttons, crochet buttons, covered buttons and braid and cord drop ornaments are shown. Tassels are another form of decoration employed upon imported suits, coats and wraps.

There is more trimming upon skirts this Fall than for some time back. This tendency is more marked in the case of Paris gowns. This is caused, no doubt, by the difference in the skirt lengths favored. Paris has never taken kindly to walking length skirts. On this continent different modes of living, difference of environment, etc., make, for many uses, the walking length skirt a necessity. The skirts of Parisian gowns and suits are freely, not to say, elaborately, trimmed with braids, folds of velvet, etc. Our fashions have compromised with one or more fold of the material, and covered buttons to match.

IT IS A

FOWNES

That is all you require to know about a glove.

Spring Samples now ready.

Fownes Bros. & Co.
Rooms 1 to 4 Coristine Building
MONTREAL

White Parasols

A complete line of these scarce goods in stock at

$9.00, $11.50, $15.00, $16.50, $18.00, $20.00, $24.00 and up to $60.00 per doz. for immediate shipment.

THE
Irving Umbrella Company
LIMITED
79-83 Wellington St. W., - Toronto

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - - 25 cents.

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswel or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, SEPTEMBER, 1907.

NEW ADVERTISERS.

C. Bessette Montreal.
Brereton & Manning, Toronto.
Chas. Corestine, Montreal.
H. B. Claflin, New York City.
Wm Cummings & Sons, Truro, N.S.
Glovine Mfg Co., Wilkesbarre, Pa.
German-Canadian Import & Export Co., Montreal.
Glickman & Glickman, Montreal.
Hiram Johnson, Montreal.
Tress & Co. London, Eng.
Japan Trading Co, Montreal.
John W. Peck & Co., Ltd, Montreal.
Siberian Fur Co., Montreal.
R. B. McComiskey & Co., Granby, Que.

AN ABSURD PRACTICE.

In Collingwood, nearly all of the stores remain open until eight, nine or ten o'clock, ordinarily, and on Saturday night till eleven or twelve o'clock. One firm had the courage and good sense over a year ago to close at six-fifteen ordinarily, and ten o'clock Saturdays. It has continued to do so, and states that, from the first, business did not suffer in the slightest degree. None of the others has followed its good example, although we believe the results would be equally as satisfactory. Doubtless all of thm would like to, but some are just too cross-grained to co-operate with their competitors in bringing about this much-needed change, or to admit that it could be made without loss of business. What nonsense! If it cannot be done in a simpler way, let someone ask the Retail Merchants' Association to send an organizer to Collingwood. Then, if the majority of retailers are willing to join, and are favorable to a fixed closing hour, the town council might be persuaded to pass a by-law providing that no stores, of certain classes, be kept open after a reasonable, specified time.

Collingwood is altogether too big and too good a town to longer tolerate an absurd practice which should have been dropped when it stepped out of its village clothes.

VERY POOR POLICY.

A firm of retailers have written The Review for advice respecting the refusal of a garment house to fill an order, at a special price quoted by one of its representatives. Their communication reads:

> "We ask for information re enclosed letter. The traveler took this order in good faith. He made a price of $7.50 all round on these coats—some were $7, some $7.50, and some $8.50—providing we took at least one dozen, assorted. No conditions were made as to sanction of house. Now, this house writes that it cannot fill the order, as per letters attached, and will not do so unless we pay the advanced prices they mention. We lost time in looking over these coats, and do not feel like allowing the order to be thus treated. Please give us your opinion: Are these people liable to loss of profit to us if they refuse to fill order? Would it be advisable to make them fill it?"

The order was dated June 27, and on July 3 the house wrote as follows:

> "We are sorry to say that we cannot accept order given to our Mr. ———, as we would lose money fast at that rate. If you would like to let us have the order at prices marked in ink, we would be very pleased to execute your order, and give you goods that will please you."

On July 22 the house forwarded this further communication:

> "We cancelled your order on its receipt by us, for the reasons stated. The order was taken by our Mr. ———, subject to our acceptance. If you want the goods you will have to pay our price for them. Much as we would like to do business with you, we cannot sell at a loss."

Now, in the first place, the retailers were lead to believe that the traveler had full authority from his employers to make the flat price of $7.50, in consideration of one dozen coats, assorted, being taken; and the house makes no claim that the quotation was not according to its instructions. Therefore, the assumption is reasonable that the traveler took the order in good faith, and had no cause to doubt that it would be filled without question at headquarters. Grounds might exist, in some cases, upon which a house would still be justified in refusing delivery of the goods, but they are not present here. Travelers were authorized to sell at certain rates, and offer special inducements to merchants buying specified quantities. Then, on the excuse that the filling of an order at these

rates would entail actual loss, the house repudiates the transaction entered into by a representative, and states that delivery can be made—if the buyer is willing to pay higher prices.

The Review does not propose to waste space in further discussion of this matter. We advised the retailer to let it drop, adding that no house careful of its standing in the trade would pursue such tactics as this one has apparently done.

JUST IMAGINE!

Retail advertising that does not possess some of the chief qualities of a good salesman fails in its purpose. It should address the public in much the same tone as you adopt in talking to customers over your counter—a tone of reasonableness that is calculated to convince. Some merchants have utterly failed to grasp this point. They are the sensational advertisers who use up valuable space to exclaim that their entire stocks will be "sacrificed regardless of price"; that goods will be sold at "ridiculous" rates; that the "cutting and slashing" of prices at their stores is unprecedented in the history of merchandising; that they practically give away "dollar bills for fifty cents"; that theirs are the "greatest price-cutting sales on earth," etc. Imagine any one of these merchants making use of such terms while endeavoring to actually sell goods to a client! He wouldn't think of doing so. Then how in the name of reason can he justify their employment in his advertising?

CONSERVE YOUR RESOURCES.

A manufactory went into the hands of a receiver the other day, with assets and liabilities estimated at $2,000,000 and $1,000,000, respectively. Its failure is attributed to over-expansion, coupled with the tightness of the money market. In its eagerness to take full advantage of the prosperous times, the concern used up its available capital, relying on the banks for sufficient accommodation to see it through. At another time this might have been all right, but just now extraordinary conditions have to be taken into consideration. The banks were unable to advance the necessary amount of money, and the firm could not meet its obligations. At the same time its business was extensive, and steadily growing. With the support expected, after its resources had been heavily drawn upon for new machinery, etc., it would undoubtedly have soon regained a solid footing.

There is a lesson in this for every manufacturer, wholesaler and retailer. Money is scarce—very scarce—and they must all conserve their capital to satisfy current needs. The great danger is that the strong feeling of optimism which pervades not only the dry goods trade, but the whole country in general, will prompt over-expansion. Not that the full measure of optimism is not justified—it is—but that there is not money enough in Canada to permit of extension of industrial and mercantile facilities in accordance with it.

Of course, expansion in moderation is desirable and necessary, but let it be made on a safe basis. Take the retailer, for instance. He feels the need of a better building, new fixtures, etc., and should have them, providing they do not tie up so much capital as to cripple his buying powers. Remember, it is very difficult to get accommodation from the banks, and every merchant must operate, more than ever, within the limits of his own resources. Just here, we might add that it is very unwise for a man to place himself too much in the power of a bank at any time.

The money stringency is not confined to Canada alone; it exists throughout the world. Recent wars, requiring tremendous unproductive expenditures, contributed heavily toward its causes. Then followed a wholly unprecedented demand from industrial and mercantile sources. Legitimate investments offered such splendid returns that funds available for speculative purposes have been small, as evidenced by the inactivity of the stock market. In Canada, the banks began early preparations for the demands which will be made upon them for the moving of the Western crop, and they have been exerting themselves strenuously to gather in their resources.

NOTIONS MUST BE PROMINENT.

Surely there are few drygoodsmen in Canada who do not recognize the value of having the notion counter at the front of the store, preferably the first department that meets a customer's eye upon entering. From the very nature of its stock, this section demands prominence. With proper attention it will exert an attractive force and pay a profit that will entitle it to the choicest piece of floor space available. We know of several merchants who have not given their notion departments a fair chance, and would urge that they do so at once, assuring them that the move will be a very satisfactory one.

THE GREATEST EVENT OF ITS KIND.

The Canadian National Exposition, the greatest annual event of its kind in the world, is in progress at Toronto, and it is bigger and better than ever. Year by year splendid efforts are made to make it more and more representative of this grand and growing country. If the latter continues to expand at its present rate—and there is no good reason why it should not—the former will, in the course of a few years, attain magnificent proportions.

Many of our readers, particularly in Ontario, are attending the Exhibition, and, at the same time, taking advantage of the opportunity to call on Toronto houses with which they do business.

RETIREMENT OF JOHN KNOX COMPANY.

Regret was widespread among the trade when it was announced that the John Knox Company, of Hamilton, had seen fit to retire from the wholesale dry goods field. They have sold their business to Gordon, Mackay & Co., of Toronto. The firm is one which, through many years, has maintained a reputation for honorable dealing that won and held the respect of both customers and competitors.

A Supply Credit Business

By HOWARD R. WELLINGTON.

Continued from the August Issue.

In this issue we outline a plan for ascertaining the present worth of the business after the profits have been ascertained from the Trading and Profit and Loss accounts, as shown last month.

The statement of Assets and Liabilities would appear somewhat as follows :

ASSETS.

Cash on hand		$ 850
Merchandise, stock		20,000
Accounts Receivable		20,000
Bills receivable		2,000
Schooners (3) at depleted value		7,300
Total	$8,800	
Less	1,500	
Equipment at depleted value		3,000
Total	$3,500	
Less	500	
		$53,150

LIABILITIES.

Accounts payable		$15,000
Bills payable		10,000
Capital account		28,150
	$15,600	
Profit	12,550	
		$53,150

This statement does not need any further explanation ; except that it is always a good plan to arrange the assets in the order of their convertibility into cash. The Capital account, after the profits of the period have been transferred from the Profit and Loss account, shows the net worth of the proprietor. It is usual to keep a Personal account with the proprietor, against which are charged all drawings for the period, the total of which may be transferred to the Capital account at the end of the period. Another plan is to credit the Personal account, month by month, with a certain salary, which the proprietor allows himself for running the business, this item of expense being charged against the regular Salary or Expense account. In this way the proprietor will know to better advantage what his investment in the business is yielding him.

A Cash Book which would prove very suitable for a business of this nature, is outlined below, showing cash received and cash payments, and combining both Bank and Cash accounts :

Cash Received.

Date.	Credit Account.	Folio.	Discount.	Cash.	Bank.	Cash Sales.	Bills Rec'd.
Aug. 5	J. Smith.	510	15	$7.50	....	....	....
Aug. 6	T. Brown.	650	10	4.50	12.00	....	....
Aug. 7	Cash Sales.	....	..	10.00	....	10.00	....

Cash Payments.

Date.	Debit Account.	Folio.	Cash.	Bank.	Interest and Discount.	Coll. and Ex.	Expense.
Aug. 5	Freight.	....	$ 1.50	....	....	....	$1.50
Aug. 6	Deposit.	....	12.00	....	....	....	....
Aug. 7	Deposit.	....	60.00	....	....	....	....
Aug. 7	Int. & Dis.	....	1.50	....	1.50	....	....
Aug. 7	Coll. & Ex.	....	2.00	....	....	2.00	....

Any number of columns may be added on the credit side for extending the various items of expense, and the more columns the less posting, as only one total is posted at the end of the month. It is a good plan if, when having a book ruled specially for this purpose, a column or two be left without title, so that this may be written in, when the items occuring most frequently can be ascertained.

Western Trade Conditions

Summer dry goods trade in the West has not been up to expectations, unfavorable, freakish weather having upset the calculations of the shrewdest buyers and the best dry goods men. Stores that loaded up heavily with Summer goods have had to face the alternative of clearing out these lines at or around cost, or of carrying them over for another season. The general money stringency has compelled most merchants to adopt the former policy, and it certainly is the wiser under almost any circumstances. The result has been an epidemic of bargain sales in city and country, which have proved very popular. One effect, as was pointed out to The Review by a commercial traveler well acquainted with conditions throughout the West, has been to provide a counter attraction to the mail order catalogue and department store advertisements. The local bargain sales and the increased advertising by local stores throughout the Western Provinces have served to direct the attention of the public to the excellent values to be obtained at home, and the effect of an unfavorable season has, therefore, not been wholly bad. Small stores have been using more progressive methods and pursuing a line of policy which might with advantage have been adopted long ago.

* * *

Hyndman & Co., the hustling men's furnishers and clothiers, conducted a second "red tag movement" sale last month. The first red tag sale, held a year or two ago, was described in The Review at the time. It was something new, it aroused the curiosity of the public, and it was an immense success. It did its work so well, the first time, that Mr. Hyndman undertook to try it again. This time people knew exactly what the "red tag movement" was, it excited no curiosity, and, as a business-getter, it was only a very mild success. Mr. Hyndman is an aggressive and original advertiser, and the public are always wondering what he will do next. Usually he has something new about five or six times per year. On

this occasion he tried to repeat an old success and failed. The experience will probably convince him that it does not pay to work a novel scheme of the crass of the "red tag movement" twice. What will Mr. Hyndman do next? The Review, like the general public, is waiting to see what new idea he will launch for the Fall trade. It is not likely that Mr. Hyndman's Fall trade advertising scheme will be a disappointment.

* * *

Nevertheless, the department stores are growing. This Summer has seen a big addition to the T. Eaton Co. store in Winnipeg, by which their floor space will be increased about fifty per cent. It was the original intention to have the new addition ready for the Exhibition trade in July, but, owing to unfavorable weather, and strikes in the building trades, it is not yet ready for occupancy. The Winnipeg store of this firm has plenty of room for expansion, as the Eaton Co. own the whole block on which it is situated. In that respect, it has the advantage of the Toronto store, which is shut in by other stores.

* * *

Last month saw the opening in Winnipeg of a 5, 10 and 15 cent store, and old-timers are grieved to see the cheap-bargain-hunting habits of the East gaining such firm hold in the West. The opening created no little excitement among the womenkind of Winnipeg, and for an hour before the doors were opened, it was impossible to get on the sidewalk opposite the store, so large was the crowd of bargain-hunters anxious to secure the first snaps offered. The store is located in the corner of the new Somerset Block on Portage avenue, built by J. A. M. Aikins, K.C. It is thus directly across the street from Eaton's.

* * *

The general outlook for Fall and Winter business is uncertain at the present time. Very much depends on the crops. Given a favorable September, there will, undoubtedly, be a very fair crop, except in a few districts that have suffered from hail. Manitoba will be below the average. Saskatchewan will have an average crop, and reports from Alberta indicate the largest crop on record. Dollar wheat seems very likely, and, at all events, there is no doubt the price will be much higher than last year. If the wheat escapes the September frosts there will be no particular reason for complaint. Of course, that is a most important "if," as the crop is about three weeks later than usual.

If there is anything approaching an average crop, business will be very brisk this Fall, in dry goods lines. The long, hard Winter had the effect of reducing all Winter goods stocks in the retail stores, and if there is a good outlook for business this Fall, there will be heavy buying of Winter goods. Wholesale houses are expecting big business in Winter goods, and they have been stocking accordingly. Usually the Winter goods are pretty well sold by September 1st, but this year the trade have been cautious in their buying, owing to the uncertainty of the outlook. In this they are probably wise.

* * *

The general tightness of money has also contributed to curtailing buying. In the West this tightness of money has been coincident with a hard Winter, during which all transportation lines were tied up, and an unfavorable Spring and Summer, with consequent uncertain crop outlook. As a result, many people have been disposed to consider the tightness of money as being directly due to the uncertain crop outlook. No doubt this has been a contributory cause, but the tightness of money is an universal condition. A good crop in the West will relieve the local situation somewhat, but cannot relieve, to any considerable extent, the general stringency of the money market. Until that stringency is relieved business men will have difficulty in getting money from the banks, and it is the part of wisdom to recognize this fact in making plans for future business.

John Knox Company Sell

Their Business Has Been Merged With That of Gordon, Mackay & Co.

The John Knox Company, of Hamilton, has sold out to Gordon, Mackay & Co., of Toronto. The Review is informed that the transaction involves about a quarter million dollars.

The business was purchased in 1882, by the firm of which John Knox was the head, and which has always carefully guarded a reputation, early acquired, for square dealing.

For over seven years the wholesale dry goods house has been the smallest of John Knox's business interests.

THE RIBBON MARKET.

Buyers who have returned from foreign markets comment upon the busy aspect of looms in Swiss centres and St. Etienne. The raw silk market shows full strength and great trouble has been experienced by foreign manufacturers, on account of the difficulty in getting sufficient quantity dyed. The latest situation is still unsatisfactory, and the price of labor is much higher. A good many of these causes tending to raise the price of ribbons are the result of the world-wide demand. Prices for the Spring season are extremely high, and show an advance in some lines of fully forty per cent. over figures ruling a year ago.

A SIXTY-MINUTE SALE.

A "Sixty Minute Sale" was advertised by Scroggie's, Montreal, for Saturday morning, August 24, at eight o'clock. At seven thirty the first bargain hunter appeared. Then, in a few minutes, along came a street car containing half a score more. Eight o'clock saw quite a gathering, and it became apparent that this long anticipated sale was to be met by the public in no half-hearted way. Women flocked from every direction and elbowed their way to the doors, inside of which stood eleven constables. When the doors were swung open, there was a big rush to the departments in which specials were being offered first. Up to one o'clock the sale continued in the various sections, so many at one time. The briskness of the business done can be estimated from the fact that 1,800 shirts were sold in one hour. A number of policemen were required to keep the crowd in order.

This sale of Scroggie's was quite a novelty. Each counter at which a sale was to be conducted was marked with a big sign, in the centre of which was an alarm clock. Programs were handed round, stating what articles were being sold, their prices and location of the counters. The sale was advertised in all the daily papers, both Freneh and English. Window displays, with a clock neatly worked into each, co-operated in drawing the crowd.

Have you ever seen

The "Ladiwear" Brand Waists

You may not have, because the output for the season just closed (our first in the waist business) was sold up three weeks after their appearance in February. Consequently, the line was withdrawn.

The immediate success of the new Ladiwear Waists has necessitated that we establish an entirely separate factory from our present plant.

OUR NEW WAIST FACTORY (in the West end) is thoroughly equipped with the most modern machinery, and is capable of turning out your order satisfactorily.

The new range for Spring delivery is now with our representatives, and has been pronounced by those who know value. as the best ever.

Part of our policy has always been to figure a liberal margin of profit to merchants; and in emphasizing the attractiveness of Ladiwear Waists, we insist that no competing styles can make as much money for you in such short order.

Ask us to call or send samples.

Ladies' Wear, Limited

Toronto



The New Fall Coats

Many Buyers in the Market—Full Length and Three-Quarter Coats Selling in Fitted, Semi-Fitted and Loose Effects.

The Fall openings are beginning to mean nearly as much to the garment manufacturer as they do to the millinery houses. New ideas are put into form and the buying that is then done is regarded as an important indication as to the tendency of the later Fall and Winter styles. It is right in the midst of this busy time that The Review goes to press, and, therefore, it is impossible to rightly estimate, with any degree of accuracy, just how far buying tendencies have carried. That buying has not been confined to any one style is certain. There is no doubt that buyers have made the rounds and picked out of each line the models most suited to their trade. Fitted, semi-fitted and loose models have all sold. The big majority has, however, been done on the long, loose models. Buyers like this shape of coat, and there are no fitting problems attending its sale. For the larger centres, where there is not so much trouble experienced in having alterations properly made, semi-fitting models have been freely taken. Not only the semi-fitting styles, but fitted coats, also, have found favor with western buyers.

The tendency is for long coats, though there has been some sale of three-quarters and even shorter models. Though the tailored styles are universal in popular-priced lines, more trimming is used this year than for many seasons past. Braids are very much used, both soutache and fancy fibre. Buttons and velvet are also good, and on some of the more elaborate coats drop ornaments and cord are used.

The fancy tweeds and paid effects of last year have dropped completely out of favor. Black kerseys and broadcloths have almost monopolized the advance sale. There is, however, a feeling that colored cloths are gaining ground, and that considerably more will be heard of them as the season advances.

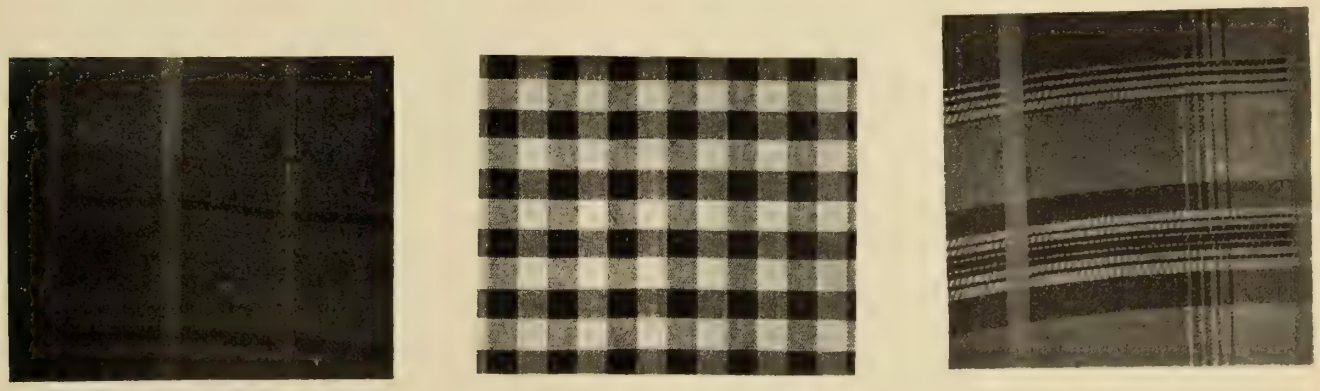
The sleeve is where much of the novelty of the new coats lies. Modified Japanese ideas are prominent, the long shoulder effect and the wide armhole being simulated by both cut and by trimming effects.

Early Showings of Fall Suits

Fitting Models in Thumb Length the Leader—Braid Trimmings and Vest Effects Much Seen.

The early models in Fall suits are now showing, and women are inspecting them with eager interest. The majority of them have what is called the thumb-length coat, that is, the edge of the coat is in a line with the thumb when the arm is held down. A few shorter coats, and numerous longer ones, are seen. Models are very much braid-trimmed, with fancy braids being freely used, as well as soutache.

Vest effects are seen on many models. Many are of velvet or contrasting cloth, or of the fashionable fancy bandings. The vest materials and effect is repeated on the cuff and pocket trimmings. A number of the imported models have the vest of the new imitation furs. With the exception of tans, the colors are very dark. Fancy cloths are used, but the pattern is almost invisible. There is a good range of colors shown, but as selling has not yet begun, color preferences are as yet not clearly defined. The pleated model with one or two, or even three, self folds, is the universal skirt.



Rubberized Silk for Raincoats.

Waists

Holiday Trade Models Showing—New Lawn Waists—Still the Three-quarter Sleeve.

Manufacturers are out with dressy lines of waists for the late Fall and for the holiday trade. Some showing has been made and orders taken for lawn waists for early Spring. Sample lines are not yet quite complete, and novelties are expected later. Many of the lawn waists bought now are for present delivery, as there is an increasing demand for white washing waists to wear under fur coats.

Waists of lace and net, and of all-over lace promise to be extra good for the holiday trade. The laces most used



Skirt Styles. Shown by Hart Mfg. Co., Montreal.

are Irish and Venise. For trimming the net waists a combination of Irish and Cluny is most liked. The chief novelty in the make-up of these waists is the introduction of color as a trimming or a lining. Thus, an all-over lace waist will be made up over a lining of pale-tinted Japanese silk, or folds, bow-knots, and even little vest effects enriched with gold or silver soutache in the leading fashionable colors in silk or velvet will trim the new lace waists.

Waists of colored chiffon are coming to the fore. These are simply made with band trimmings of lace, etc. The lining is of white Japana silk, and there is a guimpe effect of white lace, a similar lace trims the sleeve.

This simpler effect is prominent in the new lingerie models, and those for early Spring are in big contrast to the fussy modes that have prevailed for some time back. Free use is made of embroidered frontings. A handsome fronting can be quickly developed into an attractive waist at little cost for making. This means that a waist of superior fabric and pattern can be put on the market at a reasonable price.

The feature of the Spring season of 1908 will be the handsome lace embroideries used. Filet effects, such as The Review shewed last month, will be the leading novelty. These embroideries are directly up to New York ideas, and promise to constitute the novelty also on that market.

The three-quarter sleeve is universal, and promises to be the proper sleeve for 1908. So far as can be seen, the long sleeve has no particular hold on Paris styles. All but a very few of the ultra garments are made with the elbow or three-quarter sleeve. Tailored suits and wrap coats are rarely made with the full length sleeve the three-quarter anl the seven-eighth lengths being generally chosen. Nevertheless, the first little hint of a change has been given.

SILK WAIST FIRM REORGANIZED.

The American Silk Waist Co., Montreal, are reorganizing into a limited concern, and have applied for a Dominion charter, with a capital of $50,000. The old prin-



The Kenyon Style 509 The Kenyon Style 502

Shown by The Imperial Raincoat & Cloak Co.

cipals of the firm, Messrs. Kars, Weiman, Eliasoph, Goldberg and Shlakman, are still identified with the firm. In order to secure complete co-operation of their help a profit sharing plan has been introduced into their business. The firm has been delayed with fall samples on account of reorganization, but the new line will be ready shortly.

Separate Skirts

The Almost Universal Vogue of the Pleated Skirt—The Circular Skirt in Paris.

Much as pleated skirts have been worn during the past two seasons, they promise to eclipse all previous records in the coming Fall. With the advent of tweeds, and of firmer Winter cloths, wider pleats are showing. The distinctive feature of the new skirts is the fold or folds of the material. Wide box pleats are popular as well as wide side pleats.



Portrait, Felix. A PARIS EVENING COAT. Modes, Besboff—David.

SHIELD BRAND GARMENTS

For Ladies and Children



FALL 1907

Approved Styles - Best Values

Big increase in Business and Quick Repeats tell us our values are right.

Children's Department

This Department has received our special attention, and we are showing the most complete range of Children's ready-to-wear garments in Canada. Bearskin Coats, Headwear. Christening Cloaks and Robes, Misses' and Children's Dresses, Misses' and Children's Flannelette and Whitewear, in fact all lines to make your Children's Department complete.

LADIES' READY-TO-WEAR GARMENTS

DRESS SKIRTS, UNDERSKIRTS, LAWN, SILK, LUSTRE, FLANNEL and VELOUR

SHIRTWAISTS, Whitewear, Flannelette Wear, Kimonos, Dressing Sacques. See our Special Values in Sateen Blouses and Sateen Underskirts.

Spring 1908

We are now showing Spring Samples. The advance in prices will not affect our values.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED
Winnipeg, Man.

GREENSHIELDS & CO. LIMITED
Vancouver, B.C.

The rival of the pleated skirt is the one of circular cut. Paris is showing these circular skirts almost exclusively. As Parisian skirts all rest on the ground there is not the objection to overcome that our manufacturers find with this cut. Canadian women favor short skirts, and circular skirts of this variety will sag no matter how carefully they are made or cut.

Fall Corset Models

Long Models Coming Into General Use—New Models Give Great Satisfaction—General Use of Brassieres.

Heavy buying for fall has been the rule, and everything points to a good selling season. There has been no general advance in corset prices, notwithstanding the fact that the cost of labor and materials have increased enormously. Tantamount to an advance, however, is the action of a combination of American manufacturers in refusing to give laces with every corset ordered. Laces will not be put in corsets, nor will the manufacturer let the buyer have them below cost. As far as The Review can ascertain, the American corset firms are fully living up to their agreement.

The present-day corset models may be said to be a survival of the fittest. Corset manufacturers have been at work upon the old straight front models, and each season has seen an elimination of some objectionable feature, and an improvement of desirable ones. The present models are pretty near perfection. Not only do they give great elegance of form, but they give great comfort as well; in fact, it is now possible by careful fitting to give a smart line to almost any figure. Even decidedly bad figures can be made to pass muster.

Just what has been accomplished in corsetdom can be best realized when the average figure of a few years back is compared with that of to-day. This big change has been brought about largely by the makers of popular-priced corsets. It is true that the popular price is now fixed at a higher figure, and that figure is advancing. Nevertheless, it is to the manufacturer of the popular-priced lines—to the care and finish that he gives to his product—that this great change is due. Not only do corsets improve the figure nowadays, but they are more comfortable to wear. They conform more to the natural outline, and give much more ease and grace.

Heavier orders have been placed for the long models this Fall, and gradually they are coming into general use. This increased length presents new problems for the manufacturer to solve, as they are more difficult to fit with comfort. They must be so cut and boned that the length of the skirt does not interfere with comfort when sitting, nor must the bust sink into the top of the corset. The various devices for giving the necessary height to the bust—the brassiere top, the broken bust effect, etc.—are giving way to the separate brassiere. With the present style of dress, brassieres are a necessity, and many styles are on the market. It is not just the fleshy woman who is wearing a brassiere—nearly every perfectly corseted woman wears one. Some brassieres can take the place of the corset cover, and are lace trimmed, etc. The latest idea is a brassiere made of ribbon and boned and laced in front. This can be had in ribbons matching the girdle corsets for slender figures.

An extra number of jartelles, or hose supporters, are worn now. These are carried as accessories in most corset departments, and their sale adds materially to profits. Many are covered with fancy shirred ribbon and are adorned with dainty bows.

Your Garment Department



will benefit if you have for your mainstay

"The Claman Garment"

Raincoats and Waterproofs for Ladies and Men
Ladies' Cloaks for Winter Wear.

The **Claman Garment** will win for you a business that will keep coming year after year.

There is correct style always.

Careful making ensures satisfactory service.

Claman Garments hold their shape and they fit.

The proof is in the garments, and our growing list of satisfied customers.

For further information write

"THE HOUSE THAT MERIT BUILT"

Claman Waterproof Garment Company

233-235 St. Lawrence Boulevard

MONTREAL

Our Far-Western "Man" is on his route.

LIFE IS TOO SHORT

for a buyer to see every line of goods,
but even if it takes a mite of trouble

Griffin Brand Garments

are worth looking at. They are out of
the crowd. They will fill your wants for

Popular-Priced Coats, Suits, Skirts

Do you want samples or a salesman ?

THE EMPIRE MFG. CO., 138 CRAIG ST. WEST, MONTREAL

LAURENTIAN WHITEWEAR

Beautiful Creations

TRADE Laurentian MARK

Serviceable Garments

THE HIGHEST TYPE OF WHITEWEAR

Women desire beauty in whitewear as well as service. "Laurentian" Whitewear appreciates this fact.

A buyer can rest perfectly assured that with the "Laurentian" line he is able to offer his customers the highest type of whitewear, attained by close attention to fit, style, workmanship and material. That's why "Laurentian" Whitewear stands at the forefront as a profit producer.

AN INSPECTION OF OUR SAMPLES IS WORTH YOUR WHILE

LAURENTIAN WHITEWEAR COMPANY, - LEVIS, P.Q.

Raincoats

New Rubberized Silks Improve Sales—Loose Models and Plain and Plaid Clothes Showing.

The new rubberized silks now used for raincoats promise to revive interest in this line. They are very smart as well as useful. Styles are long and loose, and all the new fashioned touches—the deep shoulder, full sleeve, Japanese armhole, etc.—are present. The new coats have all the appearance of a silk garment, and all the usefulness of a rainproofed one. The combination promises to make for good business. The colors shown come in a good range, and are extra attractive. Black, garnet and royal have been the best sellers in the plain silk cloth, and in plaids, garnet, royal, green and shepherd checks have interested buyers.

Veilings

Good Fall Season Expected—Colored Made Veils in the Lead—Purple Shades Expected to Sell.

The season just opening promises to be an extra good veiling season. Hats are large, and, therefore, made veils will be more worn than yardage goods. Properly managed, this is always a profitable condition for the department. Favor will be divided between Tuxedos and hair lines, and large chenille dotted effects will be very fashionable. The colored veil will be the leader, and all the staple shades will have to be stocked. In large departments the colors stocked will have to include all the leading novelty shades—browns, blues, greens, etc. The new evique, or Bishop's purple, promises to be a good millinery shade, and will also be wanted in veilings. Chiffons will be in heavy demand, both for street wear and for automobiling.

Circular and square shapes, are the novelties in made veils.

LONDON.

Business has been rather quiet with wholesalers during the past week, many of the London travelers having been taken off the road and sent to Toronto to cultivate the trade at the big exhibition. For the two ensuing weeks, also, country merchants will enjoy a respite from the visits of drummers, who, during Fair time here, will be busily employed as they are just now at Toronto.

There promises to be a great scarcity of cotton goods next season, particularly of ginghams and prints. Local wholesalers find it impossible to induce manufacturers to undertake to fix any time for the delivery of goods, and the indications are not only that there will be a scarcity, but that prices will advance. The reason assigned for this is a somewhat peculiar one. The girls employed in the mills, we are told, have been making so much on piece-work, that they find themselves possessed of money unusual to them, and feel they are in a position to take vacations like other people. These vacations, in some instances, extend to a month, in others to an indefinite period, and the consequence has been, not a little demoralization of mill staffs, so that the manufacturers hardly know where they are at, and do not feel like making promises.

A London traveler, discussing the advance in the price of spools, declares the consumers are to blame for the present so-called scarcity. When some time ago the price was put up, housewives, tailors, dressmakers, and

Ladies' Wash Waists

"Salem"

REGISTERED

Easily the largest and most varied range in Canada.

Your inspection will prove this statement.

PROMPT DELIVERIES

Salem Company, Limited

MONTREAL

Spring line of Fancy Wash Vests now on the road

The Reliable Waist

None Better Made

THE popularity of the above brand can easily be noticed by the way orders are coming in for the Fall season Our tailor-made waists are right. Our dress waists can't be beat. The only ***Reliable*** *line of Silk Waists in Canada.*

Made by

I. Mishkin & Co.

423 St. James St., MONTREAL

We give prompt attention to Mail Orders.

Is Your Garment Department a Success?

Our medium-priced Cloaks, Suits, Skirts will improve your trade.

These garments have proved their value. The Fall Line is the best in our history.

See the showing of Our Imitation Fur Coats Very latest novelty

CALL THIS MONTH.

DOMINION CLOAK MFG. CO., Notre Dame St. West, MONTREAL

Montreal's Oldest Garment House.

Parisian P. C. Corsets

Exceptional facilities place us in an enviable position to look after your Fall Repeat Orders.

If you are not a P. C. dealer write us for particulars.

THE

Parisian Corset Mfg. Co.

QUEBEC LIMITED

F. W. GILLIES, Manager
Western Ontario Branch
Brampton ,Ont.

A Constantly Growing List

of customers is sufficient proof that we can look after your wants in

POPULAR-PRICED

Coats and Skirts

THE STANDARD CLOAK AND SKIRT MFG. CO.

236 St. Lawrence Main Street
MONTREAL

the rest of the users became panicky, fearing a further advance, and proceeded to purchase in unusually large quantities of their favorite thread. Others, equally as good, could be had for the old price, a fact which merchants tried to impress upon them ; but they must have their particular goods or none.

The condition of the country roads causes no little inconvenience to travelers who have to do some driving. The custom is to dump gravel in a heap along the centre each Spring, rendering the roads extremely rough during the Summer

Londoners were shocked to learn of the death at Winnipeg of Geo. Sippi, western traveler for Robinson, Little & Co., wholesale dry goods, of this city, as the result of an operation for appendicitis. Deceased was for many years connected with the local warehouse of Robinson, Little & Co., but was more prominently known in military circles, where he had figured conspicuously during the last few years of his residence here. When the Seventh Regiment was reorganized under Lt.-Col. Smith, in 1899, he was appointed color-sergeant of "B" Company, and was responsible to a large degree for the ultimate enviable condition into which the company developed, being composed chiefly of wholesale warehouse employes and known as the crack company of the regiment. When the call for volunteers to go to South Africa came, Color-Sergeant Sippi was one of the first to present himself for service, and in the Fall of 1898 he left with the first Canadian contigent, and served through their term in the war. In the first engagement he was wounded, but recovered entirely and resumed his post as first non-commissioned officer of his company, and on campaign. Mr. Sippi was also honored by the Royal campaign. Mr. Sippi was a.so honored by the Royal Humane Society, and wore one of their medals, given him for saving a little child from being run over by a fire wagon. Mr. Sippi's prominence was not confined to business and military affairs alone. Manly athlete that he was, he took a deep interest in sports of all kinds, and no one was ever more energetic or enthusiastic than he when he turned his efforts in any set direction. In all the athletics of the regiment, he played a leading part. He at one time played baseball in the old City League, on the Arlington team. But it was probably in the department of rugby football that he shone brightest of all, and he played on the champion London team. He was also a member of the famous London hockey team which won the Western Ontario championship, playing effectually on left wing. About two years ago, he was married to Miss Buchan, daughter of Dr. Buchan, of the London Asylum, and ever since had been residing in Winnipeg, from where he traveled throughout the west

THE BRITISH MARKETS

The News from London, Bradford, Manchester, Belfast, Nottingham and Scotland.

The past month has seen a great improvement in the retail trade situation, in London and in the provinces. The big July business is now being reflected, in the wholesale houses, and due to its influence upon Fall orders, August rarely opened a brisker business. Already early Autumn displays are being made, for the benefit of those who are preparing for their annual exodus to the seashore, and for the ubiquitous American visitor.

In the between-seasons lull, the vexed question, as to the continuance of the living-in system, has come, more prominently than ever, to the front. This is due to attacks upon it, made by no less personages than Frank Bullen, the author, and Father Bernard Vaughan, the Jesuit priest, who has gained notoriety by his scathing denunciations of the sins and follies of smart society. The way in which the system is defended by the trade shows how difficult it is to change a settled usage, in the old land. As practiced by reputable firms, living-in has some points in its favor, but it puts an immense power into the hands of tyrannical employers.

The Silk Crop.

In the July letter, reference was made to the large silk crop this year, in Europe, and in Asia, to its probable effect upon the price of the finished fabric. Reports from Lyons point to something that comes very near being a corner there. The men concerned are strong, and are prepared, it is said, to hold out for a considerable time. Therefore, the upward tendency is likely to continue. Manufacturers, and selling agents do not look upon this move with any great degree of favor. On the one hand, manufacturers have not been getting prices for the finished fabric commensurate with that paid for the raw product, and agents fear that higher prices may have a restrictive influence upon sales.

There has been a change, recently, in the personnel of the firm of Francois & Co., Wood street. Miss F. Gold, who has for some years managed the millinery department, has been admitted into the firm.

Bradford.

The whole tendency of the market here is toward a continued maintenance of the present high wool values. It should be carefully noted that Bradford wool combers are beginning to work shorter hours. One of the largest firms has for several weeks past ended the week's work on Thursday night. As prices are high, profits good, and spinners booked well into next year, there is nothing in the situation to account for this action, save scarcity of raw wool. Good wools are just as hard to buy as they were last May. Therefore, the next clip must come in sight before there is even the slightest possibility of a change. This applies to crossbreds as well as merinos. The slight decline apparent before the last series of London sales has been fully recovered.

Cheviots and serges, in a big range of colorings, are coming strongly into vogue for the Autumn months. Venetians and Amazons have sold extensively. Tweeds are keeping up better than was expected. There is also some ordering out of smart novelty effects in tweeds for next Spring.

Manchester.

The Summer business has been, on the whole, disappointing. Repeat orders, though better now than earlier, are somewhat light. For Autumn buying a hand-to-mouth-policy is finding favor, due in part to the high level of prices. Manufacturers are not doing so well, owing to the stiff rate for yarns, as well as the high price of the raw staple.

The export trade is dull in most quarters, and quotations are irregular. Spinners of American yarns are said to be losing ground. Egyptian yarns are strong, and quotations are firmly held.

The report of Rylands and Sons, Limited, indicates that the great Manchester concern has made a highly satisfactory recovery from the depression of the second half of 1906. The net profits shown in the balance-sheet amount to £118,700, an increase of £8,800 over the results of the corresponding period. The distribution is at the customary rate of 12½ per cent., while £15,000 is carried to reserve, £5,000 to insurance fund, and £26,200 is left for the carry forward. The reserve is thus brought up to £500,000, and the insurance fund to £250,000—a total of £750,000, or half the share capital of the company.

Nottingham.

The lace trade has had a most successful year. To the skilled operator, doing the best work, it has been, and still is, something of a gold mine, as wages have averaged from £2 to £6 per week. There are still some nice-sized orders going the rounds, and, according to all accounts, there will shortly be a rush. Most of these orders are from America, and are for future delivery.

Goods orders are coming in for cotton nets. Finer nets for Plauen, and for home demand, are in request. Tulles and silk nets are receiving attention. In laces, guipures are gaining ground, and Clunys, Maltese and similar laces, are strongly in evidence. Valenciennes and torchons are big sellers, and embroidered goods are in great request.

North of Ireland.

What slight change there is in the market is towards improvement. Fortunately, the coal carters' strike has been settled, and a general stoppage, for lack of fuel, averted. The demand for yarns is of a hand-to-mouth character, but spinners are extremely busy. The home demand for bleached and finished linens is improving. A considerable number of orders are coming from America, and export business generally is substantial and satisfactory.

Scotch Notes.

Large quantities of goods are being shipped to Canada. Fifeshire linen manufacturers are being pressed for delivery. Winter business has been good in the tweed trade, and a start has been made upon Spring orders, confirmations for which have come in remarkably well. Buyers are taking finer makes and higher-priced goods. Hosiery and knitting mills are very busy. Checked zephyrs and ginghams have been in great request, the demand greatly exceeding the supply.

Manufacture of Knitting Wools and Hosiery Yarns

(The British Trade Journal.)

The Beehive brand of knitting wools is not familiar without reasons. It has been spun uninterruptedly since 1785, has been produced in a bulk not exceeded by any other make, and it has been advertised. There is hardly room for surprise, then, on finding the factory of its origin conspicuous by its large proportions even in a district notable for the size of its mills. Messrs. J. & J. Baldwin & Partners, Limited, employ about 1,800 hands, and control five other premises, but those at Clark Bridge, Halifax, are chief and foremost. A view of the interior does nothing to lessen one's original conception of the importance of the business. Inside, no room is wasted. Each cranny is turned to some useful account. The mills are no less busy than the hives that have been selected as their symbolical device, and the fact that a mortar-mill is numbered among the firm's assets, suggests that more, rather than less, business is to be attempted in the future. The home market for more than a hundred years has insisted upon having Beehive yarn. The colonies, great and small, and many foreign countries, are awakening to the fact that the brand is good, and that the firm is unsurpassed for manufacturing yarns for all classes and climates; and in the most highly-protected foreign markets the virtues of J. & J. Baldwin's worsted yarns have long been recognized. Even Germany, which endeavors so strenuously to spin all the wool she needs, must perforce send to Halifax for the best grades of fingering, hosiery and kindred wools.

Why this should be so is not perhaps so great a mystery as it seems. The manufacture is a complex one, calling for special aptitudes and cares, delicate adjustments and a nice judgment upon an infinity of items. To unbare the whole technique of the process would serve no eminently useful purpose here; yet there are salient points that must be grasped if one is to understand the system reasonably well. The first of these is the outstanding circumstance that the successful spinner must do everything himself. Except that at Clark Bridge no wool is grown, the whole evolution from the greasy, tangled and dirty fleece, up to the dainty and lustrous thread, takes place upon the one set of premises. The wool warehouse is piled high with raw wool in tons. It is Australian merino wool that lies in the press-packed bales and Sussex Down wool that is contained in the more cumbrous packages. These are both soft, fine elastic fibres, edged by innumerable minute serrations and on their characteristics almost all else depends. Good yarn is to be had from nothing less than good material, and that the warehoused wool is excellent an expert testifies.



Wool-Sorting Room.

Taken from its wrappings, the wool is lifted a fleece at a time upon a table facing strong north light. The fleece is torn from neck to tail in half and sorted. That is to say, the fleece is dissected by skilled fingers into no less than ten different qualities or parts. Each part goes to its own proper pile or basket, to be used in such combination and fashion as craft dictates. What becomes of wool from black or brown sheep has puzzled many of the uninitiated. At Messrs. Baldwin's, at any rate, the dark wool is used to mingle with the white, forming mixtures of so-called natural color in which there is no dye. There are circumstances in which artificial coloring may be deleterious, and it is proper to recognize that garments may be had that are free from any such suspicion. The admixture of colors belongs, however, to a subsequent process. The first measure in advancing the manufacture, is to wash the wool and to wash it well. As forty-five

per cent. of grease and dirt is by no means an unusual ratio of superfluous matter, the desirability is self-evident. For washing, there must be soap, and this also is boiled upon the site of its consumption, from a compound of the finest alkalis and olive oil. The act of washing is performed by machines. In a long trough, forks are at work in gently agitating the material and passing it forth to other forks, and so out of the first machine. Automatically, the wool is forced by water into a second machine in which the washing fluid is clearer, and again into a third machine. As each is something like double the length of a billiard table, and as the transit is slow and the washing motion varied, the wool is clean when, in loose locks, it is thrown semi-dry from a rapidly revolving paddle-wheel.

Having been washed, the material passes to one out of the nineteen carding-engines on the floor above. Thus the wool receives its preliminary straightening. The carding process is carried out by a series of large and small rollers, covered with myriads of wire points, which engage with each other and drag the wool in the form of a fine gauze veil, into a loose, narrow rope of "sliver" at last. The utmost circumspection as to the adjustment of these rollers is required, for an error of only 1-32nd of an inch will go far to ruin yarn.

After the carding, the combing comes, which again is an operation of much delicacy. Being performed upon circle-combs, a new form of sliver called "slubbing" is obtained; and then the back of the work is broken. Thereafter, all that remains is to draw the slubbing a little finer and to give to it a little more twist. That, in brief, is the process; but if the wool be intended for use as white, the slubbing is washed again. If it is to be dyed, the thick coil of parallel fibres is removed to the dyehouse, where also it is cleansed from any undesirable matters accruing during manipulation. Dyeing is in itself a separate care. The problem is to make colors that are fast. It is evident that dyes that fade in the sunlight or in washing, and dyes that stain the wearer's skin, are useless. In avoiding these mischiefs, Messrs. Baldwin have been conspicuously successful, and to such details, small as they may appear, some share of their prosperity is to be traced. Of course, it is to a combination of the lesser excellences that perfection is due, and to give weight to more of them, one must penetrate again into the arcana of technical experts. Though the concluding processes are relatively simple, they are not to be hastened over or despised.

In a considerable measure, the ultimate effects are contigent upon these incidents also. One of the more vital processes is that known as "drawing," to which the whole of two large rooms is devoted. Here colored slubbings are intermingled interminably, as it seems, to bring forth the favorite heather mixtures. Time and again is the material submitted to a form of combing, which has for its object the complete amalgamation of the constituent fibres. They must be worked ceaselessly until the jarring color-contrasts they at first present are reduced to a melange that is almost a monotone and is entirely soothing to the eye.



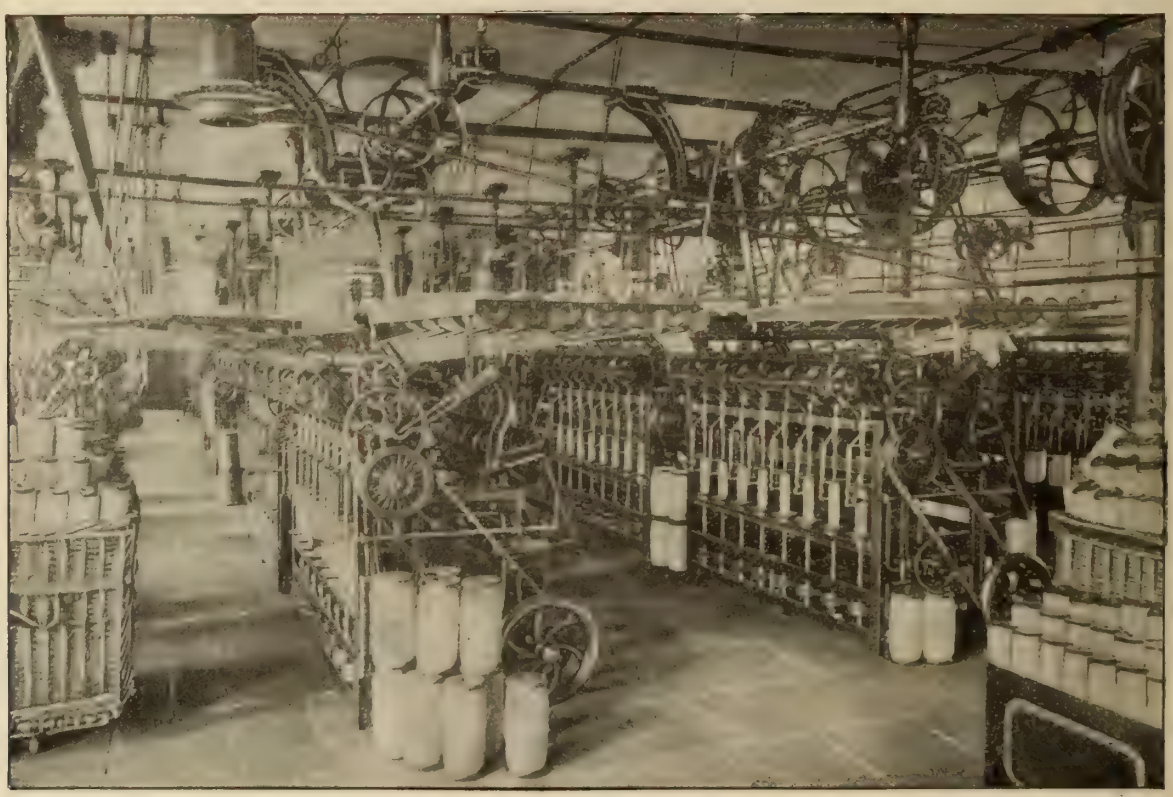
Yarn Making-up Department.

Messrs. J. & J. Baldwin keep a great stock on hand of "slubbings" or "rovings." They are stored on giant bobbins, iron-bound at the base, and all colors, as well as white, and all qualities, are represented. To the buyer this means the possibility of prompt delivery. On occasion, it means that a fairly large quantity of yarn can be shipped at a notice of two or three days. Were there no such reserves of semi-completed material, the operation would have to commence at the beginning. Conceivably, even, the buyer might need to wait until the spinner had acquired the raw wool itself. In such an event, the delay must mean weeks. This system of accumulating materials in the handiest form for immediate use, is not confined to this single example. For practical purposes, however, this instance is the one deserving of emphasis. An order for urgent delivery does not disorganize the

whole mill and dislocate all other arrangements. The bobbins are, in a compendious form, the essence of all that Messrs. Baldwin make. It is necessary only to take out a sufficient quantity, give instructions for replacing the deficiency created, and to carry the rovings to the spindles. Very many of the regular makes of yarn are compounds of two, three, or more colors. Some are 2-ply, 3-ply, 4- or even 6-ply, of a varying assemblage of colors. To keep adequate stocks wholly manufactured is out of the question. By resolving the stock into the most proximate elements, supplies are kept in their most mobile form.

The bobbins being brought to the spinning and twisting frames, the mechanism very quickly reduces the thread to its due size, and wraps it with as many of its fellows as are required to produce the mottled effect desired. Thus the yarn is obtained upon bobbins, and from them it has to be "reeled" into small hanks, if the thread be for retail sale. Should the yarn be destined for use upon knitting machines, it will be wound expeditiously into the form known as "cheeses" or special large hanks. The hanks may nest need to be dyed ; if they are sent forth as white, they must once more be washed. After drying in draught chambers in hot air and finally in cold, the hanks are ready for the deft hands of girls to ticket each small hank and to assemble them into greater hanks, each weighing one pound. Thereafter, the hanks in handy presses are formed into bundles and thence into parcels, and afterwards again into hydraulically-pressed bales. The packing is governed by the needs of the market and the nature of the goods. Such fancy threads as "Ivorine" and "Silk Motor" wool are boxed more usually in cartons and despatched in cases. The former is delicately-dyed wool wrapped with a thread of silk's prime rival, mercerized cotton. There is this to recommend "Ivorine" for export, that it is enabled to pass through certain custom houses on a less adverse tariff than wool mixed with silk. This statement of fact in no way disparages the tasteful "Silk Motor" wool, whose ally is real silk. Either lends itself gracefully to the production of wraps, shawls, mufflers, and kindred triumphs of feminine industry.

Eider wools, vest wools, Andalusian and Shetland wools, in company with the highly-favored "Lady Betty Fleecy," are types of Messrs. Baldwin's higher products. They serve decorative as well as hygienic ends, and ought, perhaps, to be considered apart from the yarns which make mere stockings. Of these last, there is no mean variety and no absence of good taste in the combination of colorings. There are also the numerous self-colored wools, black, blue, scarlet, and so forth, named Soft-Knitting, Fingering, Merino and Berlin, made in sizes to meet all comers' needs. Such, in general, are the goods branded "Beehive." In addition, there are others that are sent anonymously into the world in very large quantities. They are principally for the employment of patent knitting machines for hosiery and other manufacturing purposes, and are in some cases of cheaper price than the central specialities. To appreciate these products to the full, samples and shade cards must be obtained. Machinery exists for the production of cards in a handy and convenient shape, and there need be no reluctance in asking to see a representative collection of knitting yarns admittedly of the first class.



A Drawing Room.

As may be gathered, the adminstration and organizing of a factory of these dimensions and in this complex trade are anything but easy matters. Yet an inspection shows that the thirteen major and interdependent departments dovetail perfectly into a symmetrical whole, which encloses many minor ones. The mills, though built at several different periods, betray an admirable unity in design. The plant embodies more mechanical perfections than can be dealt with here. One automatic stop-device is almost superhuman in the certainty with which it throws spinning mechanism out of action on the breaking of a thread. Superfluous labor is econimized by trap-doors for raw materials, chutes for yarn, and hoppers for furnace coals.

THE CANADIAN FUR TRADE



PAQUET FURS SELL AND THEY STAY SOLD

ONCE more we have the pleasure of talking to you from the first page of this SPECIAL FUR SECTION. This time it is to remind you that PAQUET FURS are the furs that stay sold. There is no satisfaction in handling the other kind and no man with any consideration for his profits will continue to injure his business by selling goods that return to him in a few short weeks. There are other furs that are really quite satisfactory, but why experiment when you KNOW that PAQUET FURS are guaranteed to stay sold ?

"CARTER" and "WILKINSON"

The Hats That Are Known



WE have made the "CARTER" and "WILKINSON" Hats the best-known hats in Canada by an advertising campaign such as has never yet been equalled in this country for thoroughness. Besides the billboard or signboard advertising, which is well known to you and your customers, we have sent out an issue of 100,000 Hat Style-books to private individuals in all parts of Canada. These have been backed by strong newspaper advertising from Halifax to Vancouver, and we have a stock of the right sort of newspaper cuts for the use of dealers handling these Hats. If you are not now on our visiting list, drop us a line and you will be on immediately.

Vancouver
Winnipeg
Toronto

THE PAQUET COMPANY LIMITED.

Montreal
Ottawa
St. John, N.B.

Head Office and Factory, QUEBEC, P. Q.

To avoid confusion, please address all communications to WHOLESALE DIVISION.



MONTREAL - WINNIPEG - VANCOUVER

JOHN W. PECK & CO.

LIMITED

Wholesale Fur Manufacturers

Complete catalogue and price list ready. A decided sales help. Send for it.

Latest styles in Ladies' and Gents' Fur articles for the coming season.

Cloth Caps for Fall, Winter and Spring constantly on hand at all our warehouses.

We have the greatest manufacturing facilities in Canada.

Correspondence receives prompt attention.

Furs are of Unusual Importance and Prominence in the Fashion World This Year

A SELECTION FROM OUR LINE IS A SURE ROAD TO FUR SUCCESS

Unmatchable Fur-Lined Coat Values

A choice offering. Gent's Fur-Lined Coat, extra fine quality English Beaver shell, Musk Rat lining, and Persian Lamb or Otter collar. This line is low in price, high in quality. Never mind the reason, but if interested ask for sample garment.

A large selection of Staples and Novelties in

Mink, Seal, Squirrel and Persian Lamb

SPECIAL SHOWING OF LADIES' AND MEN'S FUR-LINED GARMENTS

Stock ready for immediate delivery ***Values which will satisfy the most exacting***

Make sure and call when in Montreal and learn by way of personal inspection that we do not exaggerate.

The Growing Fur House

McCOMBER & CUMMINGS

St. Sulpice and St. Paul Sts. MONTREAL

THE CANADIAN FUR TRADE

A General Review of Conditions —Optimism in Manufacturing Circles—Some Selling Suggestions.

Furriers have strong confidence in the prospects for the coming season, owing to the country's continued prosperity and the fair agricultural conditions, and notwithstanding the tightness of the money market. Factories are actively engaged, and general advice given is to place sorting orders early, as there is often difficulty in moving full shipments.

The Fall and Winter Season.

Indications point to a strong demand on the part of the consumer, and a supply larger and more varied than ever is in evidence. The progressive merchant will be quick to take advantage of this most desirable situation.

The uncertainty coincident to the Summer months has given way to a certain steadiness, resulting from a definite outlook. In short, predictions are being realized, and the fruition time for the manufacturer and importer is approaching.

The furrier, in surveying his field, finds a good deal of uncertainty eliminated, and that a general sameness has disappeared, giving way to certain strong and attractive



Blouse-front Persian Lamb and Chinchilla.



Persian Lamb and Chinchilla Tight-fitting Jacket.

Shown by M. Moore & Co., Montreal.

features. A heavy anticipated demand and abundant resources in the way of new and varied conceits in furs, with which to satisfy it, warrant a success considerably in excess of any former season.

Popular Furs.

Good furs are doing better than ever. Price is no object. Mink is given first place by every house. This fur is extremely high in price at present being fully fifteen to twenty-five per cent. higher than figures quoted a year ago. The price of skins particularly the fine specimens, is away beyond any figures before quoted in the history of the fur business. At the present writing, Persian lamb-skins are holding their own. This skin is extremely high in price, ad is somewhat scarce in the good qualities. It has advanced fully fifteen to twenty-five per cent. over last year. Although sable is quoted low, good skins neatly made up bring as good prices as last year. Lower grades are a trifle cheaper than last season. Muskrat is scarce and prices are high, as in comparison with coon skins. Marmot is another choice pelt in strong demand in many quarters. This fur is also high in price. While some of the furs above mentioned are scarce, in nearly every case the extremely high prices asked explain the scarcity. At the present day, any fur sold in Canadian markets can be had if wholesaelrs will pay the price asked.



NATURAL RAT COLONIAL COAT,
with shawl collar and semi-fitted or loose back. Forty-four inches long.
Shown by The Redmond Co., Montreal.

If weather conditions are good, travelers will start on the road about the middle of the month. Merchants will do well to place orders early, so as to give wholesalers a

chance to get goods made up in proper shape. Shrewd retailers, who have had extensive experience in the fur business, clearly recognize that early placing of sorting orders practically ensures the getting of better value. Sorting orders, if weather is at all favorable, of which there is every prospect, will be of large proportion, and to secure good value and prompt execution these should be in as early as demand will possibly warrant; in fact, trade should be anticipated, to some extent.

There are several reasons for urging early repeat orders, but, above all, the mere fact that the supply of skins in the Fall is necessarily well picked over, means that the later orders are delayed, the less the opportunity of securing a good assortment of skins to manufacture any article with. Further, factories are always rushed on



NEW MODEL FUR-LINED COAT.

orders up to the close of the year, and, as they are filled in rotation, early ones will secure best atention. Another point which always causes trouble during the Fall is the keen competition prevailing to secure and to keep competent help. The wages are forced up to high figures, and the cost of manufacture is considerably higher. This year some firms have made extra preparations to avoid these difficulties, and the grading of skins will be much better than in former seasons.

Scarcity of Skilled Labor.

The scarcity of skilled help is an important problem, which every wholesale manufacturer, not only in Montreal, but in every town and district throughout the Dominion, is forced to face each year, more especially during the Summer months. The trouble is caused by the fact that a great many of the female workers choose these months as marriageable ones or get tired of the business. Also, quite a few of the male employes drift into other trades. The consequences are that as soon as every factory in Canada is in full swing, busy manufacturing for the coming season, in some cases there is not sufficient skilled help to carry on the business, when such people are most in need.

These troublesome circumstances can only be overcome in one way, and that is for the manufacturers in question to get together—if they don't they will be forced to it in time—to formulate plans for teaching young men and young women the fur business in their factories, and holding them there.

The present form of apprenticeship which exists with some firms in Canada, but more particularly in Montreal factories, is simply a farce. Owing to the scarcity of skilled labor, foremen of some fur factories will take on inexperienced help, teach them for six and seven months, and, in some cases, longer, paying them what their services are considered worth, only to find that as soon as these boys and girls obtain the least knowledge, and have the feeling that they know something of the fur business, they start looking around for positions that will pay them a few dollars per month more.

Owing to the conditions now prevailing, these manufacturers, to-day, are more than ever anxious to secure help, and the result is that the expert hands, who naturally drift away to other houses, have not been replaced.

The Catalogues Issued.

A noticeable feature, which deserves mention, is the elaborate and accurate catalogues of furs furnished to customers by a good many firms in the trade, with a view to aiding retailers in securing special orders and giving repeats. In a few cases, the cuts of garments are made direct from gods in stock, and these will prove very valuable.

Small Fur Pieces.

Fur shipments are now fairly well completed, and style conditions are accurately settled, so far as retailers are concerned. Compared with a year ago, styles in all kinds of neckpieces and muffs show no material change, muffs continue to be very large. The pillow muff is at present enjoying an exceptionally ready sale. A great many are plentifully covered with tail trimmings, and some are literally banked with them. Practically, every fur is represented, and the old staple furs are expected to sell as well as ever when repeats arrive. Stoles of mink, fox and lynx, while high in price, are also selling well, with double or triple ends of natural trimmings.

Heavy Coats Active.

Fur-lined jackets for ladies have proven stronger than a year ago. Furriers specializing on this type of garment have done considerable business. These jackets are usually trimmed with mink or sable. Men's fur-lined coats are also active, and are selling well in both the cheaper and expensive grades. These coats have otter or Persian lamb collars, and are generally lined with muskrat. Sales at retail of these garments should be better than even a year ago. They run at wholesale all the way from $30 to $125. The coon is ever staple and reliable.

Fashion favors furs more than ever this season, and every woman desires, no matter what her position in society, at least, some small piece of fur. Retailers should make every effort to get their share of lucrative trade.

At Edmonton recently one fur trader sold his pack for $15,811.

Displays and Advertising

There is Many a Sale Made Through Well Dressed Windows—Give Furs Good Newspaper Space.

Fur Displays.

To sell an article the merchant must first let the prospective customer know that there is such an article for sale. When he takes pains to display his stock, whether it be large or small, he generally receives his reward in good business. Consequently, there is nothing like letting the public know what he has. Too large a number of merchants do not wish to display their lines of furs on tables and racks for fear of moths. In this they may be wise to a certain degree, but when the goods are out in the air they look their best, and damage from moths can be prevented by frequent beatings. A good, safe method of display, however, is the showcase.



PERSIAN LAMB SET.
Shown by McComber & Cummings, Montreal.

Necessity of Fur Windows.

At the beginning of the fur season, windows should be dressed, the more space given up to furs the better. There is many a sale made through a window which is attractively trimmed. Consequently, care should be exercised to make the window one which is sure to catch the eye of passer-by.

Advertising Furs.

From the beginning of the month till after the holiday season, special attention should be given to furs in advertising space. Particular mention should be made of the latest arrivals just before Xmas and New Year's.

A FINE CATALOGUE.

John W. Peck & Co., Montreal, Winnipeg, have issued a compact and useful catalogue, which for its size, is one of the most practical in the trade. It is 9x6 inches, and contains twenty-six pages. Further, it is accompanied by a price list, printed on good stock, and containing thirty-two pages. It is indexed, and when a certain style is seen in the catalogue there is no difficulty in finding the right range of prices. The catalogue reflects credit on its makers. Half-tones on heavily coated paper are used. The cuts illustrate the newest designs in fur caps, collars, gauntlets, muffs, ruffs, scarfs, stoles, collarettes,



ERMINE MUFF AND THROW-OVER.
Shown by E. W. Jacobs & Co., Montreal.

coats of all descriptions for men, ladies' jackets, ladies' fur-lined mantles, and robes. The usual self-measurement system is explained. The cover, in three colors, represents a buffalo out in the wilds. On the back is a good cut of John W. Peck & Co.'s Montreal factory. A copy will be cheerfully sent to any merchant interested.

BRERETON & MANNING'S CATALOGUE.

Brereton & Manning, 59-61 Wellington St. west, Toronto, have issued an exceedingly attractive catalogue. It contains thirty-two pages, and is a model of first-class typography throughout. The cuts are splendid, and are illustrative of all that is new in fur fashions. Directions for self-measurement are given. The firm will be pleased to mail one of these catalogues to merchants who are interested.

E. W. JACOB'S CATALOGUE.

The advent of the Fall catalogues depicting the various styles for the coming Winter, finds E. W. Jacobs & Co., of Montreal, in line. Their catalogue, in book form, 9x12 inches, containing a large number of engravings, printed on both sides of the paper, is calculated to set off clearly the lines of the new cuts, and also to give full expression to the tones of the furs. The catalogue is bound in a cover of heavy brown stock, on the front of which is engraved a large lion in a crouching position. Under each engraving is a short descriptive paragraph, giving a list of the furs in which the styles can be made.

TOURIST TRADE.

As outlined last month in The Review, the larger Canadian centres do an extensive fur business with tourists during the Summer period. The larger fur stores in Montreal, Toronto and Quebec were particularly active last month. In this connection the John Murhpy Co., Montreal, are worthy of imitation in their advertising. One of their fur advertisements appearing around the 1st of August is given on account of the excellence of the argument:

Furs in Summer

A great many people are interested in knowing why we should make such a great display of furs just now, when the weather is so warm. We do it for the benefit of the American visitors. They see a reason in the prices. As a young lady was overheard to say last night, "They're not half so high as they are in New York." Of course not.

Canada is the Fur Country.

You go to the tropics for one thing, to Ireland for another, and you come to Canada for furs. And in Canada Montreal ever was the centre of the fur trade; the history of the one is the history of the other; and in Montreal the fur interests centre at Murphy's just now.

Among visiting buyers in Montreal last month The Review noted J. C. Connolly, Yarker, Ont. Mr. Connolly was completing fur purchases, among other lines.

THE HAT TRADE IN SPLENDID CONDITION.

Summer stocks have been cleared out in good shape. This was assisted, of course, by cutting of prices, as is general towards the close of the season of active selling, but it must be apparent to every merchant that had bargain figures been delayed somewhat, sales would have been of less number, while returns would have been materially enhanced. There was an improvement in this respect over previous seasons, and the good results will encourage a further step in the right direction next year.

Wholesalers find trade satisfactory at present. The black, stiff hat is the big seller. The shapes have a tendency toward fullness in the crown and brims somewhat wider than Spring blocks. One of the noticeable novel features, which should take well in the young men's trade, is the introduction of buttons as trimmings on the bands of some hats.

The soft felts are not very popular at present. They show no special change of style over the blocks shown during the past Spring.

English golf caps in grey and mixed effects are selling well, as are also some novelties in motor shapes and other styles of good appearance.

Wholesalers are now busy shipping orders for Fall trade, and all indications point toward another good season.

Brown Hats for Fall.

With the return of brown suitings for Fall, has come the brown stiff hat, and an effort will be made to give it a place, at least in the better class trade. There will be some call for it, undoubtedly, but it is not likely to be large.

Spring Prospects Good.

The prospects for Spring, 1908, are very bright. Travelers are on the road, and all anticipate a large trade, owing to the prosperity of the country and the ever-increasing population.

In the straw lines for Spring the staple Canton sailor effects will again command a large share of public favor. The prices on this line range from $1 to $2.50. The Manila sailor, at $2 and $3.50, is also expected to be popular.

Children's sailors, with drops, run from 25 cents to $1 to the retailer. Business in this line is expected to be as good as ever. Boys' paletta hats, from 25 cents to $1.50, will also be good for Spring.

Prices on all straws are higher, with values not so good.

The black stiff hat is sure to retain its present standing in the trade. Medium flat brims will again predominate among the young men.

Panamas are also spoken of very favorably for next Summer. They can be secured in all shapes at from $3 to $15 apiece.

MACHINE FOR MEASURING HEADS.

"The machine that measures heads when hats are to be accurately fitted gives surprising revelations regarding the shape of people's skulls," said a hatter to an American journalist. "Ordinarily an odd-shaped skull must be very badly formed indeed before it attracts attention, for the flesh and hair make all skulls seem of the same shape, except when a man's head is very long or very round; but the machine has little sections, fitting closely to the skull, and reproducing in dotted lines on a piece of paper the exact outline. The ideal form of the skull is almost an oval, and we usually think of it as of that shape, so that when men come in and have their heads measured for a hat, they often look very

Fur Wants

¶ Attend to your Fur Wants without delay.

¶ We're fully prepared to look after your needs.

The Quality House

M. SILVER & CO.

12-14 St. John Street,

MONTREAL

Let's Get Acquainted!

Better to know us and not need us, than to need us and not know us.

The Albert Vineberg Fur Co.

622 St. Paul St., MONTREAL

THE FIGG CRAVAT HOLDER

Send for particulars.

GEORGE E. FIGG NECKWEAR MANUFACTURER

715 Wellington St., Montreal

Kindly mention DRY GOODS REVIEW when writing to advertisers.

DO YOU SELL HATS

For Spring 1908 our travellers will be out in good time with a very large assortment of Felt Hats, Straw Hats and Caps.

Ask to see the Celebrated

"Royalty" Hat

We help you to sell it by the Advertising Matter we give you. Also the

"Robson" Hat

A GUARANTEED HAT FOR THE BEST TRADE

We are sole agents for the

"J. Woodrow & Sons"

BY SPECIAL APPOINTMENT HATTERS TO THE KING.

Cloth Caps

In Every Style and Description,

Straw Hats

In All the Latest and Newest Shapes.

We Guarantee Prompt Attention to Every Order or Enquiry.

SWIFT, COPLAND & CO.

LIMITED

MONTREAL

much disgusted to find that their brain pans have a lump on one side, or a hole on the other, or are about twice as thick behind the ears as they are across the forehead. I lost one customer, a Broadway merchant, who insisted on having his skull measured and his hat fitted. He had been buying hats from me for ten years, and always had trouble with a new hat, until it fitted itself to the shape



Shown by Buckley Sons, London, Eng.

of his head. One day he saw the machine and determined to be measured and fitted. I tried to jolly him out of the notion, for I knew there must be something outlandish in the shape of his cranium, and was afraid he would get angry ; but he wouldn't be jollied, so at last I measured him, and of all the shapes you ever saw, that was about the worst. The outline looked like that of a football, half-full of air, and with one side kicked in. He looked at his cranium map, said a very bad word, walked out of the store and never came back. I didn't blame him much, for a man with a skull like that would naturally want to keep the fact to himself. He is dead now, poor fellow. Insane ? No. The shapes of people's skulls don't even seem to have anything to do with their brains."

ROYALTY AND MALE FASHIONS.

Time was when the King inevitably set the fashion in men's attire. Did His Majesty wear a new kind of hat or a fresh style in coats society men followed the next day. But nowadays the King does not go in so much for smartness and elegance of wear as for clothes best adapted for his figure. It has been noticed that of late he has been wearing a blue single-breasted frock-coat fastened with a link, but inquiries show that there has been no attempt to copy this lead, for the simple reason that the smart tailors consider this style only suitable for men of the King's build. A single-breasted frock-coat, they say, reduces the suggestion of embonpoint. The slender young men of society have, therefore, now to look for



Shown by Buckley Sons, London, Eng.

their lead in fashion to the Prince of Wales, whose dress is always the object of great admiration. In one respect, however, his illustrious father still holds the lead, and that is in regard to headgear. Let the King wear a new-shaped hat, and in a few days nearly every shop in Burlington Arcade will be stocked with the same pettern.—Manchester Evening News.

DRESS IN THE BRITISH HOUSE.

The House of Commons is not nearly so dressy as it was. Sober hues are the rule. No longer do Tory squires affect electric trousers, and "spats" have gone down to zero. Probably the large introduction of Labor representatives has produced a great effect on the number of silk hats. The "Labor man" avoids the "stove pipe." It is supposed to suggest "class" and ill-becoming of a democratic body. A son of toil with a glossy chapeau would look as much out of place as a guardsman with a bonnet-box.—London Opinion.

FUR NOTES.

The Redmond Co., St. Helen St., Montreal, expect to occupy their new warehouse in Inspector St. the 1st of the year. This building, as already pointed out in The Review, will be one of the largest and most modern fur and hat house in the Dominion.

Charles Coristine, fur manufacturer and hat and cap dealer, 92 McGill St., Montreal, who has been seriously ill with rheumatic fever for nearly five months, is again at his place of business, and is steadily improving in health.

Swift, Copland & Co., 478 St. Paul St., Montreal, have commenced work on their building, 517-525, farther west on the same street, which was gutted by fire early in the year. Decided improvements will be made to accommodate their growing business. They expect to occupy the new quarters during the early part of 1908.

S. T. Greenleese & Sons, the "Quality Fur House," have moved two doors further north in St. Helen St., occupying the entire building at No. 12 St. Helen St. This building has been lately rebuilt after a disastrous fire early in the year, and is now one of the finest warehouses and factory buildings in the Montreal wholesale district. This fur firm will have much needed increased facilities.

E. W. Jacobs & Co., now occupying premises at 20 Lemoine St., will move to larger and more commodious quarters at 309 Notre Dame St. west, Montreal, about the 1st of the year. This fine building has a frontage of 60 feet by a depth of 120 feet, and was one of the most modern warehouses in the city. Recently it was gutted by fire, but at the present time is rapidly being renovated.

SPECIAL TARIFF ON FRENCH SILKS.

A despatch from Paris, dated September 2, states that W. S. Fielding, Canada's Minister of Finance, left for London to lay the new commercial treaty between France and Canada before the British authorities. Afterwards Mr. Fielding will return to Paris to arrange minor details.

The Associated Press learns that the treaty is more elaborate than that of 1893, and not only provides for a reciprocal arrangement upon an increased number of commodities, but also commits itself to a general reciprocal doctrine designed to cover possible contingencies in the future.

Canada is unable to give France a more favorable duty on champagne than was allowed in 1893, but grants a special tariff on silks, and in return gets a minimum tariff on certain farm and forest products. The question as to the duty on Canadian wheat, on which the commissioners were divided, was finally settled by compromise.

FURS

Brereton & Manning

59 and 61 Wellington St. West

TORONTO

Makers of Fine Goods at Moderate Prices

A Fur Pointer

EXPERIENCE IS BETTER THAN ADVICE

¶ My Fur sales have increased each year and complaints are minimized.

¶ This Proves my customers find my Furs profit producers and satisfactory sellers.

¶ That's why a selection from my line will prove an attractive addition to your stock.

My showrooms contain a strong line of popular-priced to high-grade Ladies' and Men's Furs

A SPECIAL SHOWING OF FUR-LINED GARMENTS

A. J. ALEXANDOR

WHOLESALE MANUFACTURING FURRIER

504 - 506 St. Paul St. - - - MONTREAL

BUSINESS NOTES

ONTARIO.

W. O. Shrumm, general store, Dashwood ; loss by fire.

T. M. Mulligan, clothing, etc., North Bay ; burnt out.

The Oxford Linen Mills, Tillsonburg ; obtained charter.

Pauline Peck, general store, Jeanette's Creek ; assigned.

The Art Tailoring Co., Ltd., Toronto ; obtained charter.

The Guelph Oil Clothing Co., Ltd., Guelph ; obtained charter.

The Erie Knitting Co., Ltd., Dunnville ; obtained charter.

L. L. Barber, general store, Essex ; suffered loss by explosion.

Geo. Haddad, dry goods, etc., Parry Sound ; out of business.

The C. B. C. Corset Co., Ltd., Toronto ; winding-up order granted.

The Algoma Co-Operative Co., Sault Ste. Marie ; obtained charter.

J. H. Stanley, general store, Cheapside ; succeeded by W. G. De Grow.

Mary H. Orr, general store, Bobcaygeon ; advertises business for sale.

The Ontario Spring Bed & Mattress Co., London ; dissolved partnership.

W. E. Southgate & Co., manufacturers of clothing, Seaforth ; burnt out.

Richard Humphreys, general store, Kirkwall ; succeeded by J. Lothian.

D. E. Williams, general store, Port Burwell ; succeeded by C. D. Foster.

Henry V. Dauphinais, general store, Belle River ; sold out to J. J. Keating.

C. B. C. Corset Co., manufacturers, Toronto ; assets advertised for sale by tender.

QUEBEC.

Imperial Rubber Co., Ltd., Montreal ; incorporated.

J. A. Bourque, dry goods, etc., St. Gregoire; burned out.

Victoria Skirt & Cloak Mfg. Co., Montreal; registered.

F. C. Wheeler, manufacturer clothing, Montreal ; compromised.

Gus Racine, general store, Pointe Claire ; compromised.

W. Lafrance, dry goods, Montreal ; Wilfrid Lafrance registered.

P. Rabinovitch & Co., manufacturing furs, Montreal; dissolved.

L. Legare & Frere, general store, Roxton Falls ; asking extension.

The Crown Clothing & Tailoring Co., Montreal ; Charles Fisher, registered.

The Ideal Clothing House, Montreal ; Samuel Levit and B. Wiseman, registered.

Podval & Rosenthal, furriers, Montreal ; Max Podval and Max Rosenthal registered.

The Siberian Fur Co., Montreal ; Joseph R. Bromwich, David Hatman and Harry Layman.

The Boston Ladies' Tailoring Co., Montreal ; opening branch at 436 Notre Dame street west.

Rainbow Waist Co., Montreal ; dissolved ; Isaac Kussner and Edward J. Kussner, registered.

New York Clothing Co., Montreal ; A. Rosenberg and B. Williams, dissolved ; B. Williams registered.

J. Elkin Co., Ltd., Montreal ; manufacturers and wholesale clothing ; Jacob Elkin, president, registered.

A. A. Germain & Cie, general store, St. Stanislaus ; dissolved; J. A. H. Germain and J. L. Germain registered.

Le Central de Thetford, general store, Thetford Mines ; George Guenette, G. Bedaed and Alfred Lefebore dit Boulauger, registered.

MANITOBA AND WEST.

S. Feller, clothing, etc., Brandon ; assigned.

Waskada Clothing Co., Waskada ; assigned.

A. Brown, general store, Ledgwick N.; fire loss.

Harris & Barnes, general store, Disley ; dissolved.

George Fleming, general store, Penhold ; discontinued.

Charles Davies, general store, Pendennis ; burned out.

S. A. Anderson, general store, Pine Valley ; burned out.

L. Campbell, general store, Gunton ; sold to W. Jefferson.

R. Somerville, general store, Winnipeg ; giving up business.

V. Feron and Walsh Bros., general stores, Oxbow ; loss by fire.

A. Johnson, general store, Qunisfree ; succeeded by A. L. Trace.

B. H. Phinney, general store, Didsbury; offering business for sale.

W. D. Watson, general store, Traynor ; sold to J. A. Kennedy.

H. Coltart, general store, McTaggart ; sold to W. F. Parsons.

Henry Gabel, general store, Beausejour ; succeeded by Powell & Gabel.

Jos. Neveu, general store, New Norway ; succeeded by Ramsay Bros.

W. J. C. Waugh, general store, Elgin ; succeeded by Ross & Cunningham.

Johnson & Banks, general store, Lethbridge ; succeeded by Banks & Co.

Dyck Barwick & Co., general store, Herbert ; succeeded by Wm. Janzen.

E. L. Paulin, general store, Vegreville ; stock damaged by collapse of building.

Estate of Ruttan & Fitzpatrick, general store ; stock sold at 65 cents on the dollar.

Vancouver Silk Waist Co., Vancouver ; E. Stein and Wm. Irwin, registered ; dissolved.

Estate of Rishop & Redden, general store, Tyvan ; stock sold at 58½ cents on the dollar.

Hamelin Bros. & Co., general store, Winnipeg ; sold Arcola branch to Jamieson & Rothwell.

Estate Waskada Clothing Co., Waskada ; stock sold to J. A. Percival at 63½ cents on the dollar.

Estate of G. H. Thomas & Co., clothing, etc., Hamiota ; stock sold to P. E. Anderson at 67½ cents on the dollar.

MORE MERCHANTS HANDLING SUITS.

More and more merchants are taking an interest in the suit trade. Those who gave up this branch of the business some time ago are rapidly taking it up again, as they have learned to study the profits better. Manufacturers are assisting with mutual advantage. As a result, merchants have more confidence in stocking these lines.



FURS

Always look for this trade mark. The stamp of

Quality, Reliability and Value

The Most Fashionable Styles and Expert Workmanship

B. SILVER & CO., 420 ST. PAUL ST., MONTREAL

Mail orders receive our prompt attention. Expect our sorting travellers.

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can insert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO — 232 McGill St. MONTREAL

COLE'S ENCYCLOPEDIA OF DRY GOODS

This is a reference book containing a descriptive list of all the

Standard Fabrics, Garments and Articles of Merchandise

handled by the General Dry Goods trade, together with

A History of Cotton, Wool, Silk, Sboddy. etc.

The following processes are exhaustively treated:

Carding — Spinning
Weaving — Bleaching
Dyeing — Printing

Every wholesale and retail dry goods merchant should procure a copy. Sent *postpaid* on receipt of the

Price $3.00

625 pages. Fully illustrated. Bound in cloth.

TECHNICAL BOOK DEPARTMENT

The MacLean Publishing Co. 10 FRONT STREET E. TORONTO, CANADA



Fur Collectors—Manufacturers

I am in closest touch with European and Asiatic markets. Persian and Grey Lamb a specialty. Minks and Muskrats especially wanted.

I make a specialty of exporting Furs. The best market price will be paid for all kinds of Raw Fur.

CONSIGNMENTS SOLICITED
RETURNS MADE PROMPTLY

N.B The best prices paid for Beeswax and Ginseng

HIRAM JOHNSON Importer and Exporter, 494 St. Paul St., MONTREAL.

REFERENCE—Bank of British North America.

Help Your Fur Sales

We mount or sell all kinds of

Animal Skin Rugs. Sleigh Robes a Specialty.

Special attention given to repairs. Write for particulars.

The SIBERIAN FUR CO.,

Taxidermists and Naturalists

447 St. Paul St., MONTREAL

HATS CAPS and FURS

CHAS. CORISTINE

90 & 92 McGill St., MONTREAL

For Fall Trade, full line of

Furs, Cloth Caps, Mitts, Gloves, Etc.

Representatives now on the road with complete line of ***Felt*** and ***Straw Hats, Cloth Caps,*** Etc., for Season 1908.

- - - - - WHOLESALE - - - - -

HATS CAPS and FURS

C. BESSETTE

WHOLESALE FURRIER

Cor. Notre Dame and Dollard Streets - ***MONTREAL***

THE FIGG CRAVAT HOLDER

Have you seen it?

GEORGE E. FIGG NECKWEAR MANUFACTURER

715 Wellington St., Montreal

TEXTILE
DOMINION
CO·LTD

Repeat Orders This Time

¶ Do you fully realize that now is the time to look after your Wrapperette Repeats?

¶ If you act promptly you can set your harried mind at rest about deliveries.

Ask your Jobber for the Range of these lines.

Empire Twill
Velours
Downettes
Royal Waist

Watch this space for Print Pointers next month.

STAPLES AND RAW MATERIALS

New Lines for 1908 Show Advances—Desirable Goods will be in Short Supply.

Most jobbers are still busy making delayed Fall shipments, as well as filling back orders. Sorting trade is picking up nicely. At present, the merchants, in general, seem to be prepared, and are willing to pay the advances in price asked, owing to the general depletion of stocks. One jobber's opinion regarding the cotton situation is to the effect that there is every indication of a shortage during October or November.

Canadian mills are actively considering the Spring season, and towards the end of August the absorbing topic of interest about the trade were the new Spring prices issued by the Canadian mills. While there are advances, broadly speaking, values compare fairly well with those issued a year ago. The strong demand for all lines of staple cottons, and the depleted condition of retailers' and jobbers' stocks, lends strength to the general belief that 1908 will prove a record year in Canadian cotton circles. While mills have not full orders in as yet, the strength of the situation is clearly shown by the size of the early orders. Jobbers do not wish to again experience a season of slow deliveries, and early orders when prices are assured is one of the sure ways of avoiding this contingency. As manufacturers are still busy with back orders, deliveries for Spring business are expected to be behind schedule, and those who again defer placing will find difficulty in obtaining supplies when most required.

Retailers, also, must clearly recognize that many of the new prices are exceedingly low, considering the high cost of production, which has been enhanced in Canada this season, and the precarious condition of the raw cotton market. As the new crop bids fair to be of fair proportions, values may ease somewhat in staples, yet mills cannot run from hand to mouth, and, although it is not likely that their full supplies have been contracted for, the greater part of their cotton has been bought at the high figures prevailing during the past year. With this in view, prices must be firm, and the steady demand and scarcity of desirable goods still further renders lower prices out of the question.

The usual lines are being shown, with a good assortment of new patterns, and travelers will soon be on the road. Those who have looked at the new range of samples state that they are far superior to anything yet shown.

Speculations, which were rampant during the past month, regarding the new Spring price list, have been finally settled by the textile people issuing their Colonial and Magog lists. The prices are generally regarded in the trade as favorable, taking into consideration the state of the raw cotton market. These prices, while higher than those ruling a year ago, are the best figures that can be quoted, allowing the manufacturer cover himself. No. 2 Indigo prints, selling last year at 8c., have been succeeded by an entirely new cloth, No. LL. While the No. 2 cloth was 27-28 inches, the new cloth is only 25-26 inches in width, but values are on a par with last season's line. No. 2 cloth has advanced to 9c. The textile people are again showing Standard Rock Fast Drill. Merchants should insist on buying this Canadian line, as it compares with any imported line on the market. This cloth, while selling at 12½c. last year, has only been advanced ½c. AA duck indigo, while quoted at 10c. last year, was advanced to 10½c. later, and for Spring is 11½c. Notwithstanding the rise, advance orders have been far ahead of last year. In specialty lines, the Persian lawn cloth, brought out this year, is entirely different from last season. The patterns show a decided improvement.

Among Colonial lines issued for the new season, No. HP prints, in all varieties of colors, sold a year ago at 8c., and then shortly after withdrawn from the market, is now quoted at 10c., and the demand is quite active.

Among flannelette lines, the outing flannel, 27-28 in., is quoted at 11½c. for the new season. This line has many fine and novel patterns. Many new lines have been brought out over those shown one year ago.

PRICE LISTS.

Proofs of the new Spring price lists, which are not yet in jobbers' hands, were furnished The Review, and are here given :

MAGOG LINES.

Prints.

No. LL—25-26 in., light grounds	8c.
No. LL—25-26 in., indigo	8c.
No. 2—27-28 in	8c.
No. B—31-32 in	9½c.
No. C—31-32 in	10½c.
Reversible Chambray, 31-32 in	11½c.
No. DC—31-32 in	10½c.
No. D—31-32 in., heavy indigo	10½c.
No. GC—31 in., extra heavy indigo	13½c.
Empire Quilts, 27-28 in	10c.

Skirtings.

XXK—36-37 in	13½c.
Alberta, 39-40 in., indigo and aniline	14c.
Moreen, 31-32 in	10½c.

Drills and Twills.

H Twill, 31-32 in., indigo and aniline	12c.
Rock Fast Drill, 27-28 in., indigo	13c.

Ducks.

A Ducks, lights, 25-26 in	10½c.
AA Duck indigo, aniline, butcher, 25-26 in.	11½c.
AA Duck, red, 25-26 in	11½c
Duck vestings, 26-27 in	16c.

Flannelette.

Coat lining, 31-32 in	14c.
Velours, 27-28 in	9½c.

Specialties.

Dress sateen, 30-31 in	12c.
Persian lawn, 27-28 in	9c.
Satin rayee, 27-28 in	9c.
French delaine, 31-32 in	11½c.
Dakotan linen, 25-26 in	11½c.

"Old Bleach" Linens



Bleach Green (100 acres) Randalstown.

are the Sweet, OLD-FASHIONED LINENS of our Grandmother's Day. They are made of PURE FLAX YARNS and are BLEACHED ON THE GRASS by the Sun without the use of Chemicals and so retain the FULL STRENGTH of the FIBRE and its NATURAL LUSTRE.

TOWELS, TOWELINGS, DIAPERS.
PILLOW OR EMBROIDERY LINENS.
ART LINENS IN FANCY WEAVES.
DRESS AND SHIRT WAIST LINENS.

"*Old Bleach*" on every article and every yard of goods.

ALL FIRST CLASS DEALERS KEEP THEM.
Before buying your Linens, be sure and see "OLD BLEACH."
Ask your traveller for them. ***Booklet sent on request.***

See Towel designs in our advertisement in July number of Dry Goods Review.

R. H. COSBIE IRISH LINEN AGENCY **Toronto**

Cretonnes.

Twill, 25-25 in.	10c.
Oatmeal cretonne, 29-30 in.	11½c.
Sateen cretonne, 30-31 in.	12c.

COLONIAL LINES.

Prints.

No. L—24-25 in.	6½c.
No. L—24-25 in., beige effects	6½c.
No. HP	10c.
No. HP—31-32 in., reversible Chambray	11c.

Ticking, Draperies, Quilts.

No. 265—33-34 in., ticking	14½c.
No. 288—30-in. ticking	20c.
31-32 in., Colonial quilts	10½c.
31-32 in., art drapery	10½c.

Tweeds.

Colonial Tweed, 27 in.	12½c.
Colonial Tweed, aniline and navy, 27 in.	13½c.

Moles and Panting.

Light mole, 27-28 in.	14c.
Light mole, aniline and navy, 27-28 in.	15c.
Heavy mole, 28-29 in.	18c.
Dominion pantings, 28-29 in.	19c.

Flanelettes.

Downette, 24-25 in.	8c.
Royal waist, 27-28 in.	9½c.
Empire twill, 27-28 in.	11½c.
Outing flannel, 27-28 in.	11½c.
Saxony, 27-28 in.	9½c.
Cashmerette, 27-28 in.	11½c.

Drills.

Rock Fast aniline	12½c.
Rock Fast Diamond Drill, 27-28 in., aniline.	13½c.

Spring Ginghams.

The manufacturers of all lines of ginghams are now booking orders from the wholesale trade for Spring, 1908. Business is expected to be good, as most stocks are well depleted, owing to increased demand and general scarcity. Manufacturers are still busy on old orders, and, as a result, when Spring business is in full swing deliveries may be somewhat late. Those who put off placing will be sure to find a difficulty in obtaining supplies when most required.

THE SILK PROSPECT.

Referring to this important subject, the Japan Chronicle, a good authority upon trade matters, says: "The export of raw silk is a most important element of the financial question. The result of sericulture this year has been exceptionally successful, and the output of silk cocoons has shown an excess of over 20 per cent. over the average, while the raw silk market is ruling very high. The No. 1 quality of best Shinshu silk, which is the standard of the silk market, is quoted at $620 per picul (133 pounds), against $515 of last year. The favorable market of the new silk will undoubtedly give an incentive to sericulturists, who may raise more silk worms in the summer and autumn; and if these two crops prove as successful as the spring crop, Japan may have silk to sell to the amount of upwards of $100,000,000 this year. In that case, it will be more than enough to compensate for the excess of imports, $32,875,000, during the first half year, with the result of great trade activity."

YOU SHOULD KNOW

KINGCOT

KING OF COTTONS

If you knew Kingcot, you would put it in stock. If you put it in stock you would sell more cottons. Because your customers would appreciate the better quality of cotton and the handsomer designs, particularly as they cost no more than the ordinary kinds.

Ask the next traveller for a good house that comes your way, to show you samples of our lines. We know you'll be pleased with them—so will your customers.

These are the Kingcot lines:

Ginghams	Shirtings
Dress Goods	Oxfords
Apron Ginghams	Denims
Saxonys	Galateas
Flannelettes	Tickings
Domets, Awning	Cottonades

KINGCOT



Our travellers are on their way to see you with our new range of samples of ladies' whitewear, carpets and house furnishings. We believe this to be the best range we have ever shown and we would like you to see it before you place your order.



The W. R. Brock Company (Limited)

Montreal

Housefurnishings and Decorations

Carpets

Fall Suggestions for Retailers—Trade More Active Than Usual—English Carpet Conditions.

The first few days of September have shown a gratifying activing in retail carpet trade. The close of Summer is always looked forward to by retailers as a time when business should naturally assume larger proportions, but this year the increase has come somewhat earlier than was expected; in fact, the carpet situation in some of the large departmental stores has never been better in years, having continued active throughout the Summer months. The opening of the thousands of homes throughout the country naturally stimulates refurnishing in many directions, and to this can be attributed the increased demand for all grades of carpets and rugs.

During the present month the Fall carpet season will open up, and will continue for about eight or nine weeks. The volume of business done at this time of the year is of varying proportions, some merchants asserting that their trade is usually very satisfactory, while others do such a small amount as not to feel encouraged to buy in any large quantity.

The number of carpet sales during the season depends, to some extent, upon the district, but more of them are due to the attitude of the merchant than he is willing to allow. The stock that is not replenished is sure to meet with poor sales, irrespective of the demand in the community. His heedlessness to possible demand and his lack of preparation for it, will discourage a good deal of what might come his way.

This does not mean that a man should buy heavily if he knows that the demand will not, under any circumstances, be more than fair, but he should figure out if something cannot be done to increase the activity of his department. It is altogether likely that if a few more pieces were added to the stock remaining from Spring sales would be much larger.

The Fall season can be used to dispose of Spring remnants, but these pieces will never sell so well as when assorted with new goods. Special sales of remnants constitute a good way to attract customers to the advantages of buying at this time.

Wholesalers state that Fall business has been exceedingly active, notwithstanding the large advances throughout the year. Tapestries, in the cheaper grades, ranging in price from 32½ cents to 70 cents, and Wiltons and Axminsters averaging $1.30 per yard, have sold well.

At the present writing nearly all wholesalers have placed orders for Spring, 1908.

Owing to recent advances, tapestries that could be bought for 57½ cents or 60 cents, cannot be touched less than 65 cents for Spring. This advance averages fifteen per cent. higher than last season's goods. The increased prices are sure to affect retail trade to the extent that wholesalers will cover themselves accordingly.

Fawns and greens continue to hold first position as regards colors, with only a small demand for red. Blue is behind schedule.

Canadian carpet manufacturers are busy in the completion of new designs for Spring trade. Towards the end of the month travelers will be on the road and the carpet season will again be in full swing. Many new designs in popular colors will be in vogue, and at the present writing everything looks bright for another fine season.

English manufacturers state that most wholesale houses here have placed orders for next season, and they are about the average in all lines. Rugs and squares have also sold well. The principal colors which have been bought are greens and fawns. Blues, as with the Canadian manufacturers, are behind schedule, while there is only a fair demand for reds.

Prices have been well maintained and it is quite possible they may go higher. Deliveries from the manufacturers are expected to be bad owing to the increased output.

Rugs

Have a Well Assorted Stock—These Goods in Greater Demand Than Ever Before.

Retailers who, in the past, have confined their attentions chiefly to a few cheap rugs, are beginning to realize the advantage of a well-kept stock—an assortment of the cheaper lines, and also the introduction of such better grades as their trade will accept. Those who ordered safely during Spring months for Fall delivery are finding steady sales in all grades. Light colors have been bought freely, except, of course, in Turkish and Oriental designs, where the ever-staple colors are blue, red and old gold.

Canadian manufacturers are busy just now, and have been throughout the Summer months, turning out rugs for Spring, 1908, trade. Many pretty designs in florals will be shown by the travelers in light, soft shades of green, fawn and golden brown.

As rugs are selling better than ever merchants wishing to procure a good select stock should order early, as deliveries for Spring, 1908, are sure to be behind schedule.

There is an increased demand for carpet squares. Those in tapestry, Brussels, Wiltons and Axminsters have all been bought freely. The most popular sizes range from 90x60 to 13.6x106. Greens and fawns, as in three-quarter piece goods, predominate, and prices have advanced in accordance with carpets.

Oilcloths and Linoleums

Canadian manufacturers of oilcloths and linoleums have widened their range considerably for the new season. In linoleums travelers are showing the staple bathroom patterns, and many pretty hardwood floor effects, besides the finest range yet of block and floral patterns. There is also an excellent showing of inlaid tiling effects.

In floor oilcloths the most extensive range yet shown to the trade contains a big proportion of reds and greens.

Imported lines of oilcloths and linoleums for Spring are expected to sell as well as ever. The designs continue to show improvement. A good business is looked for by all wholesalers handling these goods.

Prices of these lines continue firm, with other advances looked for, in some cases before the arrival of Spring. Deliveries are expected to be on time.

Wall Paper

Have your demonstration table in a light favorable to the papers. It often happens that the good points in a design go unappreciated on account of a bad light. Seeing that wall paper in place is in rooms, the light for demonstration purposes should not be too strong. Generally speaking, the demonstration table should be placed about eight feet away from a medium-sized window, exactly opposite it, and should be viewed by the customer from near the window.

Points in a Wallpaper Ad.

The other day a traveler for a well-known household necessity was heard to remark: "No man need apply for a job around our place who doesn't believe in advertising, unless he keeps his belief to himself. If he said anything in disparagement of advertising, the manager would throw him out." Now the firm represented by this traveler has built up an enormous business upon a foundation of advertising, and the main point in all their advertising has been and still is—quality. That firm's success is the strongest argument possible in advertising goods on their points of quality.

It is a well known maxim among advertising men, that in retail advertising, price should never be left out. Price, indeed, is the most important point in bringing the customer into the store. But it is a point that, in wall paper advertising, should be used as a sort of final rap. Make it appear that the price is a marvellous one when the quality of the article is considered.

Quality in wall paper is, of course, made up of several things, such as color harmony, exclusiveness of design and durability. In the ad., therefore, some or all of these points should invariably be the theme. First tell your prospective customers what the good points of your wall paper are, then tack on the price.

It is doubtful if illustrations are of much value in retail advertising, inasmuch as it is impossible to give any idea of the color effects of a design in a newspaper ad. As eye-catchers, of course, illustrations are always valuable, and are just as valuable in wall paper, as in any other kind of advertising. It is as well, if possible, to have the eye-catcher appropriate to the subject of the ad.

The high grade of wall paper, both of the cheaper and expensive varieties, turned out by our domestic manufacturers to-day, sells readily. Salesmanship, however, is required in order to sell the grades in which there is most profit for the retailer. He must endeavor to analyze a design, so to speak, and be in a position to explain the excellent points of any design which seems to take the customer's fancy. A neat line of conversation upon the subject of wall paper designs, and their appropriateness for this, that, and the other room, or hallway, has a tendency to bolster up a customer's wavering decision to buy. Lots of people are quite unable to decide what they want without some aid. And the retailer who makes the most money is invariably the man who is able to talk interestingly to his customers of their needs in his line of business. A wall paper salesman, to be really successful. must know wall paper, and be able to advise and assist his customers to choose designs which will give them satisfaction.

WINDOW SHADES ADVANCED.

At the beginning of last month Canadian manufacturers of window shades made a revision of prices. Water colors were advanced 20 cents per dozen, and machine made oils 25 cents per dozen. The cause of this advance is the continued upward tendency of the cotton market, and increased cost of labor.

Comparing conditions with those in the market across the line, Canadian prices still remain fair. Prices in the United States market have advanced fully fifty per cent. in the past nine months.

JAP MATTINGS.

Many wholesalers have placed strongly on these lines, owing to the high prices of the cheapest grades of carpets. They expect the demand for these goods to be heavier than ever on this account. Mattings have experienced a slight advance, about five per cent. They can be secured from wholesalers at from 10½ cents up.

STRIKE OF COTTON MILL OPERATORS.

On August 15 over two thousand operators of the Montreal Cotton Co.'s mills at Valleyfield quit work without warning. They demanded an increase of ten per cent. in their wages. At first the officials of the company were opposed to making any concessions, but as the strikers showed determination the officials granted the mule spinners an increase of ten per cent., in order that operations might be resumed. The mule spinners at first appeared to be perfectly satisfied with the company's offer, but after a conference held subsequently between committee and officials of the general body of operators, the mule spinners informed the officers of the company that they would not resume work unless a general increase of ten per cent., for all classes of operators, were agreed to.

After many stormy meetings and consultations, and after remaining out for nearly two weeks, the operators of the company decided to return to work, as merchants in Valleyfield refused to allow credit any longer.

The strike ended by the mule spinners receiving a ten per cent. increase in wages, they consenting to the proposal of having all other demands submitted to arbitration under the terms of the Lemieux Act.

Slow shipments of all cotton lines will be delayed somewhat longer owing to the strike just concluded, but, practically speaking, the trade in general will only be slightly affected, as the trouble was brought to a conclusion quickly.

Jamieson & Rothwell have purchased the general store business of Hamelin Bros. & Co. in Arcola.



"Well, madam, if you want the newest patterns and the best colorings in Wall Paper, ask for and see that you get

WATSON-FOSTER"

THIS IS THE PAPERHANGER'S UNIVERSAL VERDICT. IT MAKES IT EASY FOR YOU TO SELL OUR GOODS WITH PROFIT, ESPECIALLY THIS SEASON. PRICES ARE LOW AND QUALITY HIGH. WAIT AND JUDGE FOR YOURSELF.

THE

WATSON-FOSTER CO Ltd

MONTREAL

Calgary Department Store

A Calgary paper states that a departmental store will be established in that city. Work on the building, which is to be five-storeys high, and of reinforced concrete, will be started about December 1. It is expected that it will be ready for business by April or May. The concern will be known as The Dominion Stores, Limited. The prospectus states that Calgary offers the best location in Canada for a business of this kind.

The store will make a feature of its mail order department.

The building to be erected will represent an outlay of a million dollars.

The names of the promoters of this enterprise have not as yet been made public. To The Review, it seems not unlikely that one of the big Toronto stores may be interested in it.

JUST HIS LUCK.

"Hello!" said Borem, "I just thought to drop in on you to-day to——"

"I thought you would, too," interrupted the merchant.

"You did? Now, that's strange, because——"

"Not at all; this is the busiest day I've had for weeks."

Thomas Mulcahy, of Orillia, will extend his business into a departmental store, carrying dry goods, groceries, boots and shoes, etc.

STAUNTONS

PROFIT EARNING

WALL PAPERS

ARE SUPERIOR TO ANY PAPERS MADE. THEY HAVE RICH AND UNEQUALLED DECORATIVE QUALITIES.

WE HAVE A PAPER FOR EVERY WANT, A WANT FOR EVERY PAPER

SEE OUR SALESMEN'S SAMPLES.

ALL GOODS 16 YARDS TO DOUBLE ROLL.

STAUNTONS, Limited

MANUFACTURERS OF SUPERIOR WALL PAPERS

TORONTO



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TORONTO

WALLPAPERS

WALLPAPERS

HAVE YOU SEEN

"THE MENZIE LINE"

QUALITY THE BEST—
VALUES UNEQUALLED

OUR 1908 SHOWING IS UNEQUALLED BY ANYTHING ON THE CANADIAN MARKET.

Write for samples and make comparisons.

THE MENZIE WALL PAPER CO. LIMITED

TORONTO, CANADA

WALLPAPERS

WALLPAPERS

Geo. H. Hees, Son & Co.

Toronto, LIMITED **Montreal,**

52 Bay Street **Corner Peter & Recollet Sts.**

OUR TORONTO FACTORIES



MANUFACTURERS OF

WINDOW SHADES

Curtain Poles
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers

Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

LACE CURTAINS

We make a specialty of Lace Curtains both of our own make and imported.

Prices from 25 cents a pair to $25.00 a pair.

N.B. Keep handy our new Catalogues and Color Books.
Mail Orders Receive Prompt Attention.

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co. LIMITED



WHY NOT SELL CARPETS?

No stock to carry. No waste—no loss. No old pattern at end of season. Increased trade—more customers. Added profits each year.

Without extra selling space, with no stock to carry and with the slightest amount of investment you can make a profitabfe addition to your business.

We will supply you with samples (1½ yards long) of new season's Floor Coverings, by which means you will have on hand patterns of Brussels, Velvet, Tapestry, Wool and Union Carpets, Rugs, Linoleums, etc., to show. We carry the stock, you will never be loaded with out-of-date, unsalable goods. We cut and make up any quantity, any size. Prompt service.

Write us for terms and exclusive territory at once.

Address "Cut Order" Carpet Department.

The Adams Furniture Co., Limited, - - Toronto, Ont.

Imperial Carpet Co.,

Limited

60 Front St. W.

TORONTO, - ONT.

In stock for immediate delivery:

Axminster, Linoleum
Wiltons, Mattings,
Floorcloth, Brussels, etc.,
Inlaid Linoleum, Tapestry,
Cork Carpet, Ingrains,

In Body, Stair and Squares.

We are offering many of the above lines "at old prices."

Write for quotations. We gladly send samples.

KING'S
Established 1775

FAMOUS
Sold by leading Jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:

SYDNEY MOSS,

Nordheimer Bldgs., 8 Colborne St., TORONTO

Any Boy Who Has ONE Cent Can Turn it Into

$ 10 $

One cent invested in a post card to us will bring you information about how we start you in business, so that you can earn money for yourself. You can make plenty of pocket money all the time—money you will enjoy the more because you made it in business for yourself. Hundreds of boys are doing this. SO CAN YOU.

No Money Required — We Furnish Capital

We also give prizes. There is a prize for every boy whether he lives in a large city or a little village. Very fine prizes have gone to fellows in small places. Don't delay a minute. Write us to-day. A post card will do.

The MacLean Publishing Co., Limited, 10 Front Street East, Toronto

NEW DESIGNS



SPRING 1908

Our new range of Linoleum and Floor Oil Cloth for Spring Season, 1908, is now in the hands of the trade, and we have no hesitation in stating that they surpass anything yet shown. The designs are selected to suit our own market and it will be to the advantage of every buyer to see our collection of new patterns in

LINOLEUM

Made in Five Grades—A, B, C, D and E.

FLOOR OIL CLOTH

Made in Three Qualities— ***In widths of from 1 to 2½ yards***

Handled by all the Wholesale Dry Goods Trade.

The Dominion Oil Cloth Co., Limited - Montreal

The Moore Carpet Company

LIMITED

SHERBROOKE, QUE.

Manufacturers of High-Grade Carpets and Rugs

Royal Wiltons,
Kashmir Wiltons,
Burmah Wiltons,
Sirdar Wilton Rugs,
Magog Brussels Rugs,
Windsor Brussels,
Balmoral Brussels,
Magog Brussels,
Togo Washable,
Cotton Bath Rugs

SPECIAL ANNOUNCEMENT.

Owing to the large demand for High-Grade ***Wilton Rugs*** in ***Carpet Sizes,*** we have brought out a large range of Oriental designs in a heavy three-shoot Wilton fabric, which we are prepared to show the trade immediately.

The designs are largely close reproductions of original Oriental carpets, and are woven with a deep luxurious pile of the best materials. They will be made in all the regular sizes and sold at a popular price, and we invite the courtesy of an inspection of this line before placing your orders on rugs.

All of our regular lines of Carpets and Rugs have been greatly strengthened and improved for the spring season, and we are showing many new and original effects both in coloring and design.

The Moore Carpet Company

LIMITED

SHERBROOKE, QUE.

Trade Inquiries

Since the publication of the last report there have been received the following inquiries relating to the Canadian dry goods trade. The names of the firms making these inquiries, with their addresses, can be obtained upon application to "Superintendent of Commerce, Ottawa." Please quote the reference number when requesting addresses.

850. Cottons, woolens, hardware, etc., etc.—A London agent offering good references in London and Manchester, desires appointment as buying agent or representative for first-class Canadian firms dealing in cottons, woolens, hardware, metals, jute, ropes and chains, as well as German, French and Spanish goods.

851. Representative.—Inquiry is made by a correspondent respecting the possibility of obtaining an appointment as buying representative in London for Canadian dry goods establishments.

854. Sacking.—A Dundee firm interested in the manufacture of sacking, and in flax, hemp and jute textiles generally, desires to get into correspondence with Canadian importers.

876. Carpets.—A Yorkshire manufacturing firm asks for actual Canadian buyers of their Chenille-Axminster, Brussels, Wilton, Kidderminster and Dutch carpets ; also for horse rugs and underfelt for carpets.

887. Hats, felt and straw.—A London company manufacturing felt and straw hats, wishes to get into communication with buyers in Montreal, Quebec, Ottawa, Hamilton, London, Halifax, St. John, N.B., and Edmonton.

921. Post Cards.—Leeds firm, specializing in photographic goods, is prepared to print quantities of photographic post cards of any subject, and invites correspondence from Canadian stationers, wholesale houses, photographers and others interested.

922. Flags.—Old established firm in the north of England, who are actual manufacturers of high-quality flags and bunting, will be pleased to tender for Canadian orders, they also desire to negotiate with suitable connections in different parts of Canada.

GARMENT WORKERS' STRIKE.

On August 20 two hundred and fifty garment workers in Montreal, employed in the clothing establishments of H. Kellert & Co., and Standard Cloak and Skirt Manufacturing Co., went on strike, demanding better hours and more money, with abolition of piece-work. Following were the demands made by the strikers : 1, Abolition of piece-work system ; 2, fifty-five hours for men and fifty-one hours for women to constitute a week's work ; 3, work to be paid on a sliding scale basis ; 4, wages to be made up by competent foremen, and all work to be taken out of hands of contractors.

The settlement of the strike, brought to a close Thursday, the 29th of August, was effected by an agreement between the employers and strikers, in which the employers promised to give the garment workers an increase in wages, varying in accordance to position held. They, however, refused to recognize the union.

Garment houses in Montreal interviewed, spoke strongly of the effect these strikes would have upon the trade if continued for any length of time. If the unions were forced to become incorporated, then they could be held responsible.

Maritime Board of Trade Meeting

Many Important Matters Discussed—A Splendid Gathering—Improvement of Transportation Facilities—The All-Red Line.

The annual meeting of the Maritime Board of Trade was held at St. John, N.B., on Wednesday, Thursday and Friday, August 21, 22 and 23. The attendance at this, the thirteenth meeting, was large and representative, and included many leaders of commerce and industry in the provinces.

The most striking matter at the opening of the meeting was the passing of a resolution endorsing the recommendation of the colonial conference in favor of the All Red Line. This was carried unanimously.

Mayor Sears, after a few preliminary remarks of welcome, said he thought in looking over the list of subjects to be discussed, that technical education was one of the most important.

The secretary-treasurer reported, among other things, that the local government and the government of Nova Scotia were about to secure a site for a technical institute in New Brunswick.

President W. S. Fisher's address was mainly a review of the commercial and industrial situation in Canada. Some subjects taken up were : Fruit farming, cold storage, fishing. mining, transportation, the building of the west, the All Red Line, agricultural development, dairy ing, immigration, technical education, federal insolvency law, etc. Regarding technical education, he said, in part: "To train boys and girls in merely literary accomplishments, to the exclusion of industrial, manual and technical training, tends to unfit them for industrial work, and in real life most work is industrial. The calling of the skilled tiller of the soil or of the skilled mechanic, should be recognized, just as emphatically as the calling of the lawyer, the banker or the merchant. The abandonment of the old apprentice system has resulted in a great scarcity of trained mechanics, and this lack must be made up by the trade school, if we are to hold our own in industrial pursuits. Nova Scotia is moving in the right direction, through the Government Agricultural Institute, already established, and the Technical College about to be. Sir William Macdonald has done much for the country, in establishing in each province consolidated schools, with excellent teachers, aad departments devoted to manual training, domestic science and school gardens, supplemented by careful indoor studies in agricultural and other lines."

With respect to an insolvency law, President Fisher said : "I wish to draw attention to the need that exists for a general insolvency law, that will apply to the whole Dominion, looking to the proper protection of creditors, and to the equitable distribution of insolvent estates. This is becoming more urgent as trade develops between the different sections of the country. Those firms who are doing business in every province, find the present system very troublesome, and the number of these is increasing rapidly. The present laws are inadequate. The merchant wants no uncertainty as to his rights, and at present there is such, owing to the variety of laws in existence in the different provinces."

H. J. Logan, M.P. for Cumberland County, N.S., in a brief speech, said that the Maritime Provinces should be drawn more closely together than they are at present.

A resolution was passed, to the effect that the Federal Government see that subsidized steamers plying between the ports of Prince Edward Island and Sydney, and of Newfoundland, be equipped with cold storage facilities.

The subject of the Dominion Government taking over the railways of western Nova Scotia, and making them part of the Intercolonial system, was discussed. Hon. H. R. Emmerson was quoted as advocating the extension of the I. C. R., by taking in branch lines, and claimed that the pro rata cost of the western lines was below that of any of the other railways in Canada. It was pointed out that only three freight trains a week passed between Digby and Yarmouth. A resolution was passed urging the Federal Government to take the necessary steps to acquire these railways at a reasonable price.

Hon. George E. Hughes presented a resolution asking for an improvement in the express rates as now in force in Prince Edward Island. The Canadian Express Company is now, he said, the only company doing business there and it has a monopoly.

Other members cited instances of unfair express charges. One advocated that the resolution be enlarged, so as to recommend that the I. C. R. grant running rights to all express companies. It was also suggested that all subsidzed steamers as well as railways be included.

A resolution was presented by W. B. Snowball, of Chatham, recommending "that this board is of the opinion that the importation of pulpwood should be prohibited by the Federal Government." The spirit of the resolution is, that a prohibitive export duty be put on pulpwood, so that United States manufacturers would be induced to come here instead of taking the wood across the line.

Mr. Andrews, of Sackville, showed the board a piece of black made from pulpwood. He thought there was a possibility, some time in the future, of Canada manufacturing goods of that kind.

A resolution was submitted, to the effect that a fisheries board be appointed along the lines of the fishing board of Scotland, to act under the Department of Marine and Fisheries, for the regulation and control of the Canadian Atlantic fisheries. Another resolution followed this one, in regard to the preservation of the lobster fisheries. Both were passed.

Mr. Wilson, of Yarmouth, brought up the matter of the abrogation of the modus vivendi, and submitted a report reaffirming the resolution of last year, which was referred to a committee. This report read : "Your committee on the modus vivendi beg leave to report that it is highly in the interests of the Canadian Atlantic fisheries that the Dominion Government abrogate the same, until such time as the Government of the United States is disposed to negotiate a new treaty."

George Robertson, M.P.P., in introducing several resolutions said, in part : "We must take a grip on this enormous depletion of our Maritime Provinces." He rose to heights of eloquence in referring to that section of Canada as a home for settlers.

F. L. Potts, of St. John, said that the cost of living in the Maritime Provinces had increased fifty per cent. of late years. What was most needed was more industries.

Mails at Sydney.

H. F. McDougall, of Sydney, then brought up the question of the landing of mails at Sydney. He referred to the success of the various trials of landing the mails at Sydney, and the speedy distribution of these mails. Sydney, therefore, looked for the support unaminously of the three Maritime Provinces in reference to the use of Sydney as the mail port of call, during the open navigation season.

Running Rights for C.P.R.

He then presented the following resolution :

Whereas, Several experiments have been made in the transfer of the English mails to and from Canada at Sydney harbor ;

And whereas, These experiments have demonstrated beyond doubt that by the Sydney route the English and European mails can be delivered to all points in Canada earlier than by any other route ;

And whereas, It is the general belief that the Canadian Pacific Railway Company, as well as the Allan Company, are opposed to the landing and embarking of mails and passengers at Sydney, and prefer, during the navigation of the St. Lawrence, landing mails and passengers at Quebec ;

And whereas, It is inconsistent with reason that Canada should continue to subsidize a mail and passenger service to run parallel with the Government system of railway over a distance of some 800 miles, and thereby delay for many hours the delivery of mails ;

And whereas, The Maritime Provinces are deeply interested in the landing of mails and passengers at Sydney during the season of St. Lawrence navigation and until such time as a more permanent and definite service is established ;

And whereas, The C.P.R. system is more closely interested and connected with this traffic than any other in Canada, the Sydney Board of Trade, after due consideration, express the opinion that the privilege of running rights over the Intercolonial from St. John to Sydney, to the C.P.R., would greatly facilitate the adoption of the Sydney route ;

Therefore, resolved, That this Maritime Board of Trade recommend the granting of such running rights for mails and passengers to the C.P.R. from St. John to Sydney ;

Further resolved, That this Board reaffirm the resolution passed at the annual meeting last year at Amherst recommending that the Government of Canada insist that all mails to and from Canada by the St. Lawrence be transferred at Sydney.

The resolution was carried.

It was resolved, "That in the opinion of this Board the Government be, and is hereby, requested to so equalize the three short-hauls system of transportation of P. E. Island, with the continuous haul of the other provinces with which it is in competition ; that P. E. Island be placed on the same basis as to import and export rates to and from ports outside of Canada as are accorded to the other provinces of the Dominion."

This resolution was passed, as was also one recommending that steps should be taken at once, by changing the route where necessary, by reducing curves and grades, and by double-tracking, to put those portions of the I.C.R. in a proper condition to become part of a great transcontinental railway system.

It was resolved, "That this Board does hereby reaffirm its resolution passed unanimously at Yarmouth, in 1905, and reaffirmed at Amherst in 1906, asking for the speedy construction of a tunnel between Prince Edward Island and the mainland."

A. E. McMahon presented a resolution recommending "that all steamship companies receiving subsidies from the Dominion Government be obliged to advertise rates for carriage of goods to foreign ports, and that such rate shall be subject to and under the control of the Railway Commission, and that any steamship company departing from such advertised rates shall be deprived of said subsidy." This is calculated to stop rebating. It was passed.

Grants to Shipbuilders.

Shipbuilding and a bonus was brought up by the Halifax Board. J. E. De Wolfe, of Halifax, presented the following resolution, which was seconded by Geo Robertson, and adopted :

"Whereas, The substitution of steel for wood in the construction of ships has reduced Canada from her position as one of the four greatest shipbuilding and shipowning countries of the world to a place amongst the most unimportant ;

"And, whereas, Her coast line on two oceans of over two thousand (2,000) miles, with enormous lake and river navigation leading to the interior of the continent, has produced not only a great coastwise and foreign trade, but a large population skilled in maritime affairs ;

"And, whereas, Canada possesses all the natural facilities and materials for the production of steel vessels, but is prevented from utilizing them by reason of the skill and capital employed in British yards, which have established England's supremacy in this industry, the products of which are admitted free to our coastwise as well as foreign trade ;

"And, whereas, The above conditions prove that Canada can never regain her position as a maritime country unless the Government offers inducements by bonus or otherwise to shipbuilding companies to establish that industry ;

"And, whereas, Several municipalities and Boards of Trade in the Maritime Provinces have memorialized the Dominion Government to grant aid to the industry by means of bonus or otherwise ;

"And, whereas, A similar memorial from parties interested in this industry in Canada has also been presented to the Government ;

"Therefore, resolved, That the Maritime Boards of Trade hereby endorse and approve the principle of a bonus to steel shipbuilding as offering a new and profitable field for the utilization of our steel products, the employment of skilled labor, and, more than all, in the creation of a new mercantile marine, which was formerly a great source of wealth to our country ;

"And, further resolved, That this Board urges the Government to pass necessary legislation at the next session of Parliament, granting a bonus to steel shipbuilding within the Dominion."

It was resolved that the former rates prevailing, before the recent increase, on Canadian newspapers going to the United States, be restored.

Following are the officers for the ensuring year :—President. A. M. Bell, Halifax ; first vice-president, Hon. Geo. E. Hughes, Charlottetown ; second vice-president, W. B. Snowball, Chatham ; secretary, E. A. Saunders, Halifax ; permanent secretary-treasurer, Chas, M. Creed, Halifax ; auditor, M. G. De Wolfe, Kentville ; committee —A. E. Burke (chairman), W. L. Loggie, E. H. Armstrong, J. E. De Wolfe.

The financial statement showed a balance of $106.52.

Charles Ogilvy's new store, in Ottawa, was opened on August 6. It is a splendid structure, and the equipment throughout is right up to date.

QUALITY, STYLE, DURABILITY

JUST as much of one as the other and as much as possible of them all. This applies to the ***Cummings Brand.*** Watch it, wide-awake retailer. There's money in it for you. We make

Mantles, Costumes, Skirts

Newest fashions. Latest styles. Expert tailors. Garments unequalled in the Dominion. Backed by a long list of satisfied customers. **The House of Quality.**

Note that we carry a complete line of

STAPLE DRY GOODS

and we can sell lower than lowest. Our goods are all bought in large fashion centres, and often we have exclusive patterns. Before ordering write us; it will pay you.

BRAND

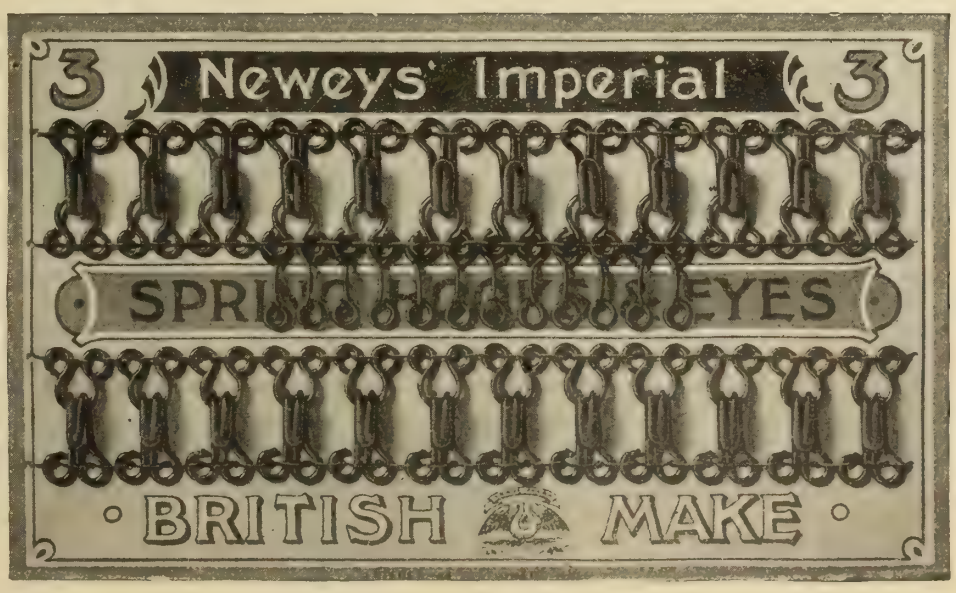
WM. CUMMINGS & SONS

TRURO, N. S.

BRAND

NEWEY'S SPRING HOOKS & EYES.

IMPERIAL QUALITY





Made in 5 sizes, black and white.
A Centre Spring Hook with a Swan Bill.
Made from hard drawn Brass Wire.
Beautifully finished and Machine carded.
Each card has one dozen extra loops.

OUR NAME IS A GUARANTEE OF EXCELLENCE. Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg
Buyers when in England, cordially invitedto call and see these and our other productions.

NEWEY BROS. & CO., *Brearley St.,* BIRMINGHAM



Building Business the Right Way

The Foundation

must be right or the building won't stand.

Same in building a business.

The size of the structure you erect depends on the foundation you build it on.

We've built our business on dependable fabrics, careful, honest making and perfect designing. That is why any merchant who sells

Pen-Angle Unshrinkable Underwear

gathers in the best and most profitable underwear business in his district.

Pen-Angle can meet every idea of underwear comfort and save your customers money.

The lines include everything in good underwear for women, men and children.

SEE OUR LINES NOW

PENMANS LIMITED

of Paris in Canada



Men's Furnisher and Clothier

Ready-to-Wear Clothing

The Goods That Most Closely Approach Fine Custom Tailored Garments Are the Ones to Handle.

Last Winter being long and severe, retailers generally cleared out their stocks pretty well, and, in consequence, placed good orders for Fall. If the coming season is favorable, an excellent sorting trade may be anticipated.

Merchants are coming to see more clearly the possibilities of the ready-to-wear clothing trade, and, accordingly, are looking around for lines that will bring them both profit and reputation. It will pay them well to give a lot of study to this department, for, with proper management, it is bound to grow steadily.

The product of Canadian manufacturers is improving each season, and will, undoubtedly, continue to do so. Some of them are now turning out garments that closely approach the work of good custom tailors in design and fit. Those are the goods that a retailer finds most profitable.

Fall Neckwear Trade

The Better Grades Receiving Increased Attention—The Popular Colors and Widths—Watch for Novelties.

The Fall Neckwear is commanding splendid business, and the better grades are more active than ever. The number of cansumers who are willing to pay from 75 cents to $1.50 for a real good article is increasing rapidly. One thing that is assisting this condition very materially, is the fact that silk prices have made it necessary to cut down the quality of 50 cent lines. These latter have long been most popular with the great majority of people. Now that their quality is much inferior to what it formerly was, they have been dropped by many. When it is considered that after being worn a very few times their appearance suffers to a marked extent, it is not to be wondered that particular dressers should prefer lines which, while costing two or three times as much, retain their good looks two or three times as long. The merchant who recognizes this tendency, and caters to it, will find his profits augmented and his reputation enhanced.

The principal colors appearing in the range now being shown the trade are brown, navy, green, blue, purple, pearl, smoke and wine. Some of the designs are exceedingly pretty.

Four-in-hands still hold the market, with the ascots making no attempt to claim a share of the public favor. The latter are a dead letter just now, and will not be seen in any number until Fall, 1908, at any rate.

The width most favored this Fall is two and a half inches. Some of two inches are being asked for, as well as a few of three inches. By far the greater volume of business will be done in the medium width. In some quarters there is a feeling for still smaller ones, but this is very limited, as it must necessarily continue to be while waistcoats are made with the large opening.

Light browns will be in fair demand, and the lines that have been shown are certainly attractive. However, The Review still believes that some manufacturers are much too sanguine regarding the prospects in this direction. Navies will do much better, and it is likely that the polka dot will come in for a good deal of attention.

One loud color that has been put out is Alice blue. It may sell in a certain class of trade, but it would make the ordinary person's eyes ache to look at it for long. Quiet shades maintain their popularity, but they surely will have run their race by a year from now. A few more lively colors are looked for in the Spring lines.

Merchants should watch closely for the novelties that will make their appearance during the next couple of months. These often make splendid window draws, and they always help to give a stock an appearance of brightness and newness. Of course, only limited quantities of each should be purchased.

Shirts for Spring

Prices and Qualities—The Desirability of Placing Orders Early—Favored Colors.

Travelers are out with shirt lines for Spring, 1908, and while prices quoted show no change, there is a noticeable falling off in values.

At the risk of being charged with repetition, The Review again counsels retailers to "trade up," that is, try to sell higher-priced lines than they have handled heretofore. That it will pay them well to do so seems too obvious to be dwelt upon. A customer who has been accustomed to purchasing a cheap line will find a good deal to dissatisfy him when he comes to wear that same line now. He may imagine that he is getting the same article, but is bound to find out the difference. Some merchants neglect to explain the situation in making a sale, whereas if they did do so, and emphasized the desirability of buying garments in which quality would surely be secured, a lot of trouble could be avoided. They would make more money and customers would think better of them and their goods. Instances have several

times been described in these columns of retailers with whom lines at $1 and $1.50 were the best sellers some time ago, now doing a large trade on lines as high as $2.50. Apart from the quality consideration, the prosperity of the country makes it easier for people to buy a finer class of merchandise than ever before.

There is nothing particularly striking about the designs or colorings that are being shown. Beige and light tans should be strong sellers. White grounds with neat designs will command a big call. Different from the condition across the line, the colorings will be quiet and refined. American journals state that indications for Spring point to a revival of "noisy" shades.

Every merchant should stock soft shirts, but whether he buys most strongly in those with attached or those with detached cuffs depends upon his customers. For general trade The Review favors the latter, but every store should have a representation of the former as well.



"The Leader" Rainproof Coat. Shown by The W. R. Brock Co., Toronto.

Place orders early. You may take this as the very best of advice. Deliveries during the past year have been slow, and there is little chance of improvement. Wholesalers have been having a great deal of difficulty in this respect. In one house The Review was told of an order for ten lines, upon only two of which delivery had been secured. This case gives a good indication of the prevailing condition.

An English men's wear journal advises its readers to push the sale of soft front shirts all the year round. In this The Review entirely disagrees with it for reasons that have several times been explained.

The Chinese Tailor

A Comparison Between the East and West—Chinese Tailors Have No Originality, But Are Good Copyists.

In one of his lesser known works the elder Dumas tells the story of a Chinese tailor who, given an old pair of trousers as a pattern, did his work so well as to reproduce every detail with absolute fidelity, even to a patch in the seat of the originals. Whether Dumas claimed the story as his own the writer does not recollect, but it certainly is an ancient chestnut in the east, and, further, like many such, is highly colored with improbability. True, the Chinese do at times interpret foreign instructions in an absurdly literal fashion, but it is perfectly safe to credit the native tailor with the same amount of honesty and intelligence as is readily conceded to his brethren in the west. This is supported in part by the fact that officers in the mercantile marine trading to China frequently take out materials to be made up there, and their still commoner practice of repleting diminished wardrobes with Chinese-made clothing; and in part by the reluctance of persons who have lived long in the east, but residing in England, not parting altogether with their Chinese tailor, sending him occasional orders, which, no doubt, is done more from motives of personal comfort than from any desire for sartorial splendor. In any other but a free-trade country this would involve some pecuniary sacrifice, and as it is its economy is open to question; but it is a fact bearing strongly in favor of Chinese workmanship all the same.

* * *

Like his brother, the dressmaker, the Chinese tailor is quite void of originality, incapable of startling the world of fashion, indifferent to any personal preferences or ideas, save those conveyed by his fashion-plates. Of these he is a careful collector from the British and American trade periodicals, although, often enough, he is a little "shaky" in the matter of chronological sequence. This, surely, is pardonable in a country where the shape and make of the clothing of both sexes has undergone no change for centuries. Nevertheless, he is quick to recognize that the foreigner is on a footing altogether different from that of the native. He is a being of whims and fancies, but prepared to pay for their gratification. There are not in the east, in China, at any rate, those variations in cut to which competent tailors in the west are accustomed. Suits of white drill or flannel (of which one needs at least a dozen), made upon one plan, are the Summer wear; but the cooler and Winter seasons provide the tailor with opportunities for showing what he can do in the making of clothes to combat frequent abnormal oscillations of temperature. Then his fashion plates and patterns are displayed with manifest pride before customers, and, did his features express what he felt—which they never do—they would indicate the self-sufficiency and sense of security from foreign competition in ministering to foreign wants, and satisfaction with the steady profitable stream of foreign business which duly irrigates his own and kindred businesses.

* * *

In the big foreign stores European cutters are always employed at salaries which would appear fabulous to the Chinese were he not already acquainted with the vast difference in price between imported labor and the native article, but he must derive some consolation from the proven fact that the barbarian with the chalk and shears can teach him very little he does not know of the scientific and economical treatment of a roll of cloth. Be-

COLOSSUS

SHIRTS AND OVERALLS

SPRING, 1908

We wish to announce to the shirt and overall trade throughout the country that our new range of **"COLOSSUS"** brand garments for Spring 1908 is now complete, and can be seen at any wholesale establishment in Canada.

The range comprises fine negligee shirts in all the best materials, and latest patterns and designs; working shirts, overalls and smocks. No expense has been spared to make this the best range ever shown in the lines covered by **"COLOSSUS"** brand. Whether we have succeeded or not will be for the sales to determine, and if our sales record for last season can be taken as any index of what we may expect this year, it behooves you to get busy if you want your orders filled.

The reception given **"COLOSSUS"** garments in the past has amply repaid us for the trouble and expense entailed in getting out a garment that in Size, Quality, Fit and Finish is unequalled by anything in the shirt and overall business.

We adopted the **"COLOSSUS"** brand to represent our best efforts in the making of high-class garments, and the results have justified our belief that the consuming public were willing to buy a high-class, roomy, well-made, standardized garment in preference to cheaper grades.

sides, it is his own countrymen who make up the clothes after all—the native needleman whence all Chinese master tailors have originally sprung.

* * *

The Chinese tailor—i.e., one who makes clothes for foreigners (this definition including all persons not Chinese)—usually begins his career as an apprentice in the workroom of a compatriot, where he starts at nominal wages, pays a premium, and gives a feast to his fellow workmen. As in Europe, the tailor serves his time, but his usefulness matures at a much earlier age than with us. When he has learned his trade, if he has not already secured some interest in his master's business, he will set up for himself in a very small way on borrowed capital, and start out heavily handicapped in this way; and yet cheerfully contending against the lethargy of his customers in settling their accounts—an exotic, by the way, which flourishes in the east as luxuriantly as in the lands of Christendom. By hook or by crook, but chiefly by long and patient labor, he rears his business into definite shape, and the first visible feature of its existence is a collection of miscellaneous rubbish which qualifies him to style himself an "outfitter." Finally, his apprentices, mostly sons or nephews, contribute materially to his improving circumstances.

* * *

Long hours are worked, for the shop opens at seven in the morning, and seldom closes before eleven; nor does work cease with the putting up of the shutters. The working week is of seven days, and there are no holidays, except at China New Year or on the death of the master or a member of his family. No school board officer inquires into the ages of his extremely youthful, but often skilful, apprentices; nor is there any trouble on the score of sobriety, the Chinese being practically a tectotal race. All work as in one common cause; all appear to be happy together, which very desirable state of things may be attributed to the vast difference between the relations of employer and employed in the east and in the west. The Chinese master tailor not only works with his men, but he sits down at the same table with them, joins in the jokes and puts his views into the common pool.

* * *

Of course, differences of opinion do arise between masters and men, and trades unionism being older, stronger, and better organized in China than in any other country in the world, the men often win; but, then, it should be explained that the point at issue is generally a very reasonable cause of complaint. Whether the men or the masters be worsted, the result is the same for the foreigner—increased charges.

* * *

Shortly put, enhanced cost of living has resulted in the natural demand for increased wages. But let no one take comfort from a fall in the price of rice; so profound is the veneration for precedent in China, that an increased price for a given article for foreign consumption ever after becomes the minimum.

* * *

Of the character of Chinese tailoring the writer, not being an expert, is unable to speak, except from the point of view of a satisfied customer; but he has submitted native-made garments to competent London tradesmen for their opinion, and their unanimous views were that the work was well done, that the tailors knew their business, but the character of the work was not English. When told that the clothes were made by Chinese the astonishment of these gentlemen was only equalled by their interest. The sac suit, overcoats of varying weights and cuts, and "sing-song clothes" (as the Chinese persist in terming dress suits) constitute the bulk of the native work; but the tailor is equal to uniforming a policeman or rigging out a rough sailor.—George Osborne, in Men's Wear.

Suitings and Overcoatings

Fall Trade is Good—Jobbers Showing Lines for 1908—Some of the Favored Colors.

Jobbers have found trade very satisfactory indeed in all lines of suitings, overcoatings and tailors' trimmings. During the cool weather which set in toward the end of last month business took a brisk turn.

Prices continue high, with market very firm. No decline in prices need be expected for some time; in fact, it is not improbable that a further advance will take place. Merchants will find it good policy to place orders as soon as possible. By so doing they will make sure of present rates, and also of good delivery. At present mills are filled up, and, in some cases, will not accept orders for several months ahead.

The big call in suitings will be for blues and blacks, but it is expected that browns, or, rather, brown mixtures, will have a large sale. There will still be a demand for greys also. One firm states that good business is being done in tweeds. In this material brown and leather mixtures are favored. In overcoatings the strong feeling is for meltons and beavers, although cheviots, too, are prominent. Blacks and greys are, at present, the leading colors.

Jobbers are starting to show all lines for Spring, 1908, business. Most of them look forward to a record season. Worsteds, in drab and elephant grey, are expected to remain in popular favor. Deliveries will be slow.

STYLES ACROSS THE LINE.

The following summary of American styles for Fall and Winter is taken from the Sartorial World:

Coats.—All sack coats will be cut so as to button up higher than last season, the length averaging from 30½ to 31 inches for a figure 5 feet 8 inches in height. The shoulder will be somewhat wider than last season and the sides and back slightly shaped with a tendency towards a looser back effect, but with no vents nor creases. While the shoulders of the coat are cut a little wider, the sleeve tops are reduced accordingly and a fairly good width of the shoulders is preserved in the finished garment. The sleeves at cuff are usually made up with a vent with from one to three buttons and blind button-holes. All sack coats should be cut with a "chesty" effect, i.e., full chest, small at lower button with ample hip fullness. Business cutaway frocks as well as all other frock coats will have medium width of shoulders, close fitting waist and with ample hip fullness. The average length of business cutaway frocks will be 37 inches; semi-dress cutaway frocks, 38 inches and double-breasted frocks, 41 inches.

Overcoats.—All sack overcoats will be cut full and draped two sizes. The shoulders will be of moderate width. The frock overcoat will be shapely in the waist, with ample hip fullness. The shoulders on frock overcoats will be a trifle wider than on sack coats, which are cut extremely narrow.

Vests.—Vests for single and double-breasted sack coats and business cutaway frocks, if made from the same material as the coat, are usually made single-breasted, no collar. The opening will average 13, and full length 26 inches. Vests to go with single-breasted and double-

Mohair Shirts

The REAL THING for warm weather.

TO SEE ONE IS TO WANT ONE

Write for samples of this line and others of the celebrated Hagen Shirt

Trade Hagen Mark

THE HAGEN SHIRT AND COLLAR CO., LIMITED

Head Office: Berlin, Ont.

FACTORIES AT BERLIN AND PRESTON

S. M. CO. SHIRTS

HAVE BEEN THE BEST SHIRTS FOR 30 YEARS

The "KAPEG" quality for winter wear. This is a flannel shirt made unshrinkable by a small admixture of cotton spun in the yarn. We wear our own cloth and can guarantee it for warmth and wear. Notice the red trade mark on every shirt.

S. M. Co.



REGISTERED

ASK YOUR WHOLESALER OR WRITE TO

S. M. CO., Ltd., - Romaine Bldg., Toronto

or 32 Dantzic Street, Manchester, Eng.

TRESS & CO.

Cables, "Tress, London,"
A.B.C. Code, 4th Edition

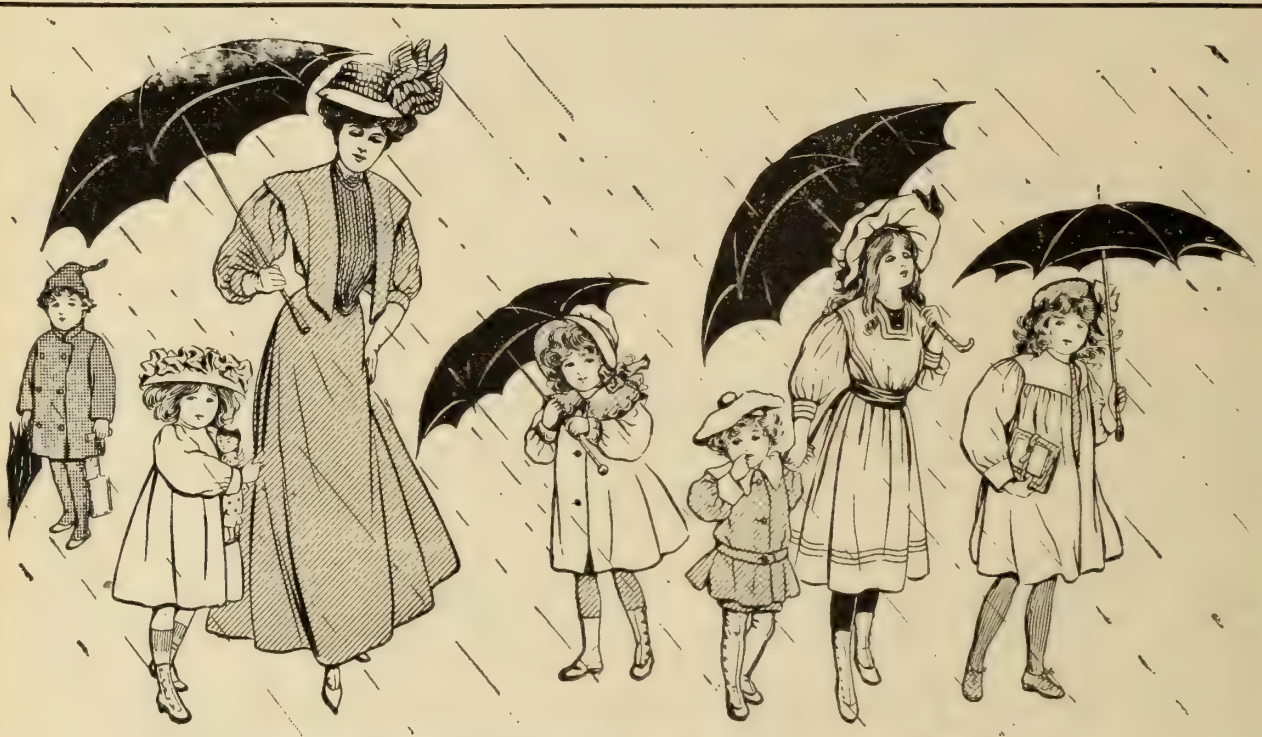
3, 5 and 7 Stamford St.

LONDON, ENGLAND

Established over half a Century

Makers of the finest
SOFT and STIFF FELT
and SILK HATS
STRAW HATS, CAPS
and HELMETS

REVILLON BROS., LIMITED, 134-136 McGill Street, MONTREAL, have made arrangements to take over our selling agency for Canada.



"IF WE'D HAD OUR 'CRAVENETTES' WE SHOULD HAVE BEEN ALL RIGHT!"

Buyers of Shower-proofs should ask for those proofed by The Cravenette Co., Ltd.

BDR (Copyright)

The "CRAVENETTE Co.," Ltd., affix their Stamp only to such goods as are suitable in quality for shower-proof purposes.

Reg'd Trade Mark Cravenette Proofed by The Cravenette Co., Ltd.

Dust-proof as well as Shower-proof.

THE CRAVENETTE CO., LTD., *Proofers to the Trade,* BRADFORD, YORKS.

H.M.

Send Us Your Repeats

For

Overalls and Working Shirts

THE LINE OF QUALITY

THE ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

NO MORE TIE TROUBLES
Ask about the Figg Cravat Holder
GEORGE E. FIGG NECKWEAR MANUFACTURER
715 Wellington St., Montreal

When writing to advertisers kindly mention DRY GOODS REVIEW.

breasted frocks, if made of the same material as coat will be single-breasted with a notch collar.

Fancy Vests.—The double-breasted lapel vest, made from neat pattern, will be used with the double-breasted and single-breasted frock coats. Fancy vests to go with business suits may be made in any style of cut and material, as there is no limit to styles in fancy vests.

Trousers.—Trousers to go with business suits are of moderate width, averaging 19 to 19½ knee and 16½ to 17 bottom. Trousers for dress purposes will average 18½ to 19 knee, and 16 to 16½ bottom.

NOTES.

Curtis, Leggatt & Co., Troy, N.Y., manufacturers of shirts, collars and cuffs, have gone into bankruptcy, with liabilities of $1,100,000 and assets of about $2,000,000. This action was forced, it is said, by the tightness of the money market.

"We have a lot of women visitors at this time of the year," said a tailor in July. "They come in for a lesson in folding and packing away of men's clothes. They are young married women mostly. This is the first time they have gone away for a Summer trip with their husbands. In most cases the packing of trunks devolves upon them. Naturally they can manage their own clothes all right, but when it comes to folding coats and trousers they are floored. They are anxious for their husbands' garments to be taken out unwrinkled at the end of the trip, so they come to us for instruction in folding."

Things had gone badly at the office that day, and Jones was in a bad humour when he reached home.

"What are you doing?" he harshly demanded, abruptly entering the sitting-room.

"I'm just going to trim this five-shilling hat I bought yesterday," replied his trembling wife.

"Extravagant woman, you will ruin me with your everlasting bargain hunting!" he exclaimed; and, seizing the hat, he crumpled it in his hands, trampled it underfoot, and, finally flinging it into the corner of the room, strode away.

Weeping, the wife stooped to pick up her insulted property, but her tear-stained face was suddenly illuminated with rapture as her eyes fell upon it.

"Oh!" she exclaimed in delight, "now it is the exact shape of that ten-guinea French hat I saw yesterday, and I never could have got it that way myself. All it needs is a couple of blue roses and a bunch of lavender buttercups."



Oxford
Homespuns
and
Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.
OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, P.Q.

SPRING 1908



EAGLE BRAND

SHIRTS

See our line of fancy Negligee Shirts before placing your order.

PATTERNS ARE
New, Neat and Nobby
WORKMANSHIP IS
THE BEST

Up-to-date in every way and prices are right.

MONARCH SHIRT CO.
ROCK ISLAND, P.Q.

Woollens !
Woollens !!
Woollens !!!

We claim to be the best firm in the trade

See our stock and prices before purchasing

Special Attention Paid to Clothing Manufacturers

Glickman & Glickman

124 St. Lawrence Boulevard

Montreal

WREYFORD & CO.

ROMAINE BUILDING, TORONTO

Wholesale Men's Furnishers

We are Selling Agents for the following English Manufacturers :

Young & Rochester



Fine Shirts in Zephyr, Oxford, Silk and Wool.
Dressing Gowns and House Coats.
Latest Shapes in Collars.
Novelties in Neckwear.

New Vests for Fall and Spring, '08

Cellular "Aertex" Underwear



ALL WEIGHTS NOW IN STOCK

The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery, Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

A. L. Thomas,

Glove Manufacturer

WORCESTER, ENGLAND

Let us quote you on Cape Gloves—good $10.50 line stocked in Toronto.

Our travellers are now showing full ranges for Spring, '08, and novelties for Christmas.

Our stock is still well assorted for Fall in Flannel Shirts, Sweaters and Underwear.



GLOBE SUSPENDERS

Write to-day for a selection from our Fall Samples



Globe Suspender Co., - Rock Island, Que.

J. ALPHONSE OUIMET, 3 Notre Dame St. East, Montreal
L. O. PAQUETTE, 70 Church St., Quebec

Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. Exclusive Patterns.
Measurement Blanks, Samples with full particulars upon request

The Smith & McKeown Shirt Mfg. Co.

LIMITED

16 COTE ST. - MONTREAL

A Necessity with the Double-fold Collar

The Figg Cravat Holder

GEORGE E. FIGG NECKWEAR MANUFACTURER

715 Wellington St., Montreal

New Display Fixtures



Mantle Racks and Hangers in great variety.

are necessary to show to advantage your **New Fall Goods**. Our list is complete with many **New Lines**. Our **Fine Wax Figures** are more **Life Like** than ever. **Clothing Forms**, correct shape; **Mirrors**, **Silent Salesmen**, **Metal Fixtures** of unique **designs**.

Also an entirely new line of Wooden Fixtures for Gents' Furnishings.

Write for Catalogue.

Clatworthy & Son

38-40 Adelaide St. W.

TORONTO

ITEMS FROM ALL CANADA.

QUEBEC.

A. W. B. Evans, of George H. Evans & Son., Montreal, was married on August 7th to Miss Irving, of Montreal. The honeymoon was spent at Old Orchard, Boston, and other eastern cities.

J. A. Beaudry, provincial secretary, Retail Merchants' Association, Montreal, will return about the end of the month from an extensive trip to Europe, where he is on business for the association.

J. E. Stephens, manufacturers' agent, Vancouver, B.C., was in the Montreal market last month, obtaining new connections. Mr. Stephens enjoys a wide acquaintance throughout British Columbia.

W. H. Barry, of Walter Barry & Co., Montreal, is again in the city after an extensive visit to foreign ribbon markets. The results of his trip will be apparent in the Spring lines of the firm.

Clothing ordered from Montreal tailors has been smuggled into the United States in large quantities. Recently several seizures have been made by United States customs officers. The goods were packed under seats in Pullman cars.

Miss K. Whalen, buyer of ready-to-wear garments for The C. Ross Co., Ottawa, was in the Montreal market last month on her return from a two months' trip through European markets. Miss Whalen has a reputation as a keen judge of merchandise and a fashion expert.

J. W. Brown, Montreal agent, who was in New York recently, brings back a good story of the Teddy Bear craze in the city of New York. He states that in some instances real live cub bears are on display in some of the stores, and a good one retails as high as $75.

A. H. Wheler, with Debenhams (Canada), Limited, Canadian headquarters, Montreal, has severed his connection with the above firm and has joined Mr. Zerboni, room 224 Coristine Building, and in future they will carry on business under the firm name of Zerboni & Co.

The Montreal branch of the Retail Merchants' Association of Canada held its annual picnic at Dominion Park, the Coney Island of Montreal, on Thursday, the 15th of last month. The picnic was a big success, and was enjoyed by a large number of people. For an outing the day was an ideal one.

Harris Wener, of the Montreal Waterproof Clothing Co., Montreal, is at the King Edward Hotel, Toronto, during the exhibition. Mr. Wener has been in indifferent health since his return from Europe, but is on the way to complete recovery now. M. Simon, representing the firm, will be with Mr. Wener showing their lines.

Chas. Coppelman is the new representative of the National Rubber Company, Montreal, in the eastern part of Quebec. Mr. Coppelman has had an extensive experience in the raincoat industry and is well able to look after his customers' wants. He has been some seven years with the National people in the manufacturing end.

ONTARIO.

A felt works is to be established at Berlin.

Samuel Garfinkle has opened a general store at Alliston.

R. A. Holland, of Walkerville, will occupy enlarged premises and add a stock of boots and shoes.

Fire did $3,000 worth of damage to the clothing and shoe store of R. C. McFarlane, Niagara Falls.

The Imperial Raincoat & Cloak Co., Toronto, have opened a retail department in connection with their business.

J. G. McKillop has purchased the business of J. D. Miller, Kincardine, the latter having bought out a Windsor merchant.

Dobie & Company, Limited, have taken over the business of Dobie & Co., Thessalon, and will conduct it on a strictly cash basis.

The Sellers-Gough Company, furs, Toronto, have enlarged their premises on Yonge street. The new store is splendidly fitted up.

E. B. Crompton & Co., Brantford, will add one thousand square feet to their already large floor space. This firm has very fine premises.

The ratepayers of Milverton have granted a loan of $8,000 to the J. G. Grosch Felt Shoe Co., who are now proceding to enlarge their premises.

Penmans, Limited, are ready to begin operations in their new factory at Brantford, to be known as the Watson Manufacturing Company, Mill No. 10.

The Mason Clothing Company took over the business at Bowmanville, of the Mason Company, and are having quite extensive alterations made in the store.

Stanley, Mills & Co., Hamilton, are seeking to extend their mail order business. A great many more catalogues than ever before will be sent out for Fall and Winter trade.

It is proposed to establish in Woodstock the factory of the Canadian Pin Co., a company recently organized.

It is expected that the new factory of the Colonial Weaving Co., Peterboro, will be ready to operate early next Summer.

Extensive alterations have been made in the Glasgow Warehouse, Belleville, conducted by Laidlaw & Ketcheson. The whole interior and front has been remodeled and refitted on modern lines.

R. H. Blade, who represented the C.B.C. Corset Co., Toronto, on the eastern Ontario ground, has accepted a position with the P. & C. Corset Co., Quebec, and will cover the same territory.

A woman, masquerading as a man, secured employment in an Ottawa dry goods store, and continued there for months without arousing any suspicion as to her real sex. Articles were missed from the store, and she was suspected. Then the deception was discovered. A number of the missing articles were found in her room.

The Purvis Cotton Factory, on the Don Esplanade, Toronto, was badly gutted by fire on the night of August 12. The building was a one-storey structure, about 125 feet long by 40 feet wide, valued at about $2,000, while the machinery was worth about $7,000. There was also a loss of baled cotton, valued at $5,000. The factory will be rebuilt, without delay, on the same site.

J. A. Diebel, dry goods merchant, of Windsor, surprised his friends by the announcement that he had sold out. He had just purchased his premises from his landlord and was in the midst of extensive alterations, when J. D. Miller, of Kincardine, dropped in and asked him if he would sell his business, and if so, what were his figures. Mr. Diebel replied in the affirmative and quoted his price. Mr. Miller agreed, and the deal was made. Mr. Diebel intends traveling abroad for about a year.

HELP YOUR TIE TRADE
Learn about the Figg Cravat Holder
GEORGE E. FIGG NECKWEAR MANUFACTURER
715 Wellington St., Montreal



The Canadian Millinery Review

The selling season will begin earlier this Fall, as many of the larger stores have already held their openings. The early opening is beginning to be the rule, as it lengthens the retail season at its most profitable end, and gives scope for the holding of later openings. Thus, a store with a large department is now showing Fall hats. As the season develops, Winter hats will be shown, and after that fur-trimmed and velvet shapes. Handsome



VELVET HAT,

upturned brim showing the change from the mushroom effect. Two large hat pins and a heavy mount of goura and paradise are the principal trimmings. The hat is electric grey. Shown by Debenhams (Canada) Limited. Pouyanne's Model.

tea hats, etc., form an excuse for extra flurries, and also to draw people into the store and department.

If a thorough change in shapes, trimming effects, etc., is of benefit to the selling end, certainly this season should be an ideal one. The new shapes are radical—so radical that milliners are a little shy of them. Already, however, the modifying process has begun, and there is no doubt that before the trade settles steadily down, wearable, becoming and yet novel models will be in evidence. This is a process that takes place each year, but it is extra necessary this year.

The ultra Paris hat is immense; there is a wide, circular, drooping brim that rests on the shoulder at the back. It has a high cloche crown, and is worn far back upon the head. The cartwheel under brim is faced with silk and has a binding of satin or velvet. The high crown is banked with large-sized roses, tiger or arum lilies, orchids or other large blooms, and loops and ends of wide flowered ribbon, or is covered with immense plumes of ostrich, coque, or waving fancy feathers, or has big bows of silk and large soft wings as a trimming. All this trimming is massed on the crown in front, leaving the back almost, or entirely bare. Any style more opposed to the small tilted shapes and high trimmed backs of a couple of seasons ago would be difficult to imagine. This is the ultra style, and while many of the salient features are retained, those that are merely bizzare are eliminated. The result is decidedly good, and millinery styles for the Fall are both new and becoming—so new that no amount of making over will disguise last season's hat.

The New Shape

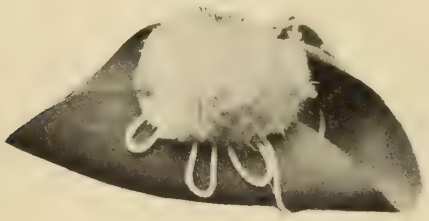
Drooping Brims a Factor—New Gainsborough and Cavalier Shapes—Felts, Sheered Beaver and Covered Hats of Velvet and Silk to be Worn.

Size is the chief characteristic of the fashionable shapes, and the drooping brim an all-prevailing factor. Drooping brims are paramount and are reminiscent of, though different from the mushrooms of the Spring and Summer seasons. Every possible change is rung upon drooping brim styles. Many picture shapes are seen, some of them in hybrid mushroom and Gainsborough shapes, with the side brim raised high in the well-known Gainsborough fashion, and the back in the drooping effect. Cavalier shapes are also shown. The newest are of soft close cut beaver, the crown moderately high, and the brim rolled up unevenly. The Henry VIII. is another new type. This shape has a high mob or beefeater crown, with a narrow, stiff, mushroom brim. The shapes generally are picturesque, but are a totally different type to the Louis styles we have so long been accustomed to.

The more extreme shapes come in dress hats, developed in the made shapes, smoothly covered with velvet or silk. The high crowns that buyers are just a little

READY-TO-WEARS

WHERE something less elaborate than a dress hat is required, the Ready-to-Wear has a large field of usefulness. We handle the kind that sell and give good service.



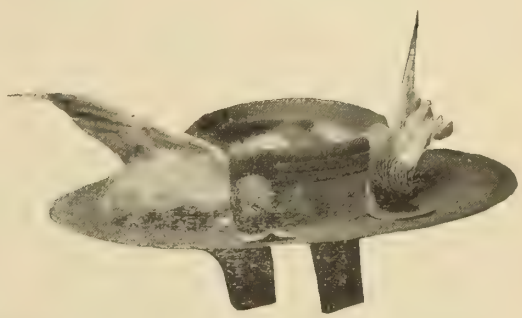
DAISY. COLORS—Brown, Navy, Myrtle, Cardinal, Alice Blue.



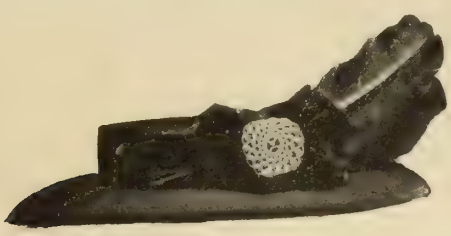
MINNIE. COLORS—Black, Brown, Cardinal, Navy, Reseda, Castor.



No. 825. COLORS—Black and White, Brown and White, Navy and White, Wine and White.



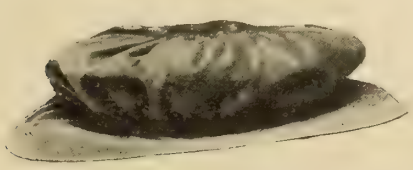
LEAGUE. New York's latest, wide sides Sailor, made, fine grade carbonized wool; trimmed, velvet ribbon, wings and ornaments.
COLORS—Black, Navy, Grey, Leather.



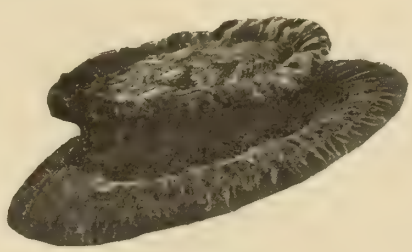
RAMSGATE. COLORS—Black, Brown, Navy, Champagne, Pearl, Wine.



MIC-MAC. Latest wide sides Sailor, new balloon crease crown, trimmed and bound good quality silk ribbon, with good sweat band.
COLORS—Black, Leather, Navy, Grey. Same in White.



PARSIFAL. Panne velvet tam crown, buckram brim, covered both sides with Pyroxyline and Chenille braid, bound with wide velvet.
COLORS—Black, Brown, Navy, Pearl.



MARLOWE. Short front, Mushroom back, Silk Velvet crown and top brim, under brim faced with Silk Mohair and Chenille braid.
COLORS—Black, Tan, Navy, Pearl, Moss.

The D. McCall Co., Limited
Toronto
WINNIPEG **OTTAWA** **QUEBEC**

doubtful of, occur in these hats—felt shapes almost invariably have the lower crowns.

Flops, hoods, etc., in fine soft finished felt, and in sheered beaver, have sold extremely well. With these, the milliner has free scope, and she can practically control the shape. A flop shape with a big baloon crown has been a great seller.

A shape that is taking, has a very short front brim, and is very broad at the sides, and narrower again at the back. There is a large flat, moderately high, drooping sailor shape that is selling also. There never was a season when so little of the sailor type was shown.

Trimmings

Feathers Most Important—Ribbons Freely Used—Velvet, Taffeta, Pins and Ornaments Much in Evidence.

Feathers undoubtedly occupy the first place in the Fall millinery trimmings, though in the very high-class trade flowers may occupy the extreme style pinnacle. Exclusive milliners have been making extensive use of feathers for over a year now, and though they will lead in the medium and popular end iof the trade, flowers will be the ultra trimming. Not that high-class milliners will not make free use of feathers as well—of handsome ostrich and other plumes—but flowers, with this class of trade, will be just a little newer.



A LARGE FLOP,

with soft dome crown, a bandlau of gilt around crown. Trimmings, a knot of taffeta silk with two large ostrich plumes drooping down back. Shown by Debenhams (Canada) Limited.

Ostrich demands first place, and in spite of price, will be freely used, chiefly in long, handsome plumes. Fox-tail effects are shown, but they have not the novelty of the Spring, and are passed over for lovely natural plumes. Next to ostrich is the vogue of plume effects in fancy feathers that can be used to take its place at less cost. These are chiefly made up from coque feathers, and the styles and varieties are endless. Soft, large, wing effects, that milliners can crush and manipulate at will, are freely shown, and also large feather pom poms. Feathers are used as flowers were, the latter part of the Summer, covering all of the crown of the hat. Fancy birds' heads, ending in soft, waving plumes, and owls and pigeons' heads, with double plumes, are among novelties noticed.

Feathers come in every imaginable shading and blending of shades, and can be had to tone in with every color. Next to feathers must be placed ribbons, which are lavishly employed. Wide ribbons are most in demand, from 80 up being the popular widths. Prices are high and the manufacturers are rushed with orders. To enable the importing houses to meet the present demand, ribbon orders for present selling were placed quite a year ago. Prices are still on the up-grade, and this month another advance has been made by the ribbon manufacturers. The world-wide demand is the cause.

Velvet is most important, not only for the all-velvet hat, but for trimming purposes as well. Soft millinery velvets are much used, and novelty velvets as well. In fancy velvets, terry, or uncut and shot effects, have taken a high place. Satin is ultra, and taffetas, both plain and shot, are used. Ottoman and other ribbed silks are coming into favor.

Ornaments are going to be a larger factor than for some seasons. The big pins have pointed the way. Pins in large ball shapes, mushroom elongated pear shapes, etc., are all good, and buckles and bands are excellent.

The flowers showing are all large blooms. They are of velvet and beautifully tinted and shaded. The high novelties are convolvuli, orchids, arum lilies, etc. Very large single roses are also good. Grapes, small apples and berries, as well as foliage, are also the vogue.

Variety Great in Fall Colors

Increasing interest in Purple Shades—Brown in Many Shades the Most Seen Color.

The evique or egg-plant shades, as they are indiscriminately called, are the last-moment candidates for favor. This color will be very prominent at the openings, and promises considerable strength later.

Brown comes in an extra large range of shades, and is, perhaps, the most frequently seen of all the Fall colors. There are several good sets of this color—notably golden, bronze, copper, etc. Tans and beiges are included, and though leathers are not much in evidence, old gold is a color that is being taken up by the exclusive trade.

Little is seen of navy or royal, in spite of the vogue of blue. The blues shown are of the fancy order, and peacock is the ultra shade. Nattier, Delft, old blue, etc., are much in evidence, and will be good later. Pastel shades in blue, and soft rose pinks, have sold exceedingly well, better, in fact, than they were expected to do. White hats are not numerous, and black is expected to become much stronger as the season advances. Black and white promises to be a much-worn combination, and white, trimmed with a color, is expected to appear later.

Green, in clear, decided shades, is a fair seller. Burgundy is good and cardinal is making its appearance. Grey, in pearl and taupe, has some following.

Silks & Velvets

Ribbons & Laces

"Debenham's for Novelties"

Millinery & Millinery Materials

¶ We are now making a more than usually attractive show of Fall Novelties *in all lines.*

Debenhams (Canada) Limited

18 St. Helen, - MONTREAL.

Tulles & Chiffons

Dress Goods & Velveteens

Fall Millinery Goods

Buyers will find it to their advantage to see what we are offering in

Ladies' Paris Models

Latest Productions in Winter Headgear,
Flowers, Feathers, Ribbons,
Velvets, Ornaments.

FURS—Stoles, Muffs and Hats.

All Up-to-date Styles in **Fitch, Stone Martin, Sable, Grey Squirrel, Etc.**

VYSE, SONS & CO., Ltd., London, Eng.

Also Luton, Paris, Brussels 76 Wood St., E.C.

THE MILLINERY OPENINGS IN TORONTO

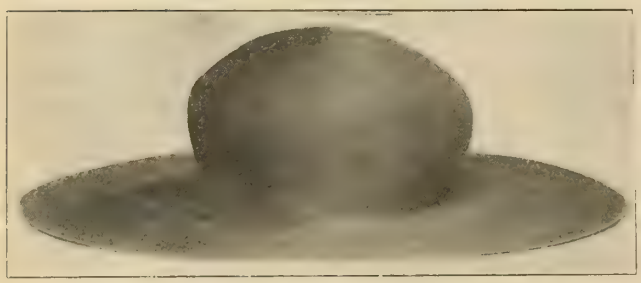
Immense foxtail plumes decorated some of the hats, and there was a superb display of ostrich and other fancy feathers and wings. Besides velvet, both plain and shot satin and bengaline were used for trimmings. Handsome ribbons and lovely velvet flowers were much used.

J. D. Ivey Co.

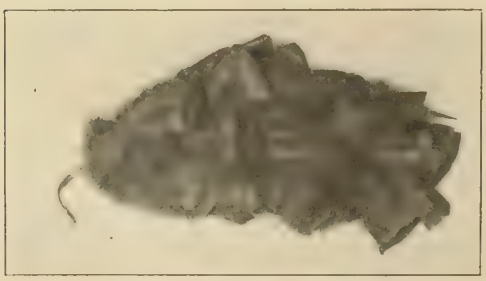
When it was possible to get a comfortable look at the millinery display in The J. D. Ivey Co.'s showrooms, there was little left but empty stands. However, The



LARGE MERL BIRD,
with long flowing coque tails, in natural color.
Shown by The John D. Ivey Co.



LARGE BALLOON CROWN,
soft satin finish. Colors: black, brown, navy, myrtle, tan, cardinal.
Shown by The John D. Ivey Co.



METALLIC, COLORED COQUE,
breast effect. Colors: Navy, taboc, emerald, wine.
Shown by The John D. Ivey Co.

Review was handed a handsome catalogue that set forth at length the interesting tale of the season's novelties This catalogue, which has been delayed until the last possible moment, so as to present the latest leading styles and tendencies of the Paris, London and New York markets, will be found to be a very correct guide to buying and to the lines that will prove salable on the Canadian market.

Quoting from this catalogue, as to the season's novelties, "Hats are to be distinctly different this season. The shapes are varied and cover such a wide range that individual choice is possible to a great degree. The large cloche or bell-shaped hats are favorites. These are worn off the face, giving an entirely new and stylish effect. Velvet and felt hats are both popular, and at the outset it is hard to say which will predominate. The materials used are the fine ostrich or couche velvets, and in the the felts, the fur and fine glossy wools are right. Long sweeping plumes of paradise, goura and coque, will be used very largely during the season. Goura is shown in grey and white, and in all colors, especially in purple, which will be one of the leading colors. The cold violet tone is the favorite Parisian color for the moment, although such shades as empire green, tan, leather, Atlantic blue, are considered quite new.

"Wings are shown in great variety, but principally in long, pointed effects. They are used very freely on the models, sometimes as many as six or eight pairs being



Shown by The John D. Ivey Co.

used on one hat. Apparently there is nothing in the feather trimming line that is newer than coque feather effects. Plumes, pompoms, cockades, breasts, and many fancy pieces are shown. Uncurled ostrich or vulture is shown in numerous effects and in combination with other colors.

"Glittering ornaments, large buckles, variously oblong, square, oval, diamond shaped, and in bands, bars, etc., have once more a notable place. Fancy pins are likewise in demand. Ball pins are used in unending variety. Shell pins and ornaments, with tracings of gold and mock jewels set in, are very elegant and new.

"Flowers are a distinct novelty, especially the natural flowers, such as morning glories, wistaria and orchids, while roses in all the new shadings will be an important factor. Im materials, velvets, ribbons and piece silks are all strong, the shot effects and new colorings forming an attractive item."

"Ribbons a Specialty"

Hat Scarfs made of Ribbon will be a great feature for the coming season.

We have 8 patterns in 6 to 8 different colorings, 50 inches long, and fringed.

PRICE $6.00 PER DOZEN

SAMPLE DOZENS, ASSORTED, OF EACH PATTERN CAN BE SENT BY MAIL.

Wm. P. Gill Co.,
Commission Merchants
14 Greene Street, New York City

S. F. McKinnon & Co.

S. F. McKinnon & Co. held their opening on August 26, just one week earlier than the other Toronto houses. This day, they found, was convenient for their customers, as it gives them more time to have the goods shipped and to prepare for the holding of the retail openings. They had a very fine display, and the crowd was decidedly a buying one. Novelty styles in coats and skirts were also on view. At present, as far as can be seen, the long loose coat, with Japanese sleeve effect, is to be the big seller. Colored coats are beginning to be enquired for.

J. C. Green & Co.

J. C. Green & Co. had on show a large collection of pattern hats. The manner of showing here was decidedly good. The hats were on high nickel stands, and each color was grouped alone.

In spite of threatening clouds—which, fortunately, only threatened—the visiting milliners and buyers were out in force on the morning of September 2. By eight o'clock the sidewalks in the wholesale dry goods section were crowded as they only are on opening days. The fact that the openings were carried through in comfort was certainly due to the weather, not to any consideration the city authorities have for Toronto's large dry goods interests. The whole centre of Wellington St. west to Bay St., has been torn up. In one place there is no sidewalk, and a crossing has to be made over displaced paving stones. Wellington, east, and also west, of Bay, are not so bad as this section. At opening time thousands of dollars' worth of rich and delicate fabrics are on display, and this year there must have been considerable loss from the dust and dirt that it was impossible to keep out of the warehouses. Sunday's rain laid the dust that would otherwise have been a nuisance, but had the downpour continued Monday the streets would have been deep with mud.

D. McCall & Co.

This will, it is expected, be the last opening held by this firm in their present warehouse, as their handsome new building on Wellington west is nearing completion. Monday's opening, with the D. McCall Co., was the climax to a most successful selling season. Not only was the display of pattern hats of great interest, but the large stock of millinery trimmings, felts, etc., claimed a considerable share of the visitors' attention.

Though the large shapes were featured, there were many of the smart effects of medium size that milliners are so eager for. Perhaps the most striking hat shown was a large cloche in deep plum shade. The large drooping brim was plainly covered with taffeta silk, the facing being of the same, edged with a fold. The crown was a draped one of the same silk, and set in the drapery around the crown were big roses made of folded chiffon. Among the smart medium sized shapes shown was a turban, the balloon crown covered with emerald green velvet. The brim, like many seen now, is wider at the sides. The upturned part is covered with a band of Japanese embroidery in blues and greens. A trefoil ornament of cretonne embroidery is placed on the left side, fastening in place a feather effect formed by five shaded quills, one navy, two emerald, one grey and one Atlantic blue.

Many beautiful black hats were shown, one of velvet silk, chenille and fancy ostrich completing a muff and stole set of the same. The many shades of brown were very prominent, and many smart hats were shown developed in this color. Hats of emerald and empire green were prominent, and the red shades—the Burgundies, garnets, etc.—were also shown, as well as grey.

G. Goulding & Co.

The warehouse of this firm has been thronged with buyers for the past two weeks, and they are entirely satisfied with the way in which the season has opened up. In their large showroom on Monday the product of their own workrooms was placed side by side with the exclusive creations of Paris and New York. Early in the day it was not possible to view these creations to advantage, owing to the crowd, but those who returned later had a better opportunity of appreciating the beauty and magnitude of the display.

From the hats seen here medium shapes are going to lead, except for tea hats, etc. The colors show a leaning to dull, rich, dark tones, though pale blue, rose and white have sold well. Purple and butcher blue are prominent colors, but the season promises to be one in which the demand will not centre in a few shades. Brown is decidedly strong, and the green shades—emerald and empire particularly—are good. The red series—Burgundy, garnet, etc.—promise well, and two hats in this showroom attracted great attention. They were of black satin with bright cardinal feathers.

Gouldings' sets are always a feature of the openings, and several handsome ones, as usual, were shown. There was a splendid Japanese bolero of mink, dyed lace and velvet, and one of Persian lamb and empire green. The most noticed was a set of ermine, black velvet and cerise velvet.

Charles Dean, who started in Glencoe in March, is doing a nice business, and conducts a clean, up-to-date store.

NEW YORK MODE

Fall Fashions as seen at the First Displays.

With the usual inclination to "rush the season," the New York shops are displaying in their show windows the novelties in millinery and dress goods for Fall. Little groups of admiring men and women gather critically before each exhibit, and in everything one feels an approaching interest in Fall apparel.

We have agreed, I think, before, that color is preeminent. The colors so far selected for Autumn wear are exceedingly rich and beautiful. Olive greens, beautiful Mandarin blues, lovely shades of rich purplish-red, smoke greys and mahoganys are the order of the day. With the exception of sulphur and paon, two noticeably bright hues, there are hardly any "high" colors in evidence. Sulphur has been tried and found notably wanting on several other occasions, and its success during the coming season is questionable. Touches of it are extremely difficult to successfully attain, and rare, indeed, is the woman whose complexion is at its best when wearing its greenish-yellow, or, rather, its yellowish-green tones. However, sulphur is being shown, for in Paris it has not proven unpopular. More success can be prohphesied for paon. The shades are really very alluring, and can be worn by both blonde and brunette types with much more pleasing effect. In millinery, especially, are paon or peacock colorings at their best. Many beautiful hats have found their way to New York, which have demonstrated the value of these lovely shades for millinery purposes. Mention has already been made in these letters of the importance of the crocus shades. The name, we venture to think, is a trifle confusing, but it applies to the peculiarly rich heliotrope or purple that we are wearied of calling amethyst. Rather than for color combinations, the trend seems to be for harmony in blending two or even three shades of the one color. As a result, the chapeau is really an artistic creation when the colors are selected by one who has keen appreciation of color values. Exquisite harmonies in reddish-purple and reddish-brown shades are noticed.



HAT OF PAON FELT,

with facing of moire silk in darker shades. Low, circular bandeau, covered with brown maline. Shaped crown of moire silk, relieved by bands of tapestry ribbon in peacock colorings and gold. Ostrich tips and buckle of filigree Etruscan gold Shape is a representative one with short front and extremely long sides and back.

One of the models illustrated was in these beautiful wine shades. The trend does not seem to be toward a one-color season, although probably it is rather early to make a positive assertion in this regard, as blues are a very strong factor in almost all shades. The season will most certainly be ushered in with large hats, and some wiseacres are predicting that these will be followed by hats of diminutive size. This, however, is as yet only a theory, and it seems quite out of the usual order of things to have large hats precede instead of succeed the small hat. Apparently it is to be another season of mushroom and bell shapes, with very large, if not necessarily high crowns. Even the manner in which they are to be worn remains unchanged. One thing is greatly evidence, and that is that silk hats are to enjoy favor. The chosen weave is moire, although whether satin or moire is deserving of most consideration, it would be difficult to state. The velvet hat is certainly not out of the running, although many of them are faced with silk or satin, and otherwise ornamented with these materials. For demi-season wear, the silk hat is a boon, and for evening wear, especially, when in light colors, the satin hat is at its best.

* * *

It seems almost trite to say that large quantities of ribbons will be used. The demand seems to be almost entirely for the extremely wide ribbon, almost, if not quite, sash width. Here, again, moire is conspicuously followed closely by fancy weaves and plain satin bows of apparently innumerable loops, and the most intricate cabbage rosettes are the most accepted form. These are placed either at the back or front of the hat, rather than at the side as broad effects are still the form considered most desirable. As a matter of fact, the season's millinery is decidedly heavy in effect, and since the position on the head is a decided tipped-back one, it looks as if balance would have to be very nicely considered, since velvets and silks, huge ribbon bows, feathers and ornaments in the aggregate really mean no inconsiderable weight.

* * *

Ostrich feathers have many formidable rivals this season in the beautiful combinations which are freely displayed, and which are extremely difficult to describe. One of the novelties is shown. It is a combination, as can be seen from the photograph, of paradise and ostrich fronds. Practically, the same idea is seen, substituting marabout for ostrich. As probably nine out of ten feather trimmed

hats have the feathers mounted to form a backward droop, it is necessary to elongate the plumage as much as possible, and for this purpose paradise is excellent. Willow and all loosely curled effects have the preference in ostrich goods. Uncurled ostrich is not greatly in evidence although vulture and blondine effects are used on hats of medium and low grade.

* * *

The tailored hat apes its more pretentious sister, the picture hat. Sweeping feathers, such, for example, as



AN EXQUISITE CREATION

of uncut velvet in Jacquimont shades. Large velvet roses, shading from red to purple, are nested in folds of velvet, and are veiled with a heavy mesh net dotted in chenille. The underbrim is faced with silk and piped with velvet.

coque, or hackle, and large, beautifully colored wings give a very smart, and, at the same time, picturesque note. French felts, faced and otherwise ornamented with silk or velvet, are very dressy. The short front and wide, drooping back brim, known to fame as the Fluffy Ruffles, continues a strong favorite for Fall.

Expressions of regret and disappointment one hears from the insatiable seekers after something new. If the season cannot offer much in the way of novelty, it has certainly made up for sensation in the beauty of its offerings.

Veils must not be overlooked in any account of things to be seriously considered in preparing for the coming season. The position of the long chiffon veil never was stronger. The newest are perfectly square in shape, with a plain hem or more elaborate border. These lend themselves very gracefully to the draping of the huge hats, over which an ordinary veil would be entirely inadequate. The veil covers the entire top of the hat and is drawn rather tightly over the face and pinned long on the hat, almost at the neck. The corners hang in graceful folds to the shoulder, or even to the waist or below. One of the smartest veils of the season is of plain chiffon with a border of large coin dots. A white chiffon veil, with a three-inch border of dark coin dots in graduated sizes, is one of the smartest of the season.

* * *

Separate waists of taffeta or other suitable material are to be made with the front box pleat flanked on either side, with knife pleatings of the material, or, if the material be plain, of a gay plaid. Plaids are selling well, not only for separate waists, but for dresses as well. Jumper dresses appear to have become, if anything, more popular. Very pretty and serviceable are those of panama, taffeta, or some medium weight material, the sleeves and yoke being of washable fabric. The shops are offering many pretty designs in jumper dresses, the majority being in one piece and having a short pleated skirt and no sleeves. Net and mousseline make dressy guimpes, which have invariably elbow-length sleeves. This is not true, however, of the tailor-made. The French tailor-made, which is really an elaborate creation, may have sleeves which terminate just below the elbow. Evening dresses, which follow the Empire in every particular, have practically no sleeves, the puffs or ruffles, as the case may be, barely reaching over the shoulder. Undoubtedly the modified or fitted Empire will be the prevailing mode for the grande toilette, if not for street wear. The long, tight-fitting and shorter semi-fitted coat



LARGE PLATEAU OF SULPHUR-COLORED VELVET,

draped with golden-brown velvet, forming a huge crown effect. Facing of velvet. Fancy feather pom-pom is a clever combination of ostrich and paradise, the ostrich fronds being pasted to tips of paradise tails.

will be the popular choice. Capes are the very newest, but will, in all probability, for this season, at least, be confined to evening or carriage wear. Nothing could be more picturesque than the circular cape with its little satin-lined hood, and its success has already been demonstrated. The present-day mode is a strange mixture of the picturesque and practical. There are many things to be thankful for, not least among them, the continuance in favor of the short skirt for street wear.

NELLIE GUNN McCLELLAND.

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

Coming Winter will be Record Velvet Season—The Cloche Brim on the Winter Hats.

French manufacturers are anticipating that this coming Winter will be a record season for velvets. Velvets of all descriptions, they say, are to be employed by furriers, tailors, dressmakers and milliners, all in the most liberal manner. Some of the new printed designs of flowers are quite novel in their effect, but stripes and spots will probably be more popular. A good line is a narrow, black stripe on colored ground. This the maisons de nouveauties are readily buying, but the grands couturiers are introducing spotted goods, and many of the smartest of the derniers' creations have been of spotted silks and linens. Furriers will employ the velvet, not only as collars and cuffs on their fur garments, but also as waistcoats, undersleeves, completing the manche japonaise, or the entire sleeve will be carried out in that material. The manche peplum, which is a Japanese sleeve opened under the arm and falling in two points, will adapt itself readily to this style. On tailored costumes it will rival the silk braids that are now being used for trimming, and at least one leading tailor will introduce a plain velvet jacket to be worn over a cloth skirt. The trimming, of either braid or fur, will correspond on the two garments. Already some beautiful house gowns of velvet, liberally ornamented with both fur and lace, are to be seen. Lace, itself, will still play an important part in the Parisienne's dress. The popularity of the lace blouse seems, if possible, to be on the increase, both Venise and Irish being much employed, and entire evening gowns are



No. 1.—White Felt Cloche Hat, edged with violet, shaded feather.

being carried out in this costly material. A very effective model carried out in mousseline-de-soie, over rose silk, is made with a long tunic of lace opening up to the waist at each side and falling in a point to the hem, back and front. The decolte bodice is also of lace, with the same "transparent," and crosses over at back and front (this cross-over style is much in vogue just now) the small V being filled in with mousseline and valenciennes. The sleeve is quite short, and consists of the mousseline and valenciennes gathered into a vertical line on the upper arm. Another very beautiful evening gown is carried out in white peau-de-soie and ornamented with bands of swansdown. The effect of this trimming is light and graceful, and will probably become popular. Shantung



No. 2.—Khaki Cloth Vetement with draped cape. Motifs of white passementerie, liberty violet collar, and violet lining to the cape.



No. 3.—Black and White Tweed Cloak, made with bretelles and shoulder capes.

is another material which has "caught on" with the public, and Winter blouses for day wear will, many of them, be made of it. This looks well when made quite simply in pleats or tucks; as a shirtwaist or for more dressy wear it can be liberally ornamented with lace, the filet with a narrow valenciennes edging giving particularly happy results. The great majority of blouses are white; in fact, it has not been correct to wear a colored waist under a jacket this Summer. A few striped or spotted batiste have been used for morning wear, but the all-white craze is easily accounted for by the fact that the great majority of these garments are made of lace or lingerie, and a color would be impossible.

Hat fabricants differ considerably as to the size of the hat to be worn this Winter, but there is little or no doubt that the enormous shapes of this Summer have come to stay for a time. Many of the new models are made with quite high crowns, but the medium size will probably prevail. Whatever else there may be doubt about, there certainly is none as regards the cloche brim; every second Winter model is being made with one. The shapes are being made of smooth felt, and a few of soft beaver, but a long poile felt is hardly to be seen. Many velvets, "velour-colle," which means that the form is made up by the fabricant, and not by the modiste, which at once brings it to a popular price. Both gathered and plisse taffeta hats are also being made. For the Autumn

violet and mauve will be the leading shades, but they will probably not last long into the Winter, being replaced by blues and reds. Many delicate shades of blue, such as blue nattier, blue pervenche and such-like tones, will certainly be much used. For trimming, large wings will replace the fantaisie of last year and wide velvet ribbons the taffeta ribbons of this Summer. Some of the velvets are printed with a pompadour design of flowers and striped border ; others are striped, both wide and narrow effects being employed ; many are absolutely plain. Ostrich feathers of all descriptions, and arranged in every possible style, will still be de rigeur for dress hats.

Of the models sketched, No. 1 shows a very beautiful white felt shape, with narrow violet velvet band round the brim. Four large ostrich feathers are fastened at the front of the crown, falling over the crown and to each side ; these are shaded violet and mauve. The hat has a narrow bandeau, covered with tulle to match the shade of the coiffure, into which the waves and little curls of hair are fastened, thus filling out the large cavity which otherwise would exist under the cloche brim.

No. 3 is a model in black and white, the large wings being shaded. No. 1 is a fantaisie in black velvet. Raised sharply from the head on the right-hand side, the brim falls down, almost hiding the left ear. A bunch of six uncurled ostrich feathers is fastened in the front and falls over the crown to the back of the hat.

Quite another style of head-dress that is being introduced is the oval-shaped toque. This has a fairly high crown, rounded after the style of the "chapeau melon," but much longer, and sometimes having the crown indented down the centre. The brim is narrow, short in front, and raised sharply at each side. The trimming consists of a bow of velvet or feathers fastened at the left side ; or a smart effect is obtained by two wings arranged Mercury fashion, one being attached at each side and pointed backwards. Sometimes four wings will be employed, for instance, one green and one brown at each side, the other trimming or the hat recalling these two shades. Bronze and roux is another good mixture.

Another striking model is carried out in khaki-colored felt and trimmed with a drapery of black and white velvet, fastened on the right side under a choux of the same material. Black feathers fall slightly over the edge of the cloche brim, where it is raised in front.

A very beautiful cloak model is in violet-faced cloth, trimmed with a narrow edging of zibeline. The smart little waistcoat is made of cream lace, as are also the insertions down the back of the loose sleeves ; these are ornamented with gold galon and buttons. A heavy-looking belt is made of gold silk cord.



No. 4. Blue Serge Jacket, edged black silk braid. Large side pockets. Black Velvet Hat, trimmed with white uncurled feathers.

No. 2 is carried out in khaki-colored cloth, and is made with a gracefully pleated cape that falls to a point at the back, and is fastened to the centre of the cloak in front. The large buttons are of white kid, with a khaki rim round the centre, and the motifs and galon of white passementerie. A roll collar of violet liberty silk and a silk lining to the cape of the same shade adds the necessary touch of color.

No. 3 is a useful traveling model in black and white check tweed, made with double sleeves and wide bretelles, cut on the cross, and waist tabs finished with black pearl buttons. The skirt hangs in full pleats. The fastening consists of a single row of black pearl buttons. The collar and cuffs are of white kid, ornamented with narrow black braid, and a black velvet edging.

No. 4 is a semi-sacque short jacket of blue serge edged and trimmed with a black silk "tresse," and has large pockets at each side. The short sleeves are finished off with a double frill of lace, and the jacket crosses over in front and has double fastenings. The buttons are blue serge, edged with the same black "tresse."

FRANCOIS & CO.
92 WOOD STREET
LONDON, E.C.

A Parisian House in London
for
High-Class Novelties
in
Trimmed Millinery
Flowers and Feathers
Felts, etc.

THE ENGLISHMAN IN CANADA

A young Englishman wrote to the Drapers' Record recently, complaining of the treatment he had received at the hands of Canadian drygoodsmen. He states that he was refused employment just because he was an Englishman. One of the department managers of a Montreal store promptly took exception to his remarks. The communications are reproduced herewith:

Canada for the Canadians.

Sir,—I am writing this to let you know what Canadian employers in the drapery trade think of Englishmen; also to serve as a warning to other Englishmen who contemplate coming out to this country to better themselves. I came out here twelve months ago, and went to Toronto, which city I was told was a good city for the dry goods trade. After repeatedly being told by employers that they could not engage me because I was an Englishman, I got a berth at last with a house, where I remained until I heard of a better situation with an English house of repute having a branch in Montreal. This situation I managed to secure. Since being here I was recommended by a gentleman of good business standing (who has known me since my residence in this city, and can vouch for my business abilities, etc.) to the house whose letters I enclose, as they were looking for a smart man to manage some of their departments. After interviewing one of the partners of the firm in question, and the matter of salary, experience, and references having been gone into and settled satisfactorily, he told me that the only thing against me was that I was an Englishman, but that they would go into the matter and let me know definitely in a few days. The enclosed letters are the result.

I thought perhaps that, as I am not the only Englishman by a long way who has experienced the same thing, a word in your columns might serve as a warning to others in the drapery and kindred trades who contemplate coming out here.

I should esteem it a favor if you would publish the above.

Yours very truly,

An Englishman.

Montreal, Canada.

The following are copies of the letters to which this correspondent refers:

Toronto, May 6, 1907.

Dear Sir,—I have been thinking over our conversation in Montreal, and cannot decide at the moment. As I told you, the objection to yourself would be that you had not a Canadian training, and that we had been rather unfortunate with our English department men. I may write you very shortly, definitely, but in the meantime, as I said I would write to-day, I beg to say that I cannot write definitely.

I am, etc.

Toronto, May 15, 1907.

Dear Sir,—On further thinking over the proposition of our offering you a position in the warehouse, I have decided that in consideration of the unfortunate experience that we have had, any one other than a Canadian would be working under a disadvantage and not have the confidence of the men. I regret that this is the position, but after having two or three men who were, unfortunately, failures, and these men were Englishmen, confidence is somewhat shaky.

Regretting that such is the case,

I am, etc.

Pure Rubbish!

Sir,—I notice in your journal a letter from a draper's salesman complaining of the manner in which Englishmen are treated by the trade in Canada. If I am not greatly mistaken, this same letter was published in our Montreal newspapers some time ago, and was commented on and replied to in no uncertain terms. Although there are one or two good and true points stated therein, yet, on the whole, the letter is highly misleading, and should be "sat upon" most decisively. It conveys the idea that the incidents which this particular salesman experienced are to be found all over Canada, and that any of the craft coming over here may expect to go through the same routine. This is pure rubbish. There is scarcely a house of any repute in the country (with the exception, possibly, of Quebec City) but which has Englishmen on the staff, and in nearly all the large cities and towns, except Montreal and Quebec, they get employment as quickly as those of any other nationality, every bit! In the Province of Quebec about 70 per cent. to 75 per cent. are French; therefore, it is almost necessary that a salesman to make any headway should be able to speak both languages. One of the first questions asked is: "Do you speak French?" If you do, you have a much better chance of an engagement than otherwise, but the want of it is by no means an absolute barrier to employment. I have been for several years in one of the largest dry goods houses (as the trade is called in Canada) in Montreal, and in my position as buyer I have had several Englishman under me from time to time, and I do not speak French, neither am I a Canadian, but a native of the Old Country!

A great deal might be written on this subject, but I ask permission to draw attention to two points regarding the majority of drapers' salesmen who come here from England:

First, as a rule, they are what we call "blowers." To hear them speak, you would think no one knew anything about the trade except an Englishman, and they can't stop drawing comparisons on this particular point; consequently, they become obnoxious to many, especially to the French and Irish men neither of whom have any use for a "blowk," being the name given them here. Americans are the biggest gasbags and blowers on the face of the earth, but the majority—mark, the majority—of English drapers who come out here are just as bad.

Second, the term "Englishman" is given to all Britishers, no matter where they come from, in distinction to French or French-Canadians, and as in the large factories probably 60 per cent. to 80 per cent. of the operatives would be French, to put an Englishman over them would be simply ruinous. The same applies to large commercial houses. Were you to put an Englishman without any Canadian training over a staff of men who had, they would be exactly what is described in the letter enclosed by "Englishman" to the Record—utter failures.

If the editor of the Record required a first-class foreman, having had failures in three or four previous ones, all of whom happened to be Scotch, he would more than probably say just what this Canadian merchant did to the next applicant, "Having had two or three failures, all of whom were Scotch, confidence is somewhat shaky."

Althought I am Irish, and consequently cannot be expected to love the English over-much, still, there are a large number of Englishmen in Montreal whose friendship I really very highly appreciate; and in business matters it does not make the least difference to me whether my help is English, French, Dutch, or Scotch, so long as he

does his work properly, and is discreet in his observations about those of any other nationality.

There are so many in the trade that I never urge a draper's assistant to come to Canada; but there is always room for one more, and if a man comes along who really knows his business, he will not be long without work.

Yours, etc.,

Montreal, Canada, July, 1907. Ellis.

A Summing Up.

The following comment is made by the Drapers' Record: "A few weeks ago we published a letter from a correspondent who narrated his sorry experiences in attempting to find work in the Canadian drapery trade. The burden of his complaint might be summed up in the phrase, 'No Englishman need apply,' and he sent for our private perusal some letters which certainly supported his argument. Since then we have received one or two letters from Canadians strongly protesting against this correspondent's views. The letter this week from 'Ellis' states very forcibly the case for the other side. We have no doubt whatever that our original correspondent gave us a faithful presentation of his actual experience in Canada, but it has to be borne in mind that it is always dangerous to argue from the particular to the general. We should require considerably more evidence than has been furnished to us before admitting that there was anything like a 'dead set' against Englishmen in Canada. There are certain circumstances to which 'Ellis' refers in his letter which stand in the way of an Englishman finding work easily and quickly in Canada, but the philosophy of the last paragraph of that letter is excellent, and epitomises the spirit which has made our colonies: 'There are so many in the trade that I never urge a draper's assistant to come to Canada, but there is always room for one more, and if a man comes along who really knows his business, he will not be long without work.'"

NEWS FROM VARIOUS POINTS

ST. JOHN, N.B.

Business in both wholesale and retail lines has been very good considering that at this season of the year a lull is looked for. Wholesalers have been devoting themselves largely to shipping, but not by any means all the goods sold have been shipped yet; for the jobbers have been disappointed in getting deliveries, and are, therefore, not in a position themselves to give deliveries. For the present the retailer is not much concerned, for there is no pressing need—consumers have not yet commenced to buy. There is some danger, though, that a little later on this matter may assume a more serious aspect, for manufacturers are very slow in some lines, and the supplying of the jobbers may drag out unseasonably, as it has done on several previous occasions.

Brock & Paterson, St. John and Halifax, have sent out an unusually attractive announcement of their Fall millinery opening, which takes place Sept. 11 and 12. The engravings are very delicate and the light sepia ink on the hand-made paper produces a very artistic effect.

Merchants in all lines of business are expecting that the influx of thousands of visitors, who are expected here to attend the grand firemen's tournament, on September 2 and 3, will give an impetus to trade, as cheap excursions are being given on all the railroads and steamship lines.

D. Magee's Sons, hatters and furriers, held their fur opening on August 13, when an opportunity was afforded the ladies of having a peep at the fashions of the coming season. Messrs. Magee have had their fur show rooms tinted tastefully, and ferns, palms and other plants were displayed to good advantage. A handsome new cabinet was placed along one side of the room, and held caps, muffs and gloves in various styles. Among the offerings shown was a handsome evening coat of cream caracul, with lace insertion, a coat of crimson broadcloth (very striking), and stoles in Russian sable, mink, stone marten and ermine. Handsome jackets of seal, with braid trimmings of Persian lamb, sets of chinchilla, ermine and caracul, as well as motor coats of grey squirrel, with Persian lamb trimmings, and smaller furs of grey lamb, Persian and Icelandic lamb, were displayed in great variety. Men's coats, caps and gloves were also shown, and the display was in every way a very creditable one.

What was, perhaps, one of the most striking and novel advertising features ever seen in this city, was that furnished in one of the windows of Oak Hall, the big clothing house, a few days ago. The window was most realistically fitted up to represent a school room, with maps, desks, blackboard, etc., while six boys—the genuine article—were learning their lessons, under the supervision of a real teacher. Thos. F. Drummie, window dresser for Oak Hall, was the instructor, and as he sat at his desk he called up first one boy and then another to the blackboard, where they were taught, by writing catchy phrases, the cheapness and durability of the garments furnished by this firm. As it was only a week from the re-opening of the public schools, the scheme was a most appropriate one, and an ever-changing crowd surged about the window to see the boys at work.

A committee from the Board of Trade took occasion, a couple of weeks ago, to impress upon Deputy Minister of Railways Butler, and leading officials of the I.C.R., who were here on an inspection tour, the need of improving the I.C.R. yard. It was pointed out to Mr. Butler that the yard room was entirely inadequate for the increasing trade of this port. Frequently dealers had to wait for days to get delivery of goods, owing to the fact that the yard room was limited and cars could not be shunted to advantage. Mr. Butler listened attentively to the complaints, and pointed out that only a limited amount of money could be spent this year. Arrangements had already been made for building a new flour shed and putting in several sidings, and thought this was all that could be undertaken this year. Next year, he said, the matter could be thoroughly gone into and something done to relieve the situation.

An inquiry is being held into the recent fire at Hartland, but beyond establishing the fact that it was of incendiary origin, nothing of importance has been learned, although sensational developments are promised.

Harry Carpenter, a former employe of Manchester, Robertson, Allison, was in the city last month on a vacation trip. He is now located with a firm in Gainsboro, Sask.

The handsome King street store of Macauley Bros. & Co., which was badly gutted by fire in June last, has been in the hands of the contractors for some time, and is now about ready for business again. The firm has been doing business on the three upper floors, which were only slightly damaged, using temporary entrance at the back

of the building. The ground floor and basement, which were entirely burned out, have been renewed and painted and new fixtures are being installed. In place of the immense plate glass windows formerly used, which were the largest ever brought into Canada, the tops of the windows have been fitted with prism glass for about a third of the size, the balance being in one large plate. The shelves and fixtures are now being stocked and a very large shipment of goods is expected in a few days. B. R. Macauley, head of the firm, has been on a buying trip for the past month. A grand opening will, no doubt, be announced in a few days.

CHATHAM.

Miss Cooksley, who has conducted a millinery business in this city for the past ten years, left early in August for Lethbridge, Alta., where she intends opening a millinery store. Miss Cooksley made many friends in this city, who will regret her departure for the West, which was largely due to ill health.

E. R. Charles, for the past two and one-half years a member of the staff of Geo. Meynell's men's furnishing store, left at the beginning of August for Toronto, where he expects to locate permanently.

Miss Lillian Terry, of C. Austin & Co.'s staff, has returned from a nine weeks' trip to England, Ireland and the Isle of Man.

Miss Fannie Carry, for the past few years a member of the staff of Smith & Ash, Sarnia, has accepted a position as head milliner at Kelley's, Queen St., during the coming season.

Miss Jessie Martin, of Thos. Stone & Son's staff, daughter of Warren Martin, of Wm. Gordon's, was married on Aug. 22 to Fred W. Ridley, formerly of this city, but now of Red Deer, Alta.

Miss Annie Morris, of the Austin staff, was married at her home in Port Lambton, on Aug. 21 to W. F. Terry, of Chatham township. Prior to her departure, the Austin staff presented Miss Morris with a rattan rocker as a token of their esteem.

Will Foreman, of Wm. Foreman & Co., is taking a trip through the Southern States, taking in New York and the Jamestown Exposition.

Alfred W. Stone, for many years past on the staff of Stone & Co., men's furnishers, recently severed his connection with that firm. Mr. Stone has secured premises on King St., opposite the market, and will start out in business for himself, beginning Aug. 31.

Stone & Co., men's furnishers, are the latest to enlarge. They are adding 16 feet of space to the rear of their store. The contractors are now at work.

The Blonde Lumber Co. have received the contract for the remodeling of Geo. Meynell's store. The remodeling includes a new double front, the woodwork outside being the finest quartered oak, and inside curly maple.

Owing to ill health, M. Shapero, proprietor of the New York Clothing Store, which opened here some two years ago, has been compelled to dispose of his business. C. Austin & Co. have secured the stock, and inaugurated a big special sale, which opened August 24.

On the whole, business this Summer has been pretty good. Workmen have had good wages, and farmers have secured good prices for their crops, which have now passed the danger point. Merchants generally look forward to a good Fall trade.

The Lethbridge Woolen Mills Co., have commenced operations with a staff of between thirty and forty hands. The factory building cost $30,000, and the machinery installed about $35,000.

KINGSTON.

Kingston rejoices at the news that the Grand Trunk is about to commence building a new line between this city and Ottawa, by way of Smith's Falls. When this road is in operation it will bring a good deal of new trade here. It will also provide a much shorter route to Ottawa than the present one, and it is hoped that the G.T.R. repair shops will be located here.

James Johnston, dry goods merchant, who has been in business here for over two years, at 180 Wellington street, has been conducting a "retiring from business" sale for several weeks, and has about cleared out all of his stock. His retirement is due to ill health.

During July and August the dry goods, boot and shoe, clothing and hat stores closed at five o'clock each afternoon, except Saturday, giving the merchants and salespeople a long evening to spend at the parks or on the water. The store employes appreciated this very much.

There is a movement on foot to have all stores close at nine o'clock Saturday evening. As Mr. Laidlaw, head of J. Laidlaw & Son, expressed it, such a practice would be a blessing to both employer and employe. Now, a great many do not get away from the stores until midnight, and they feel very little inclined to get up next morning and go to church. The ministers are taking the matter up from the pulpits, and urging that early closing be adopted. The majority of merchants are in favor of this, but a few will oppose it.

The new premises into which George Mills & Co., hatters and furriers, recently moved, continue to attract a great deal of attention and favorable comment. Some new and striking features have been introduced, among which are the handsome mosaic entrance, unusually deep show windows, and the display windows on the first floor. The building was planned specially to meet the requirements of Mills & Co.'s business, and contains practically two stores. The hat department comprises what is in itself a good-sized store. Down each side is a row of wall and ordinary show cases. This arrangement does away with the use of manufacturers' boxes. In this way better display is possible, and selections can be made much more speedily.

At the rear of the hat store, and some seventy-five feet from the main entrance, is the fur show room. Permanent wall cases give a good effect, and provide splendid facilities for display. A large "well" allows a view of the wholesale department and stock room on the floor above. The ceilings and walls are metal-covered and painted white.

On the second floor, above the hat store, are the manufacturing rooms.

Particular attention has been given the lighting of the store and factory, both electricity and gas being used. Hundreds of electric bulbs make the evening as light as day. A large, illuminated sign has been placed over the entrance. The store is a credit to the Limestone City.

The Knox Co.'s 5, 10 and 15-cent store opened on August 31. This is the company's 86th branch.

Merchants are busy unpacking their Fall and Winter goods, but have not yet arranged them for display.

Laidlaw & Son buy a special line occasionally and put it out, say on Saturday evening between six and ten o'clock, at very attractive prices. Large numbers of people are drawn into the store, and they purchase, besides the bargain goods, a lot of merchandise at regular prices. Newman & Shaw follow the same plan, and find that it helps business very materially.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

Greenshields, Limited, Montreal.

The travelers of Greenshields, Limited, Montreal, are by now all back from Summer holidays and are starting on Fall sorting trips. In the ready-to-wear department they are showing varied lines of whitewear and blouses for Spring, 1908. Samples are in the hands of the many travelers, and the range is the most extensive ever shown to the trade. The leading sleeve will be the three-quarter length. The staple low lines will demand long sleeves, but for the better class of trade, the three-quarter and one-half sleeve, particularly the three-quarter size, will have the preference. This firm has had some very high grades of French hand-embroidered fronts copied and are showing them in popular-priced garments. These garments are being sold at about one-sixth the price merchants anticipate buying at. Ladies' and children's under-muslins, from their own special designs, trimmings and cloths, are absolutely the best value presented to the trade for many seasons. In this, notwithstanding the fact that the price of raw materials and labor has advanced, they are offering this season a more complete line than ever before, with no advance in prices. Merchants who are wise will place orders early for December delivery and have that tonic to trade, a January whitewear sale, when otherwise business would be quiet.

As it is well known to the trade, the "Shield Brand" furs are always to the front. For Fall and Winter trade they have already laid plans to show the largest and most select and profitable range of furs yet offered to the Canadian trade. Their samples will be shown early in January for import only at special prices.

In Greenshields' E department such lines as hosiery, underwear, shawls, gloves, mitts, and all kinds of fancy knitted goods, are being delivered better than last Fall. There is a tendency among retailers to sort up stock in above goods earlier than last year, as several of them were held back by slow deliveries and lost sales of quantities of the goods.

In the handkerchief department the stock is complete in all lines, including fancy embroidered Irish and Swiss goods. They show an exceptionally good range of ladies' and men's initialed handkerchiefs in lawn, linen and Jap silks. They show also a special line of handkerchiefs in ½ dozen fancy boxes, suitable for gifts and the Christmas trade.

Greenshields' ribbon department report good business in all lines. Plain taffetas are in largest demand at present. Their stock is complete and all lines are shown at reasonable prices. They also have a large stock of fancy Dresden ribbons in different widths, running from Nos. 5 to 80. Prices range in this line from 6 cents up. Velvet ribbons, exceptionally scarce a few months ago, are now shown in 40 different shades, also in various widths. Prices vary accordingly.

Travelers are on the road showing Autumn range of ladies' and children's hosiery in the following numbers: All-wool rib goods, A166 and A170, extra good values, to retail at 25 cents; A174, special all-wool worsted, at $3.25 per dozen; W3 line, extra heavy double knee, all worsted, and suitable for ordinary wear or overstocking, at $4 per dozen (small sizes in proportion). In rib cashmere hosiery a full range in all lines to retail at 25, 35 and 50 cents in stock.

The glove department is exceptionally busy on Ringwood gloves. They are showing lines in all shades ranging from $2 to $6.50 per dozen.

Wm. Cummings & Sons.

Wm. Cummings & Sons, Truro, N.S., have built up a strong ready-to-wear garment business in the Maritime Provinces, with a growing outside trade, as a result of careful attention to every detail in modern garment-making. Quality is the backbone of all their output of coats, suits and skirts, and their organization is well able to look after retailers' interests. The Cummings brand has an enviable reputation. Their wholesale dry goods department is steadily increasing in volume, and they make a policy of securing exclusive lines.

Mark Fisher, Sons & Co.

In the new establishment of Mark Fisher, Sons & Co., Montreal, is to be found everything that is novel and in demand in men's wear. The variety of cloths and patterns is certainly sufficient to satisfy the most fastidious in ladies' costume cloths, beaver predominating. They are certainly putting in evidence the fact that there is nothing too good for the Canadian market.

H. B. Claflin Co., Ribbons.

The H. B. Claflin Company are keeping the looms going lively on ribbons. They have made unusual preparations, having stocked up largely on a number of their popular makes, at less than the market price. You will find them offering a handsome all silk, smooth faced taffeta ribbon at 2¼ cents ligne; No. 22, 67½ cents; No. 40, 78¾ cents; No. 60, 90 cents; No. 80, $1.01¼; No. 100, $1.12½. Better qualities at 2⅜, 3, 3½, 4 and 4½ cents per ligne.

In satin taffeta ribbons their sales are increasing every month; in fact, they are pushing the mill to hurry their shipments. Their printed warps have been secured at the lowest minimum cost, from buying their designs, printing the warps and weaving with a double-faced satin border. Christmas ribbons, with holly and berries, are a big feature of their stock.

John Macdonald & Co.

John Macdonald & Co., Limited, are realizing more and more as the seasons come and go, the importance of the assorting season, and are, therefore, giving greater attention to requirements of the trade during this season. Every department in their large warehouses on Wellington and Fronts Sts. east, is fully assorted with just the kind of goods that are in demand. Never before have they had such a large stock as they have at present, and taking into consideration the state of the market, have never shown better values.

In their carpet and housefurnishing department you will find exceptional values in Brussels and tapestry carpets and carpet squares in a big range of makes, designs and sizes. A big feature in this department is their extensive range of linoleums and floor oilcloths, curtains, covers and quilts.

Their men's furnishings department is famed from ocean to ocean for the suitableness and superior value of the stock carried therein. In haberdashery and smallwares they can meet the demand for any article required, let it be ever so small. This department is headquarters for dressmakers' supplies and tailors' trimmings. Nowhere in Canada can there be found such an assortment of dress goods, silks, ribbons, laces, ladies' underwear, ready-to-wear goods, hosiery and gloves in one department as can be seen here. The time-saving in buying, and the assurance of good value, can only be fully realized by merchants placing their orders with John Macdonald & Co., Limited.

In their woolen department are to be found the latest novelties in suitings, coatings and pantings. They are selling agents for the famous Belwarp goods. Their Oakland, King Edward and Canada serges are made specially for their own trade and cannot be procured anywhere else.

John Macdonald & Co., Limited, as usual, are doing a large business in staples and linens. They have been recognized the staple house of Canada for half a century, notwithstanding the keen competition that has from time to time been faced. In linen

tablings, towelings and towels they are unequaled.

You will see by their advertisement that they are putting into operation a new system of attending to the assorting trade, and ask you to correspond with them if you are interested. Their letter order department is in full swing, and if you want goods quick and your correspondence satisfactorily attended to, send them you letter orders.

L. Hirshson & Co.

L. Hirshson & Co., Montreal, have just received a large stock of novelties and fancy goods suitable for the Christmas trade. These goods are now all assorted, and are available for immediate delivery. Visiting buyers are invited to call when in the city. They are centrally located at 4 Dollard street, off Notre Dame.

Greenshields Western.

Greenshields Western, Limited, Winnipeg, inform The Review that their Fall and Winter stocks are complete, and they are prepared to execute sorting orders on very short notice. They have a particualrly handsome line of skirts to clear at the factory price, $2.10 each. This is line No. 992, and it consists of tweeds and plain colors in light and dark tweeds. Special attention will be given mail orders for these skirts. Fall lines of ladies' flannelette underwear, children's dresses, ladies' fine neckwear, etc., are complete.

A cabinet containing a 100-dozen assortment of pearl buttons, to retail at 5 and 10 cents, is one of the Greenshields Western leaders now attracting the attention of the trade. This cabinet contains a particularly good assortment, and there is a nice profit for the dealer. A large new stock of back and side combs has been received in the smallwares department. This department is making a leader of a nice line of dressed dolls, in prices ranging from 50 cents to $10 each.

The men's furnishings department is carrying a big stock bought before the rise in prices. Repeat orders can be filled at the old prices. This department has just received a splendid new range of neckwear, and it is specializing this Fall on fancy vests for Fall and Winter wear.

Greenshields Western report a big demand for "Sanitas" wall covering, and "Meritas," a line of table oilcloths. These are shown in many fancy and tasty designs and colors, and a big stock is carried.

A big stock of window shades was bought before the rise and, although there have been several advances in the factory prices since the first of the year, Greenshields Western are still able to sell at the old figures. An immense line of comforters and blankets is now in stock. Greenshields Western say this is the biggest and best stock they have ever had, and prices are right.

Wax Figures Par Excellence.

Canadian merchants, department managers and window dressers, when they go to New York should not fail to visit the wax department at J. R. Palmenberg's Sons, 710 Broadway. It is one of the sights of the American Metropolis. The creations have been declared by critics to be more nearly life-like than any similar exhibit made elsewhere in the world. Even the famous Tissaud's is declared behind in this respect, while the workmanship, modeling and coloring displayed by the Eden Musee has been pronounced surpassed by the Palmenberg exhibit. There are glass cases after glass cases filled with the most exquisite models of fascinating womanhood. Their hair, eyes, lips, teeth (when they are shown), complexion, finger nails, etc., are very remarkable, and one never tires of admiring the marvellous art that can so realistically produce in color and contour the superb busts and shoulders that these wax figures possess. As show pieces they certainly are magnetic, and the drawing power, that they, appropriately gowned or robed in furs, would have in a window or department can not be overestimated.



We advise all who are not going to New York this season to write to the Messrs. Palmenberg for their new catalogue No. 15L, which tells, in handsome pictures and descriptive text, all about this remarkable showing of wax figures.

Brereton & Manning, Furs.

Brereton & Manning inform us that business is good. Orders are large, particularly for fine quality fur-lined garments, of which they make a specialty and show a very large range of samples. There is also a good demand for choice Persian jackets made without trimming. These they show in several select designs. Prices for skins continue high, and there is no prospect of any reduction. The Canadian muskrats, which they use for linings and also make into auto and other coats, are very scarce.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate an Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block and 422 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

The W. R. Brock Co., Toronto.

Exhibition sale bargains—25c lines: Pegtop ribbed wool hose, Hustler ribbed worsted hose, Rusher ribbed wool hose, New Cairo ribbed cashmere hose, Mikado ribbed cashmere hose, Fern ribbed cashmere hose, Brockbest ribbed cashmere hose, 111 plain cashmere hose, 417 cashmere gloves, and 392 Ringwood gloves, in black, white, cardinal, seal, navy, grey.

50c lines: Herman ribbed cashmere wool hose, Toeproof and 100 ribbed worsted hose, 98 cashmere ribbed hose, double knees, 666 and 999 cashmere ribbed hose, Llama plain cashmere hose, AG and 829 plain cashmere hose, Angora plain cashmere hose.

Immense range of ladies' and children's underwear. See T7 child's vests and drawers and Canuck child's vests and drawers. 100 dozen 2nds Ladies' ribbed drawers. Novelties in New York collars, belts, Buster Brown belts. Embroideries—Some special carton lots. Choice stuff. The balance of import special orders. Special embroideries in allovers, corset coverings, strappings. 500 pieces 39-in. white Victoria lawn (best value), to retail at 10 cents. 300 pieces 25-in. white dotted muslin, to retail at 12½ cents. 500 dozen job Excelda handkerchiefs, to retail at 10 cents. Real snaps when you consider the advance in all cotton goods. 100 gross pin books, containing assorted sizes, to retail at 3 to 5 cents per book. Six special lines of pearl button cabinets. Quick sellers. Special lines of hairpin cabinets, including "Highland Queen," to retail at 5 cents per box. 500 dozen navy blue and white handkerchiefs at job prices.

Brock's bird cage is still popular. It contains 2 dozen back combs, 2 dozen side combs. Makes a rattling good line, to retail at 25 cents. The stand and 4 dozen combs cost you $9.

Long kid gloves in stock, 12-button length—Suede, in black, to retail at $1.50 per pair; suede, in black white, grey, pastel, to retail at $1.75 per pair; glace, in black and white, to retail at $2.25 per pair; glace, in black, 16-button length, to retail at

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.

Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor

RENFREW, - - ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL
Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal

MERCANTILE REPORTS AND COLLECTIONS

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,

Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office; 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favorable terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.

Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of

Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO

Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal

SPECIAL LINES IN

Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

DIECKERHOFF RAFFLOER & CO.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS

Montreal Winnipeg
361 St. James St. Sylvester Willson Bldg.
Toronto—70 Bay St.—Head Office

Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HAROLD F. WATSON
Manufacturers' Agent
6 St. Sacrament Street - MONTREAL

GLOVES, SILKS, RIBBONS,

Laces, Embroideries, Hair Nets, Waists

Cable Address "Kingsons, Toronto" Phone Main 6158

W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC.
74 YORK STREET - TORONTO

Canadian and Foreign manufacturers' lines solicited on favorable terms.

S. W. STEVENSON & CO.
DRY GOODS
COMMISSION MERCHANTS

TORONTO
218 Stair Bldg.
Phone Main 7130

MONTREAL
42 Victoria Sqr.
Phone Main 4843

MANUFACTURERS' AGENTS.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO

MANUFACTURER and IMPORTER of Covered, Ivory, Pearl and Metal Buttons.
Complete stock always on hand.

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

Condensed Advertisements

AGENTS WANTED.

STRAW GOODS AND MILLINERY—London, England, house wishes to correspond with manufacturers' agents in Montreal, Toronto and Winnipeg, with a view to representation; women's and men's straw hats, flowers, feathers, shapes, etc., and fur goods; good inducements offered to the right men. Address Faire, care of DRY GOODS REVIEW, 88 Fleet St., London, Eng.

ONE of the principal waterproof and showerproof manufacturers in England requires a first-class agent with good connection amongst Canadian buyers; one having already, represented a waterproof house preferred. Apply, stating past and present agencies, to No. 222, CANADIAN DRY GOODS REVIEW, 88 Fleet St. E.C., London, Eng.

SITUATION VACANT.

WANTED, by well-known London firm, smart man to call on jobbers dealing with dry goods stores, grocers, etc; to introduce an excellent new line used in every home; quick seller; good profits. Give fullest particulars of previous engagements and terms to Squire's, care of T. B. Browne's Advertising Offices, 7 East Forty-Second St., New York, U.S.A.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

Past Due Accounts.

We have just issued an eight page booklet regarding our Collection Department. If you have not received one write us. It will interest you.

The Beardwood Agency

Claims, Collections and Commercial Reports

313 New York Life Bldg., MONTREAL

$2.75 per pair; 4,000 dozen ladies' and gents' linen hemstitched handkerchiefs, can be retailed for 10 to 25 cents. These were cleared, and are being offered at quotations of 1905. You know how many advances there have been on linen goods since that date. Wool knitted goods in endless variety, ladies' golf and bolero jackets, knitted and honeycomb shawls, ice wool squares, white bearskin coats, hoods, caps, ruffs, toques, bootees, infantees, fascinators, clouds.

Bolero jackets and golf jerseys, ladies' and misses'. A well selected assortment kept in stock.

Brock's quotations for 2 and 3-ply wheeling yarns, 3 and 4-ply fingering yarns, 3 and 4-ply worsted yarns, Saxony yarns, Shetland floss, should interest you, as they placed contracts very early, and received benefits which they are prepared to share with you.

Ladies' rainproof mantles—All styles and prices kept in stock. 1,000 men's Oxford grey rainproof coats that they are selling in lots of 25 or 50 coats at a time. "The Leader"

You can sell this coat for $7 or $8, worth $10. It is tailor-made, grey covert cloth.

Clearing out at great sacrifice some odd sizes and broken ranges of men's and women's raincoats and waterproof mantles.

Brock's "Nubilda" kid glove, in black, tan, grey, brown and navy, retails at $1. It is splendid value.

CONTENTS

Art of Display... 29
British Letter 77
Business Notes... 90
Carpets... 97
Canada's Exhibit at Dublin... 37
Dress Goods... 55
Dress Accessories... 59
Editorial... 64
Furs... 81
Fancy Goods and Notions... 39
Good Advertising... 23
Good Use of Price Comparison... 27
House Furnishings... 97
Hints to Buyers... 133
Items from All Canada... 119
Knitted Goods... 45
Men and Methods 19
Millinery... 120
Men's Furnisher... 111
Manufacture of Knitting Wools... 78
Maritime Board of Trade... 107
New York Mode... 126
Paris Fashions... 128
Ready-to-wear Garments... 69
Show Card Writing... 35
Staples and Raw Materials... 93
Supply Credit Business... 66
Trade Inquiries... 106
Wall Paper... 98

ALPHABETICAL INDEX

A

Page.
Accountants' Directory 130
Adams Furniture Co. 104
Alexander, A. J. 89
American Reflector & Lighting Co 34
Australasian Draper 15

B

Baldwin, J. &. J., & Partners 10
Barry, W. H., & Co. 60
Beardmore Agency 131
Bell Telephone Co. 14
Berlin Suspender & Button Co. 116
C. Bessette 91
Bradford Dyers' Ass'n. 11
Brereton & Manning 89
British-America Assurance Co. 14
British American Dyeing Co. 32
Brock, W. R. Co. 18, 96
Brock & Paterson 131
Brophy-Cains, Limited 21
Business Systems, Limited 32
Busy Man's Magazine 14

C

Canada Haircloth Co. 131
Cartwright & Warners 52
China & Japan Silk Co. 40
Chipman Holton Knitting Co. 52
Clatworthy & Son 118
Claman Waterproof Garment Co. 73
Claplin, H. B. & Co. 58
"Colossus" 113
Coristine, Chas. 91
Confederation Life Association 15
Cosbie, R. H. 43, 94
"Craftana" 52
"Cravenette" Co. 116
Cumming, Wm., & Sons 109

D

Debenhams (Canada) Limited 13, 123
Defiance Button Machine Co. 15
Delfosse & Co. 33
Dieckerhoff, Raffloer & Co. 40, 131
Dominion Cloak Mfg. Co. 76
Dominion Oilcloth Co. 105
Dominion Textile Co. 92
Dominion Thread Mills 26
Dominion Wadding Co. 10

E

Eagle Knitting Co. 49, 50
Ellis Mfg. Co. 49
Empire Mfg. Co. 74

F

Fairbairn, Rhys D. 62
Figg, Geo. C. 87, 91, 116, 118
Flaws, R., & Son 131
Founes Bros. & Co. 63
Francois & Co. 129

G

Garland, John M., Son & Co. 17
German-Canadian Import & Export Co. 13
Gibbs Mfg. Co. 41
Gill, W. P., & Co. 125
Glickman & Glickman 118
Glovine Mfg. Co. 62
Globe Suspender Co. 118
Greenshields Western Limited 6, 7, 8, inside back cover.
Greenshields Limited 1, 2, 42

H

Hagen Shirt & Collar Co. 115
Harris & Co. 56
Harris & Sheldon 28
Haworth, Richard, & Sons 9
Hees, Geo. H., Son & Co. 103
Hermsdorf, Louis 46
Hewson Woolen Mills 56
Herrockses, Crewsdon & Co. 16
Hotel Directory 131

I

Imperial Carpet Co. 104
Irving Umbrella Co. 63
Ishikawa, K., & Co. 10

J

Jaeger, Dr., Co. 46
Japan Trading Co. 42
Johnson, Hiram 91

K

King, John, & Son 104
King, W. P. 131
Kingcot 95
Kleinert, I. B., Rubber Co. 9

L

Laces & Braids Mfg. Co. 62
Ladies' Wear, Limited 68
Lamson Consolidated Store Service Co. 32
Laurentian Whitewear Co. 74
Law, Russell & Co. 12
Legal Directory 131
Lennard, S., & Sons 52
Liddell, William, & Co. 43
Luxfer Prism Co. 31

M

Macdonald, John, & Co. Outside back cover.
McCall, D., Co. 121
McComiskey, R. B., & Co. 38
McComber & Cummings 82
McDougall, A., & Co. 26
McPowell, A. H., & Co. 131
Menzie Wall Paper Co. 102
McRae & Walker 14
Merchants' Mercantile Co. 131
Metropolitan Bank 14
Milbradt Mfg. Co. 34
Mishkin, L., & Co. 75
Moore Carpet Co. 106
Monarch Skirt Co. 117
Moulton & Co. 131

N

Nazareth Waist Co. 48
Newey Bros., Limited 109
Nicklin, J., & Co. 14

O

Page.
"Old Bleach" Linen Co. 94
Oxford Knitting Co. 51
Oxford Mfg. Co. 117

P

Paton, J., Son & Co., Ltd. 46
Palmenberg's Sons, J. R. 28
Paquet, The, Co., Ltd. 81
Parisian Corset Co. 76
Parker, R., & Co. inside front cover
Peck, J. W., & Co. 82
Penman Mfg. Co. 110
Perrin, Freres & Cie inside front cover
Pewny's Kid Gloves 61
"Pirle" Finish 57

R

Raven, W., & Co., Limited 52
Revillon Bros. 3
Ripley, Edward & Son 56
Rock Island Overall Co. 116
Russell, A. N., & Son Co. 31

S

Sale, Julian, Leather Goods Co. 62
Salem Co., Limited 75
Siberian Fur Co. 91
Silver, B., & Co. 87
Silver, M., & Co. 91
Simpson, J., Sons 53
S. M. Co., Limited 115
Smith, J., Sproule 131
Smith, McKeown & Co. 118
Southall Bros. & Barclay 15
"Spero" 9
Standard Cloak & Skirt Co. 76
Stanfields Limited 54
Stauntons Limited 101
Stevenson, S. W., & Son 131
Storey, W. H., & Son 60
Swift, Copland & Co. 87

T

Toronto Brass Mfg. Co. 28
Toronto Feather & Down Co. 101
Tress & Co. 116
Turnbull, C., Co., of Galt 49

V

Vinebert, A., & Co. 87
Vyse, Sons & Co. 123

W

Waldman, J. H., & Co. 4, 5
Walsh, E. H. 52
Walsh, W. E. 131
Watson, Harold F. 131
Watson Mfg. Co. 44
Watson-Foster Co. 99, 100
Weir Wardrobe Co. 33
Western Assurance Co. 14
Weverstall, Alfred 131
Wilkins, Robt. C. inside front cover
Williams, Walter, & Co. 51
Wolsey Underwear Co. 47
Wreyford & Co. 118

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Take Advantage of Low Prices

and sort up your stock now--we can give you special values in all

LADIES' READY-TO-WEAR GOODS

Top Skirts	*Underskirts*
Blouses	*Silk Waists*
Wrappers	*Night Gowns*
Drawers	*Corset Covers*
Aprons	*Rain Coats*
Mantles	*Golf Coats*
Children's Dresses	*Pinafores*

Also Bearskin Goods, such as Children's Coats, Hoods and Muffs

These Lines Were all Bought Before the Advance in Prices

54, 56, 58, 60 Arthur Street | Winnipeg | 53, 55, 57, 59 King Street

September, 1907

To the Trade

A New Departure

and

A bonafide offer in the system of our Assorting Season's business whereby you save money in making your purchases of General Dry Goods, Carpets, House Furnishings, Men's Furnishings, Haberdashery, Woollens and Tailors' Trimmings from us.

If you are interested write for particulars.

JOHN MACDONALD & CO., LIMITED

Wellington and Front Sts., East

TORONTO


Dry Goods Review
October
MacLean Publishing Company

Dyers to the Dry Goods and Millinery Trades for More Than Thirty Years

Largest Equipment in Canada

R. PARKER & CO.

Head Office and Works:

TORONTO, - CANADA

Fabrics Finished Like New

Large success has come to these works in the re-dyeing, cleaning, and curling of fine plumes and feathers. Milliners all over Canada have learned the value of our service.

The Strongest Point

OF THE

Brand Collar is the weakest point of all other collars. The buttonhole is made to wear as long as any other part of the collar, but comfort is not sacrificed. No trouble to button it.

"J" Brand Collars retail at 3 for 50c., with a good profit for the dealer. We would like to have an opportunity to show you the range of styles in "J" Brand.

Our Derby Quality—two for a quarter—collar is a winner, and cannot be beaten at the price.

Responsible Dealers Furnished with Catalogue, Free

Canadian Underwear Co.
505 St. Paul Street
MONTREAL

ROOSTER BRAND



BEST MADE

See Spring Samples for the latest in

Scotch Flannels and "Hewson" Homespuns
Two-piece Suits
Fancy Wash Vests
Outing Trousers Flannels, Homespuns, Cream Serges, Ducks, etc.
Boys' Wash Suits Knickers with Buckled Knee
Men's White Coats and Bar Vests
Negligee and Working Shirts
Men's Working Pants
Overalls and Jackets

ROBERT C. WILKINS
MONTREAL

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads on pages 5, 6 and 7 and inside back cover.

OCTOBER, 1907

We are specially well prepared to meet your requirements for this month's business. Large shipments of goods have arrived within the last few days, containing lines for early Fall trade.

You will want goods to brighten up your stock. Send us your want list, or place your order through our travellers. We will give you prompt shipment.

Our travellers are now out with a few samples of lines for Spring, 1908. It will be to your interest to look these over; they contain good values.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg, Man.

Greenshields & Co. Limited
Vancouver, B.C.

PRIESTLEYS' HUGUENOT CLOTH

Their Latest Creation



Priestleys' All-Wool "Huguenot" cloth is a combination of beauty, suppleness and durability which will add to the reputation of these celebrated makers.

"Huguenot" cloth possesses all the durability and close texture of the old time serge, with the soft, rich draping qualities of a French cashmere.

YOU NEED IT. YOUR CUSTOMERS WANT IT.

Samples and Particulars upon request from the Sole Agents for Canada.

GREENSHIELDS LIMITED
MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited
Vancouver, B.C.

Fresh Stocks of
Desirable Merchandise

¶ Early and favorable contracts enable us to make prompt deliveries in many lines at considerably lower prices than present market values. Stock sorting has also brought to light goods that we wish to clear and will prove well worth a call of inspection, as they are all examples of the "Revillon" standard of quality and value.

Taffetas

Black and leading Colors

Special lines at prices ranging from

50c. to $1.00

per yard

Silks in Vogue

Notwithstanding the firmness of the silk market, prevalent at this season, you will find our quotations lower than current market prices.

From our large and varied stock of Taffetas (yarn and piece dyed) we draw your especial attention to our special "Revillon" finish lines, which means a durable and reliable article.

Some of our lines we guarantee to stand two seasons' wear.

Fancy Silks, new checks and stripes, Damas 2/3 lats, Facounes, Pekin, Moire, on Faille or Satin Grounds.

Ribbons

Plain Taffeta and Duchesse, 2 in. to 70 in. lignes.

Velvet Ribbons in all shades, from width No. 1 to 16, and in black to 40 lignes.

Fancy Silk Ribbons, a full range of newest designs

Particular attention is called to the superiority of texture, colors and finish of our ribbons.

Laces

Our complete stock of Vals, Guipures, Princesse, Point de Gaze and Duchesse Laces is surpassing all previous records in attractiveness.

Boas, Ostrich Feathers and Marabout

Prices range in above from $3.25 to $84.00 each.

Samples cheerfully submitted or mailed. Special and prompt attention paid to letter orders.

Revillon Brothers, Limited
134-136 McGill Street, Montreal

Paris	London	New York	Leipzic	Shanghai	Edmonton
Moscow	Nijni	Nicolaeiv	Rhabarosk	Bokhara	Prince Albert

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

H.M.

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Wash Goods Department

¶ Our range of Prints for Spring, 1908, will be very much larger than usual.

¶ Crum's Prints will be the same old standard, although most English manufacturers have introduced inferior cloths to come in at a price.

¶ If you handle Crum's again this year you can bank on them being the same quality as last year or any previous year.

¶ Our "116 Print" at ten cents is the best value in Canada. It is 31 to 32 inches wide, very fine in quality and fast dye.

¶ Our "125" quality is also a special print. It is 32 inches wide, as fine in quality as any Print in the market, and our price is 10½ cents.

54, 56, 58, 60 Arthur Street | Winnipeg | 53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Spring Goods

Our travellers are now out with Spring samples of

Men's Furnishings

and never before have we felt so confident that our Goods need only to be shown to be sold.

We can give you special low prices on a number of lines this season, which mean a big saving to the buyer.

We would mention a few of our leaders, which must be seen to be properly appreciated.

Soft Front Shirts **Stiff Front Shirts**
Working Shirts
Neckwear **Gloves** **Suspenders**
Fancy Hosiery **Washing Vests**
Waterproof Coats **Belts** **Umbrellas**
Bathing Suits **Sweaters** **Caps**
Underwear **Working Pants, etc., etc.**

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

FANCY HANDKERCHIEFS AND DOLLS FOR CHRISTMAS

We beg to inform the trade that we have the largest selections of Fancy Handkerchiefs for Christmas trade that we have ever shown. As these goods were purchased a year ago, we are enabled to sell at old prices, thus saving our customers the heavy advances that have taken place recently.

Our range of **Dolls** is complete, comprising dressed and kid-bodied dolls at all the popular prices.

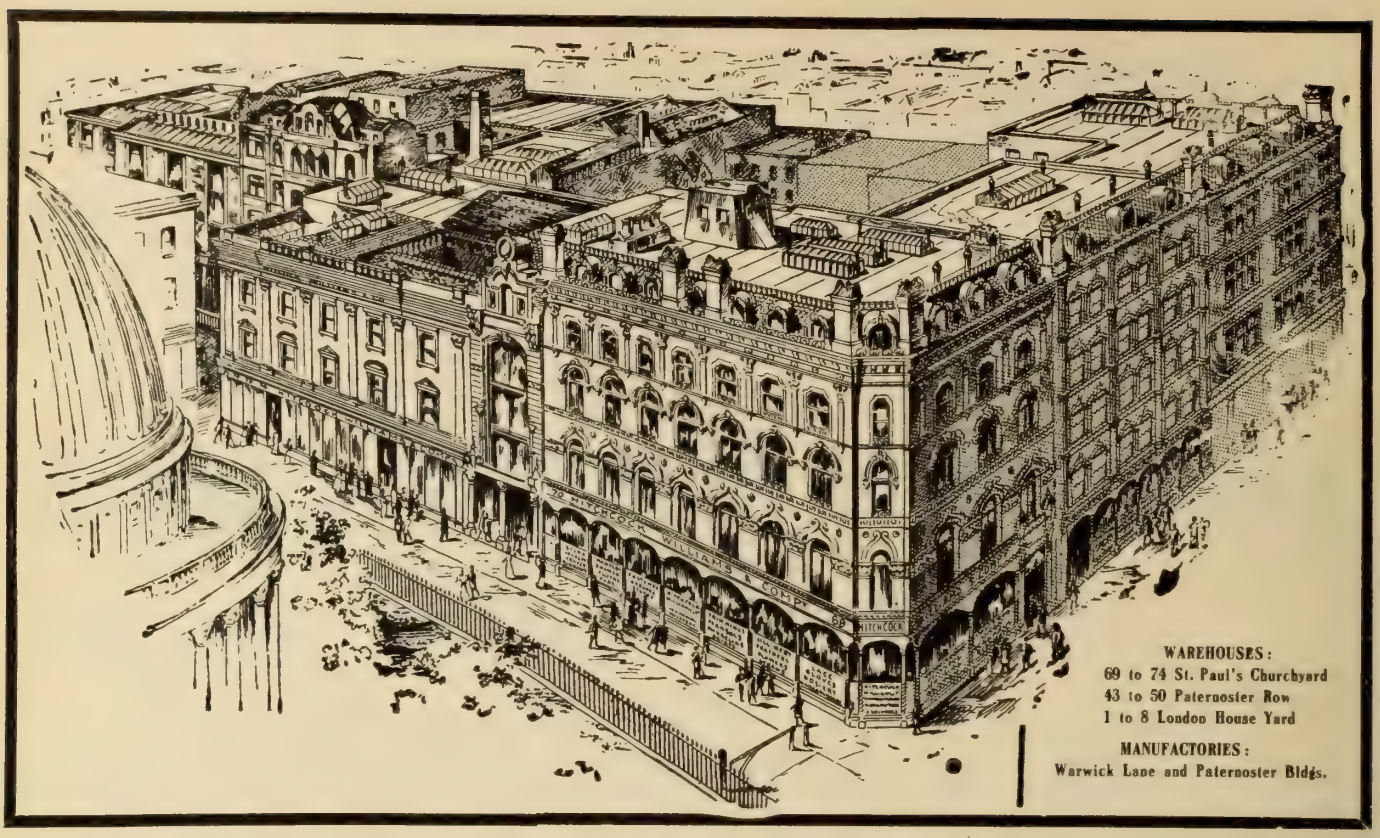
Fascinators

We have these in all the latest fancy colorings and all the popular prices.

Cotton Hose

The range we are showing for Spring is the largest ever shown in Western Canada, in Plain, Lace Ankle, Allover Lace, Lace Ankle with Silk Embroidery and fine Lisle Silk Embroidered in all the latest designs and colorings.

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street



HITCHCOCK, WILLIAMS & CO.

Mantle, Costume and Millinery Manufacturers

ST. PAUL'S CHURCHYARD

LONDON, ENGLAND

Telegrams—"CHURCHYARD LONDON"—A.B.C. Code
Telephone—No. 162 G.P.O. Central.

Represented by Mr. A. W. Cliffe, Central Quarters, Windsor Hotel, Montreal, from March 31st to June 20th, and from October 1st to December 10th. Our representative carries a fine range of samples in Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton Dresses, Silks, Velvets, etc.

Canadians, when visiting London, are invited to inspect the above departments and our Showrooms for Mantles, Costumes, Ladies' and Children's Millinery, Felt Hats, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, etc.

KLEINERT'S

DRESS SHIELDS
AND
HOSE SUPPORTERS

SOLD BY ALL THE LEADING JOBBERS.
IF NOT OBTAINABLE FROM YOUR JOBBER SEND TO US DIRECT.

I. B. KLEINERT RUBBER CO.
No. 1 Mincing St., TORONTO, Canada

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.



BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

LATEST SPECIALTIES:

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND
Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO
Please Send for Samples.

SPERO SATEENS

For Reliable Dress Linings.

IF you have not yet seen samples of the 30-inch "SPERO" Sateens, you should apply to your Wholesale House without further delay. "SPERO" Sateens have all the lustre of silk, combined with unusual durability, and are offered in a variety of new shades at a price to suit the retail trade. See that the words "Spero Make" are stamped on selvedge



"SPERO, *Manchester, England.*

BDA

MOHAIRS and SICILIANS

FOR FALL, 1907, AND SPRING, 1908

From their birthplace, Bradford, England. Woven, dyed and finished with consummate skill and art. A vital line in the success of your Dress Goods Department.

THE BRADFORD DYERS' ASS'N
OF BRADFORD, ENGLAND

Whenever you want
the latest and smartest
Creations in Blouses,
Costumes, Millinery,
Robes, Chiffons, Tulles,
Laces and Veils,
write Bastin
Merryfield and
Cracknell Limtd
of 12, 14, 16 Great
Portland Street
London, Eng.
Canadian Agent
E. DeBoeck Montreal.
43 St. Secrament St.

THE NAME OF

KIRK

STAMPED ON AN ITALIAN CLOTH MEANS THAT IT HAS THE BEST POSSIBLE DYE AND FINISH AND THAT THE FINISH IS PERMANENT.

"MEN'S WEAR" says :—

" Tailors and Oufitters all over the Kingdom are greatly indebted to " Messrs. Samuel Kirk and Sons, Ltd., for the perfection to which " they have brought their permanent finishes for linings (Italians, " Mohairs, etc.)."

Patterns of Kirk's Permanent Finishes can be had on application to

BDA (Copyright)

The Bradford Dyers' Association, Ltd.

Advertising Offices :

100c, Queen Victoria Street, London, E.C.

"Old Bleach" Linens



Bleach Green (100 acres) Randalstown.

are the Sweet, OLD-FASHIONED LINENS of our Grandmother's Day. They are made of PURE FLAX YARNS and are BLEACHED ON THE GRASS by the Sun without the use of Chemicals and so retain the FULL STRENGTH of the FIBRE and its NATURAL LUSTRE.

TOWELS, TOWELINGS, DIAPERS.
PILLOW OR EMBROIDERY LINENS.
ART LINENS IN FANCY WEAVES.
DRESS AND SHIRT WAIST LINENS.

" *Old Bleach* " on every article and every yard of goods.

ALL FIRST CLASS DEALERS KEEP THEM.

Before buying your Linens, be sure and see " OLD BLEACH."

Ask your traveller for them. ***Booklet sent on request.***

See Towel designs in our advertisement in July number of Dry Goods Review.

R. H. COSBIE IRISH LINEN AGENCY Toronto

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29.833,820.96

Joint Deposit Accounts

are a special convenience arranged for customers of THE METROPOLITAN BANK. Money can be deposited or withdrawn by husband or wife. Particularly valuable for farmers and town residents.

Money Orders and Drafts sold at lowest rates.
Farmer's Sale Notes collected and advances made thereon.
SAVINGS DEPARTMENT—$1.00 or more opens an account, interest allowed from date of deposit, and compounded FOUR times a year.
You may deposit or withdraw money by mail.

The Metropolitan Bank

Capital Paid Up: $1,000,000.00 — Reserve Fund and Undivided Profits: $1,183,713.23

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

"I've Now More Than I Can Read"

¶ Yes, Mr. Business Man, we are well aware you have not time to read all the publications that come your way each month.

¶ But do you really devote the time you should to reading? Do you get the timely and instructive articles which a man in your business should read in order to be up to date?

¶ Isn't a great part of your time spent in ransacking the various publications in search of these articles? Think of the advantage of having them selected for you each month. How much more profitable your time devoted to reading would be. This is exactly what

THE BUSY MAN'S MAGAZINE

will do for you.

¶ It will select the timely, interesting, and entertaining articles from the CURRENT issues of the world's magazines and periodicals.

¶ Each issue will contain the Cream, the Choicest, and the Best appearing in the magazines of the month.
Write for a sample copy TO-DAY.

The Busy Man's Magazine
TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

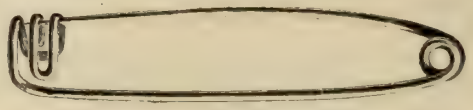
HEAD OFFICE—TORONTO, ONT.

Assets over - -	$3,570,000
Income for 1906, over	3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

This is an illustration of another

ENGLISH MADE REGISTERED **SAJONIC** TRADE MARK **SAFETY PIN**



Size 4

NICKELED STEEL "SKELETON" IN 4 SIZES

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia :

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc.	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc.	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, I. L. Cochrane, 29 Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life
ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U. S. A.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates :

15 cents per square inch for half-tones
7 " " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address :

MONTREAL 232 McGill Street
TORONTO 10 Front St. East

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT
And Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED
BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

Established 1832

Cable Address:
"LAW," Bradford

SPRING 1908

"Lawrus" Fabrics.

(Registered)

These Goods are rolled on Special boards and stamped "Lawrus" every five yards.

MOHAIRS

In all the Latest Weaves

¶ Mr. Haley will be at the King Edward Hotel, Toronto, and the Windsor Hotel, Montreal, during the months of October and November.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Law, Russell & Co.

Converters of Bradford Goods LIMITED

BRADFORD AND LONDON

Our Women's Ready-to-wear Department stands Ready to show you a most Complete Line of New Things for 1908.



Blouses and Shirtwaists

The collection of Alexandria Silk Blouses is much in advance of last season. The extra good things we have to show are in Swiss Lawn, richly embroidered with eyelet and shadow embroidery. Watch out for our $9.00 special.

Whitewear in Detail

Real Smartly-made Whitewear are noted sellers in this line. We have endeavored to bring together the BEST in their various lines from reliable makers. The values obtainable in Corset Covers, Chemises, Drawers, Underskirts, are good in consideration of the very great advances in the material.

Hosiery and Gloves

Good Goods at Popular Prices is our aim and will show several very special lines, and among them will be found two leaders, A1 and E, to retail at 25c., WOMEN'S ONLY. Equally as good value will be shown in misses' and children's.

A full range of the correct lengths in Silk, Lace, and Lisle Mitts and Gloves.

Japanese Silk Kimonos and Dressing Sacks

This will be a representative line, both in assortment, quality and price. The goods are direct from the makers in Yokohama and are of the highest order. The line will make a good Christmas Holiday Special and will be here in good time. Prices from $3.50 to $15.00.

Our Linen Corner

Will open the season with some very strong numbers in Table Covers and Napkins to match, in sizes 8-10 to 10-14, prices ranging from $1.80 to $10.00 each.

Knitted Wear

We will place in the hands of our travellers the most complete line of Knit Vests, Drawers and Corset Covers that you would wish to see. Do not place your orders until our samples are shown to you.

Remember Us

When you want goods by mail or express; we will do the line right and fill your order the same day as received.

John M. Garland, Son & Company

Wholesale Dry Goods

OTTAWA - CANADA

The W. R. Brock Company. (Limited)

TORONTO

150 New Patterns

of

Carpet Squares

Each pattern in a large range of sizes

This assortment comprises every variety of make from the lowest grade to the very best qualities and exclusive designs and is pronounced the most comprehensive in the trade for the coming season. Samples can be seen with our representatives or will be sent on application.

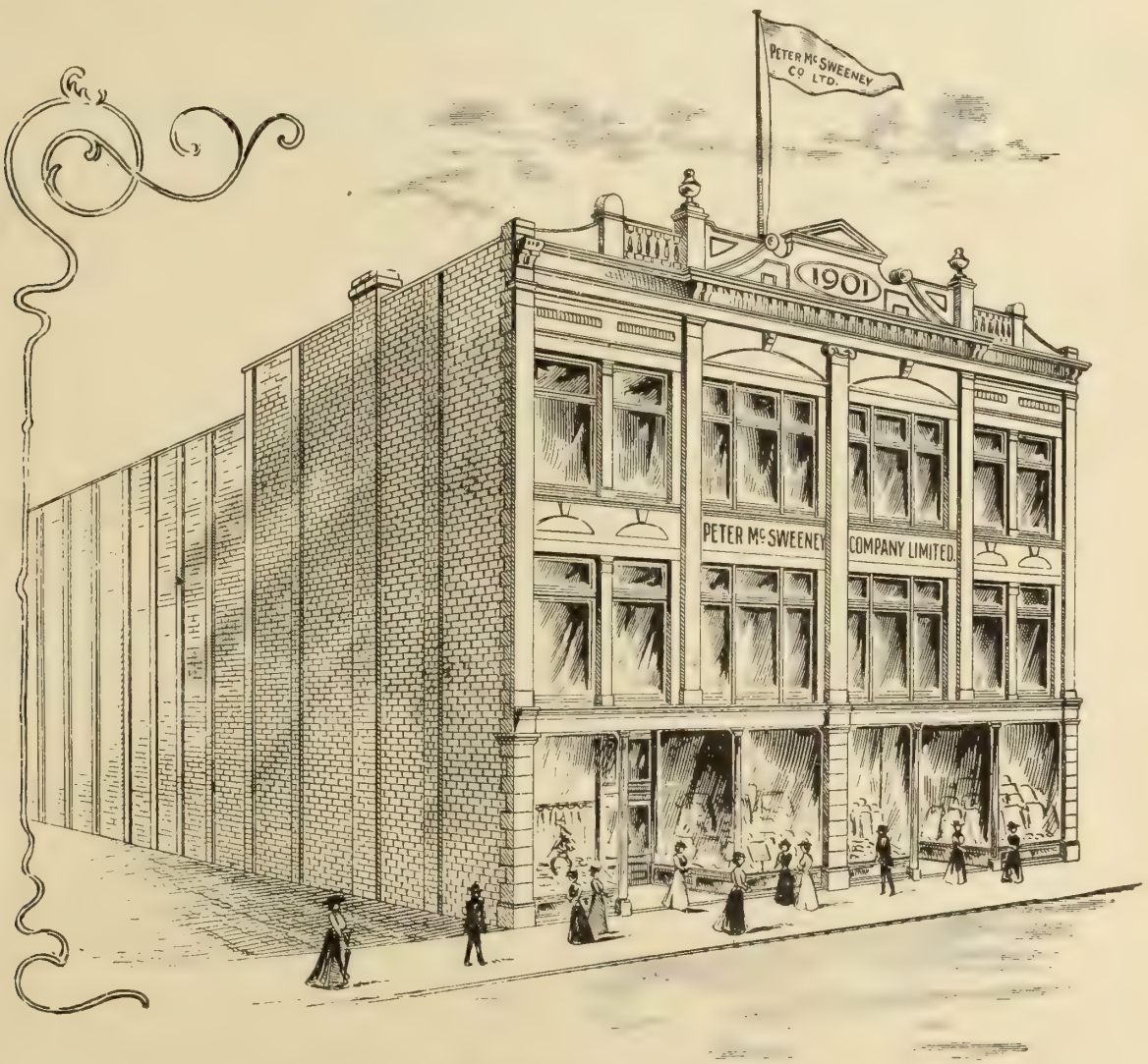
MEN AND METHODS

A Quebec Store Which Finds Credit Selling System Preferable to Cash—Another Which Gives Farmers Six Months' Credit.

A PROGRESSIVE MERCHANT.

J. A. Decelles, Farnham, Que., believes in the efficacy of many forms of good advertising—newspaper, circular, window display, etc. The store is 50 x 50 feet, two floors, and, as in the majority of those in Quebec Province, general lines are carried. General dry goods lines are on the ground floor. Glass top counters are used, and drawers immediately below contain fancy goods, trimmings, etc. Boots and shoes, house furnishings and ready-to-wear garments are on the upper floor.

The firm name is to be changed shortly, as J. A. Morisseau, head clerk, is to be admitted to partnership.



Store of Peter McSweeney Co., Moncton, N.B.

SPLENDID NEW STORE AT MONCTON.

The magnificent new home of The Peter McSweeney Co., lately erected on Main St., Moncton, is perhaps the largest store of its kind in the Maritime Provinces. The firm certainly believe in the future of Moncton, and of the eastern provinces generally, and have given a practical demonstration of their faith.

Senator McSweeney, president of the company, had his early training with Doherty & McTavish, of St. John, leaving them after eleven years' service to go to Moncton, in 1868. That year McSweeney Bros. & Co. was started, to be succeeded, in 1877, by McSweeney & Co. The premises in which the business was carried on were 20x40 feet.

The dimensions of the new building are 63x130 feet, four stories high. The floor space available is 32,280 square feet. One month's business now is equal in volume to what was done the whole of 1877.

The mail order department, recently established, is somewhat of a new departure, but it is working very successfully.

The store is divided into ten departments. Among the lines carried are: Dress goods and silks, staples,

ladies' ready-to-wear garments and millinery, furs, fancy goods and notions, men's furnishings and clothing, carpets, wall paper, etc. Several other departments are in contemplation.

The new building is a credit to the city, imposing and neat, and imparting an air of progress and stability to the whole street. It is of up-to-date construction, and contains all the latest ideas to facilitate the handling of a large volume of trade. This, combined with a live management and large and growing centre, makes success and expansion something naturally to be expected.

AGGRESSIVE AND UP-TO-DATE.

J. Mullin, Sons & Co., Granby, Que., conduct a general dry goods store on up to-date, aggressive lines. They do a splendid clothing, tailoring and shoe business. Among other lines represented are ready-to-wear garments and house furnishings. The large central entrance divides two exceptionally spacious and deep show windows, which are kept well trimmed. The store interior is bright and attractive. There is an evident desire to show goods, and displays are excellent. Fancy goods occupy the space right in front of the entrance. Fixtures in the various departments are a noticeable feature. Stock boxes are used for hosiery and gloves. Some of the departments seem crowded, as if the business had outgrown its present accommodation.

SIX MONTHS' CREDIT.

Granby, Que., a town of some 5,000 population, is one of the live centres of the Eastern Townships, perhaps the most populous and progressive district of the province. The general dry goods store of A. C. Lapage, Son & Co., is about 88 x 100 feet, two floors and basement--a roomy premises for the size of the town. The firm was established some forty years ago, and the building, especially the interior, is by no means modern, although improvements have been made from time to time. It is really in two sections, a forty-foot addition having been erected some time ago. General dry goods and boots and shoes occupy one side of the main floor. Men's furnishings, ready-to-wear garments and millinery are on the other side. Modern fixtures are not employed to any extent, and up-to-date systems are lacking. The upper floor accommodates a good stock of men's clothing and a large tailoring establishment.

Six months' credit is accorded the farming community and about thirty days to factory hands.

DROPPED THE CASH SYSTEM.

Loud & Desnoyers is the style of the largest general dry goods store in Farnham, Que., an agricultural and railroad centre of about 3,500 population. The premises are modern in structure, 53 x 60 feet and four storeys in height, all occupied by the firm. The stock carried runs close to $50,000, and comprises general dry goods, house furnishings, men's furnishings and clothing, ladies' ready-to-wear garments, and boots and shoes. Stock arrangement and window and interior displays are only fair in comparison to those found in Ontario towns of similar size, but this store averages up better than the majority of those in Quebec towns of equal importance.

The ready-to-wear department looks exceptionally well. A fitting room is provided for ladies' lines. Oilcloths are carried on upright roller fixtures. Reserve stock is kept in a commendably orderly way.

The cash system was tried in this store last year, but was abandoned. Sales decreased and gross profits were curtailed. One of the partners, speaking to The Review, said that credit losses are slight—only about $50 on a turnover of $45,000. Railroad help and farmers need credit, and credit sales are more easily made.

The Review is told that Farnham is a good customer of Toronto mail order houses, even though it is not very far from Montreal. One Toronto concern ships catalogues there by freight, and hires a rig and driver to have them distributed from house to house throughout the town and district. Local retailers are taxed $2 on every $1,000 of stock; mail order houses pay nothing to the municipality.

UNION BRASS CO. GOODS.

An Ontario charter has been granted the Union Brass Goods Company, Limited, Toronto, with a capital of $150,000, divided into $100 shares. The object of the company is: "To carry on business as brass and iron founders; to manufacture, buy, sell and deal in goods, wares and merchandise made in whole or in part of brass, copper, iron and other metals."

BUSINESS MAN'S TEN COMMANDMENTS.

1. Thou shalt not in any wise boast, brag, bounce or bluster, or the wise man will hold thee in low esteem.

2. Thou shalt not permit thy wife to be living at the rate of £200 a year when thy business is not yielding more than £199; nor shalt thou withhold from her the business information which, as a helpmeet, she is entitled to receive.

3. Thou shalt not mock the unsuccessful man, for he may be richer in his poverty than thou art in thy boasted abundance.

4. Thou shalt not carry the counting-house into the domestic circle, nor in any wise spoil the children's hour by recapitulating the bankruptcies of the day.

5. Thou shalt not hob nob with idle persons, nor smoke with them, nor encourage them, nor approve their evil life.

6. Thou shalt not keep company with an unpunctual man, for he will certainly lead thee to carelessness and ruin.

7. Thou shalt not forget that a servant who can tell lies for thee may one day tell lies to thee.

8. As to hours of slumber and sleep, remember the good old rule:

Nature requires five,
Custom gives seven;
Laziness takes nine,
And wickedness eleven.

9. Neither a borrower nor a lender be, but give where well bestowed right cheerfully.

10. Be honest in copper, and in gold thy honesty will be sure.

BERLIN LEATHERETTE CO.

An Ontario charter has been granted the Berlin Leatherette Company, Limited, Berlin, with a capital of $40,000, divided into $100 shares. The object of the company is "to acquire and take over as a going concern, the business of manufacturing and dealing in artificial leather, now carried on at Berlin, under the firm name of the Berlin Leatherette Co."



IT'S NONE TOO SOON



to prepare for the needs of the holiday trade, and in this connection, and also for the purpose of sorting up, we would direct especial attention to the undermentioned lines.

Exceptionally well bought and of comprehensive variety in style, material and quality, these goods will be found to perfectly fulfill the function of successful business-bringers to the retail trade.

Handkerchiefs

We are in a position to supply anything you need at right prices. Swiss Embroidered Handkerchiefs, Hemstitched Linen Handkerchiefs, Exceldas in all designs, and a good range of Novelties.

Ribbons

Our Ribbon stock was never in better shape—not a width or a shade is missing, and the values speak for themselves.

Braids

Braids for trimming were never in greater demand. We have all the latest novelties and a full range of widths and colors.

Smallwares and Notions

Keep your Smallwares section up-to-date. Nothing pays better. We can help you. Our lines are complete, our prices right, and the goods are in stock.

Dress Goods

Recent shipments of Dress Goods comprise all the latest novelties, and pressing requirements can be met promptly.

BROPHY-CAINS, LIMITED

Victoria Square, MONTREAL

WHOLESALE DRY GOODS. QUICK SHIPPERS

What Advance to Add for Profit.

Why it is Necessary to Set Slightly Higher Prices in Some Localities Than in Others—Two Businesses Compared to Illustrate This Point—An Exact Method Should be Employed.

By Howard R. Wellington.

It is a very difficult matter, unless a business has been running for a few years, to arrive at a fixed percentage to add to cost which will yield a fair profit after the goods are sold. Usually selling prices are based on percentage varying from 25 per cent., 30 per cent., 33 1-3 per cent., 40 per cent., 45 per cent. to 50 per cent. and up, according to the class of goods. We will compare two cases, which differ considerably as to running expenses, although the sales are the same, and it will be seen why it is necessary to get slightly higher prices, according to the district in which the business is located.

We assume, for the purpose of illustration, that the stock of goods on hand at commencement of operations and at the close amounts to the same.

Fig. 1.

Dr.		Per cent.
Purchases	$42,000	0.70
Salaries	7,500	12.5
Rent and taxes	1,500	2.5
Insurance, light, heat, etc.	900	1.5
Stationery and postage	250	.43
Interest and discount	600	1.00
Freight and express	350	.58
General expense	2,000	3.33
Advertising and catalogue	400	.66
Net profit	4,500	7.5
	$60,000	100
Cr.		
Sales	$60,000	

Fig. 2.

Dr.		Per cent.
Purchases	$42,000	0.70
Salaries	8,500	14.16
Rent and taxes	2,000	3.33
Insurance, light, heat, etc.	900	1.5
Stationery	300	.5
Interest and discount	750	1.25
Freight and express	700	1.16
General expense	2,500	4.17
Advertising	450	.75
Net profit	1,900	3.18
	$60,000	100
Cr.		
Sales	$60,000	

The above percentages are figured on the sales thus: The purchases, $42,000, are 70 per cent. of the sales.

It will be noticed that if the percentage (about 43 per cent.) added to the cost for selling price in Fig. 1 were also added as a basis in Fig. 2, the net profit, on account of the additional expenses, would be considerably reduced, and it would be necessary to advance a higher percentage to maintain a fair average profit (about 49 per cent.).

Owing to the increased expenses, naturally a higher price should be received for the goods, but notice that the difference in the total percentage added for profit is only about 6 per cent. increase.

An article costing $1 would sell in the first store for $1.45, and in the second for $1.55, an increase of 10 cents per article, yard, etc., as the case may be.

An article costing, say, $10, would sell in the first store for $14.30, and in the second for $15.

It is only fair to the customer and consumer that a fair, systematic method be employed to arrive at a reasonable selling price, and the best method is to collect all the expense accounts at the end of the year and figure the percentage of each to the whole. If any particular account appears out of proportion it can then be analyzed and certain expenses cut down, or, if this is not possible, an additional percentage will have to be added to the cost price.

In figuring selling prices a number of merchants add a certain percentage for freight, for general expense, etc., and then the profit desired. This is a good plan, but you should figure on the results obtained, by actual experience, in the totals of these respective accounts, at the end of a period.

Allowance is made, too, for bad debts, contingencies, etc., and this may be added in with the general expense.

AN IRISH POPLIN PROSECUTION.

Considerable trade interest attaches to the decision of the Clerkenwell police court magistrate in regard to the prosecution by an Irish manufacturing firm of Messrs. A. W Gamage, Limited, for exposing for sale, as Irish poplin, ties which, although composed of genuine poplin, were not of material made in the Emerald Isle, says the Drapers' Record. Messrs. Gamage, it appears from the evidence, did not specifically describe them as Irish, but were guilty of the indiscretion (as it now appears) of inscribing on the window card a representation of the shamrock, which, the prosecution contended, produced by association of ideas an impression that they were so in the public mind. The defendant company strenuously denied that they had any intention of producing that impression by the use of the device, which was simply employed because it was artistic and attractive as an embellishment. They, too, pointed out that such diverse articles as fancy toilet soaps, dry batteries, and toothbrushes were sold with a shamrock device as the trade mark. The magistrate, however, held that Ireland, possessing a reputation in respect of poplin, was implied by the use of the pictorial embellishment in question, and imposed a fine on Messrs. Gamage. The moral to the drapery trade is obvious. If the display of a shamrock is held to constitute a definite declaration of Irish origin in connection with poplin ties, doubtless the contention can be advanced with equal reason and success relative to linen goods, damasks, and other textiles, which are largely produced in Ireland. It is more than ever necessary to exercise extreme care that the window tickets employed are above suspicion in regard to accuracy of wording and freedom from ambiguity.

"I'm satisfied," said the angry tailor, "that you intend to cheat me out of this money."

"All right," chuckled the happy debtor, "If you're satisfied, I am."

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. Johnson Stewart

"The advertising man who is not a salesman, like the lawyer shy on law, goes begging for clients."—Rusty Mike's Diary.

Have you ever been a party to a lawsuit? I have; and equipped with the knowledge that comes of bitter, costly experience, I am resolved never again to enact a similar role. Litigation is a diversion fit only for a bloated plutocrat, who doesn't have to expend a thought upon the subjects of next Winter's coal or new shoes for the baby.

At some time or other you may feel that the only course open to you is an appeal to the courts of justice, perhaps to establish your right to certain properties—or for any one of a thousand other reasons. Don't get blue in the face about it, and rush off at once to set the machinery of the law in motion. In the first place, you're liable to bring on an attack of apoplexy, and in the second, it will pay you to reflect that operation of this machinery is a mighty expensive process. The necessary motive power doesn't come from Niagara Falls; it can only be supplied by real dollars, and you can never figure on how many you will have to burn up before you get through. See, first, if there is not some way of arriving at an amicable settlement. If you conclude that such is impossible, then consult the best lawyer in your town - the best, remember. Don't be bothered with a second-rate man, even though he would exact a much smaller fee.

That's just where I made my big mistake the time I got mixed up in matters legal—I was not careful to secure the advice and services of a lawyer who knew his business. An acquaintance to whom I confided the particulars of the case had a friend, a member of the profession, and recommended that I call on him. I did. The man didn't impress one very strongly, but I told my story and he listened attentively, from time to time asking sundry questions bearing upon certain features of it. At its conclusion, he urged that I permit him to enter action at once and appeared so enthusiastic over my prospects of winning that I—innocent idiot that I was—placed myself in his hands. I had a strong case—I was convinced of that; but the verdict went against me because I had a fool lawyer to present my claims to the judge and jury. He had good material to work on, but he marshalled his points with about the same degree of organization as existed in Coxey's army.

Some merchants talk to the public through newspaper space, with just about as much skill as this lawyer used in handling my plea in the courtroom. Why? Simply because they haven't got down to the root of the matter and absorbed a few of the fundamental principles of advertising. Their publicity is not worthy of the merchandise they carry, and yet they expect it to be effective! Now, what is their reason for buying space in the local papers? Because they believe it will help them to sell goods—any one of them will tell you that. Then we might surely expect to find it filled with matter that could accurately be described as "Printed Salesmanship."

Every ad. should act as a salesman for the store whose goods it represents, and solicit business in every home where it is read.

Many a merchant used arguments in his ads.—alleged arguments, I should say, for they have never been found guilty of selling goods—that he wouldn't think of employing over his counter. In the latter instance, he is face to face with a customer and knows that he must talk reasonably if he is to make a sale. Ask him and he cannot but admit that if he adopted the tone of some of his ads. the customer would be apt to conclude that he didn't credit her with ordinary intelligence. How, then, does he figure out that such arguments are going to appeal to the same lady when she reads them in the newspaper at home? He doesn't actually believe that they will, when you get him to reason it out with you. It is just that he has never reasoned it out with himself in the same way. He does not yet appreciate the ability of a good ad. to sell goods.

Here is an advertising talk that is well worth reading, particularly as it fits in with some of the points which I have emphasized in the foregoing paragraphs. It is written by the adman with a dry goods store that uses space very liberally:

"A GREAT STORE, THIS"

Sarnia, 29th August, 1907.

—Has been becoming greater, stronger and more far-reaching in its influence and admittedly unmatchable merchandising supremacy from the very first day it opened its doors on the 9th day of September, 1867—a long record of unbroken, unalloyed and possibly, unprecedented success, taking everything into consideration—and every year the rival and vanquisher of its own past - having no other competitor to contend with—is it not?

This Fall it's asserting itself as never before. Every country in the world contributes to its demands, its needs, its constant sending out, its constant coming in—nothing stays here long—this business is ever "kaleidoscopic" in its exclusiveness.

Even in its carpet and house furnishing trade alone it's endorsed by everyone within shopping distance of its attractiveness, its inimitableness—

no one disputes this statement of fact because it's indisputable. We buy bigger, closer, in greater variety, control more stocks, more varieties, more prices, more values, more inducements—always make good—or stand prepared to refund. What more could anyone ask? It's a standing offer. You can always depend upon it test it—try it—plenty of room—ample light—gigantic stocks—best values—are what are here.

The Dress Goods controller and distributor of Sarnia and the County of Lambton is this, has always been, is to-day. Who disputes it? No one, because it's indisputable. One season's successes are never a high enough mark for the next. Rare taste, gigantic stocks, unexampled values, quick buying and selling all the time, no weak spots, no excuse places, everything on its merits, everything as represented, are the bulwarks, the foundation, the argument of this business—let the chips fall where they may.

During July and August this store has closed at 5 o'clock every afternoon, Saturdays excepted (the only store in Sarnia to occupy the position). We have enjoyed it, our employes have enjoyed it, the business has enjoyed it; we trust our friends in the trade who felt they couldn't afford to (consistent or inconsistent in all their emergencies) have enjoyed it. Keeping open until 6 o'clock, commencing the 1st of September, will be the rule here.

THOS. SYMINGTON & CO.

Telephone 36. Christina & Front Streets, Sarnia.

Here is another one of those unique ads. which Thomas Symington & Co. run every week in the Sarnia papers. This is the third that I have reproduced, not because I like to criticize Mr. Symington's publicity methods more than anyone else's, but because the ads. he writes are really curiosities. There's one thing about him—he is original. I don't know of any other drygoodsman who would pay good money for newspaper space, and then expect this sort of copy to sell goods for him. It certainly will not do so, and I wonder how long it's going to take Mr. Symington to tumble to that fact. Here we will leave him for the present. If I started in to criticize the accompanying ad. I would have room for nothing else this month.

Talk is cheap, they say.

And so it is. But store-talk, paid for at so much per, comes pretty high. You know this if you've ever footed the advertising bills.

Now, we use space pretty freely, as you may have noticed. We do some talking ourselves. We pay for it freely and cheerfully. But we want to state right here that there are some kinds of advertising, some kinds of store-talk that we simply can't afford. They come too high for us. Price is too big.

This is the way of it:

An advertisement that overstates or understates deceives folks. They may fall into an easy way of discounting what you have to say and of making their own allowances for shading of the truth. But even if they do, and even if they come to buy what you've offered, even if your pleasant newspaper fiction has been swallowed with the proverbial pinch of salt, do you think the cost of the space is all you have to pay?

No, sir! Next time the pinch of salt will probably have to be larger—for it's a mighty easy thing to let the overstating habit get a hold. And your actual bill will be so many dollars for space plus a loss of confidence in your store-talk.

If you will pause, you will just here begin to perceive the ultimate eventuation of such a process. In other words, if you are ordinarily bright, you can see your finish.

This is one kind of advertising that we can't afford, because, from our viewpoint, to lose one iota of the public's confidence would be an incalculable loss.

Then, there's the kind that is flamboyantly and unashamedly untruthful. Double-barrelled adjectives, wild bursts of galvanic enthusiasm, box-car announcements of stupendous, tremendous, col-



lossal doings, that, if true, would put the very foundation of commerce rattling.

Of course, we cannot afford this style. Not only our ethical sense revolts, but our idea of good form and good taste as well.

As the text-books on rhetoric say, we study what is due to the reader.

That's just the point with us. Yet, there is something due to ourselves as well. And we are not fond of boomerangs ; advertising boomerangs, especially.

"Well," you say, "how in the name of Providence can you afford the kind of advertising you do put out? Poetry and flowers, philosophy and rainbows, frilly talk about plain things, sentiment and ethics, and all that sort of stuff?"

So you've been reading us, Mr. Critic. You've been caught by the glint of the flowers and the prismy dash of the rainbows after all. And maybe some stray idea of ours on the ethics of storekeeping or the philosophy of doing sincere work has helped you along. We hope so.

Advertising is the medium through which we become known to the world. We choose to make our advertising truthful, sincere, genuine, and, incidentally, as interesting as we can. We will not shade truth for a paltry dollar ; we will not warp a fact for passing gain. We will not misrepresent nor ask the public to take any salt whatever with the advertising pabulum we furnish.

And so when we foot the bills there won't be any unwritten settlements to make with character and conscience, there won't be any extra charges in the way of lost confidence and a disappointed patronage.

We cannot afford any such.

* * *

The matter used in the Fall opening announcement of the John White Co., Woodstock, is just about the best I have seen in a good while. It has the proper "tone" necessary to impress upon the public the elegance of the new season's goods—style and quality are emphasized throughout. Not a price is mentioned. The merit of this feature may be questioned by some, but I have no fault to find with such a policy when applied merely to opening announcements by stores which, like this one, cater to the better class of trade. Of course price is always an important consideration, but it may safely be set aside when the strongest point to be brought out is the "brand" newness of the merchandise. A good many ad. men slop over when they try to prepare copy of this nature. There is no necessity for becoming too effusive ; it is simply a matter of telling a good story in the most attractive way possible.

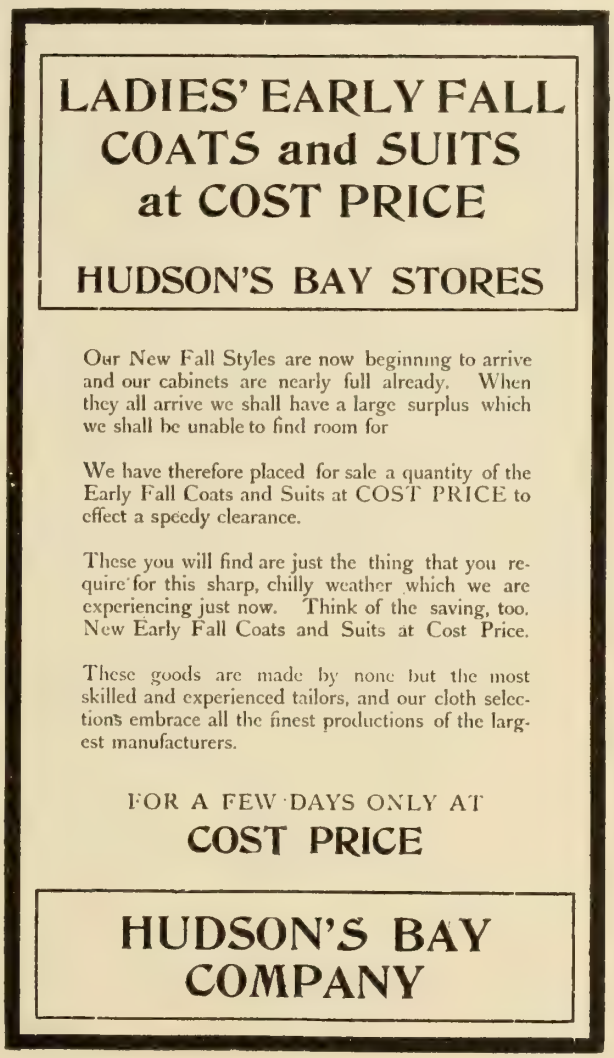
Typographically, this ad. could be improved. For one thing, it did not "print up" well. Then I do not see the necessity for running the firm name both top and bottom. If placed at the bottom only, the appearance would have been much improved. However, the ad. is easily read, and, after all, that is the main consideration, after the subject matter which it contains.

* * *

"Ladies' early Fall coats and suits at cost price."—Hudson's Bay Company, Edmonton.

I have reproduced the ad. from which this is taken. It appeared in one of the Edmonton papers on August 21. Even if they were absolutely correct, the Hudson's Bay Company surely doesn't expect the public to credit the statements made therein. I know what I would think if I were a customer of this store and one of the people to whom such publicity was expected to appeal. I would conclude that the man who dictated the text of the ad. either didn't believe the ladies of Edmonton were possessed of any fair amount of common sense, or he was woefully short on merchandising knowledge. Further, I would say : "Those coats and suits are, no doubt, some that were carried over from Spring, and I am expected to swallow the story that they are the first arrivals of the new Fall stock, which the company is anxious to hand out to its customers without expecting a cent of profit. If this be the case, I can only say that it is mighty poor business."

Please remember that the public is capable of figuring



these things out for itself, and such an ad. as the one I am discussing is likely to antagonize a great many more people than it attracts.

Interesting Extracts and Ideas

"Why not get the up-to-date articles when you are buying? It costs you no more, and it is certainly more satisfactory to you, as well as to us."—The Acme Company, Limited, Edmonton.

"Belts—almost every conceivable shapely style is present in all colors and combinations, besides black and white."—David Spencer, Limited, Vancouver.

"This Rummage Sale is the John White Co. way of making a quick clearance of remainders, remnants, broken lots, odds and ends—a quick switch from one season to another."—The John White Co., Woodstock.

"We do not often hold bargain sales, but when we do, they are genuine."

"There's not a woman who doesn't like pretty, soft draperies round the house, and the chance to replace old or worn ones with these dainty new muslins is here now."—James Stark & Sons, Limited, Vancouver.

"This firm makes a specialty of fine art dressmaking."—G. B. Ryan & Co., Berlin.

"With characteristic enterprise we are asserting our style supremacy by a preliminary display of fascinating Fall fashions. The air of exclusiveness and novelty, which is their chief characteristic, bespeaks a decided step in advance in the fashioning of clever wearing apparel for women. We give here the features that are to rule this season."—The Regina Trading Company, Regina.

"August, a busy month. Sounds strange, doesn't it? Who ever heard of this month being a busy one with a dry goods store? The system of storekeeping has changed. Goods are no longer hoarded; they are given due time to sell, and if they fail the up-to-date merchant gets after them at once, by forced methods—by reducing prices."—G. B. Ryan & Co., Guelph.

"Men seldom rush for bargains, but they drop in and buy just the same."—Manchester, Robertson, Allison, Ltd., St. John.

"Citizens in sympathy with shorter hours will please note that we close our store at 6 p.m. daily, Saturdays included."—Bryson, Graham & Co., Ottawa.

"The $1 Sale. Green tickets will guide you to bargains of real worth. Constantly-moving stocks ensure freshness and desirability, and you'll find no season's laggards, but new, clean stocks; in fact, anything that bears the green ticket is the best of its kind at the price."—W. H. Scroggie, Limited, Montreal.

"This advertisement tells more forcibly than any special comment could why this store is busy in a dull month."—J. H. Chapman & Co., London.

"The first Friday after stock-taking. We've gone carefully through our entire stock—not a single piece or article of Summer merchandise has escaped our notice. In some instances there are only one or two of a kind—perhaps several, sometimes a hundred—and in every instance we have priced them with a view to making them sell on sight."—The Hamilton Co., Montreal.

"It's the price, that's all. You will find no whining, sentimental method about our way of doing business. We want you to feel that we don't want a cent of your money if we cannot give the best value you can get for it. You've got the money, and we have the goods. We only want to exchange when you are satisfied."—Miss A. Jones, general merchant, Markdale.

"Women's walking skirt, made of our special quality imported vicuna cloth, seventeen gores; front formed in graduated panel effect; stylish side, pleated all around; seams are stitched to below the hips, giving the pleats plenty of fullness around the bottom. Colors, black or navy."—The T. Eaton Co., Good descriptive paragraph.

"The store that says less and does more."—Crompton's, Brantford.

"Prettier and more perfect suits than we've ever been able to show you before. A visit to our ladies' ready-to-wear department is a liberal education as to what is new and stylish for Fall. It's always wise to make your selections early."—R. H. Williams & Sons, Regina, "The store that serves you best."

"How about the children's clothes? 'Some are in rags, and some are in tags' now at the end of vacation days, but we are exerting ourselves to the utmost to send all children to school so well dressed that they can't help entering upon their studies with earnestness and enthusiasm. Clothing bought at this store is made of better materials, it's better sewn, it fits better, it looks better, it wears better, and costs less."—Hudson's Bay Stores, Vancouver.

"This store will be open every evening during haying and harvest."—J. D. Brown, Dundalk.

"Another model, strikingly handsome, is shown in a fine French broadcloth. The coat is a three-quarter style, with cutaway fronts, tight-fitting back, elaborately trimmed with silk soutache braid in self colors, touches of dainty Parisian braid and braid buttons. Lined throughout with heavy quality satin. Skirt in latest style, pleated effect, trimmed with self bands. This model is shown in maroon, myrtle, brown, navy and black, and is one of the most handsome we are showing."—Hudson's Bay Co., Winnipeg.

"'Move on! move on!' says the copper on the corner; we said, 'Move on! move on!' to all our summery goods and a lot of oddments and endments of staple lines; we emphasized our words with price-cutting, and they move."—Richard Hall & Son, Peterboro.

"Always special attractions—always new things—bright fresh, crisp stocks of desirable and dependable merchandise."—Hudson's Bay Stores, Vancouver.

"Muslins for Summer curtains. For the hot weather nothing gives a room such a cool, airy look and feeling as muslin curtains."—R. H. Williams & Sons, Regina.

"Our store news is always interesting, because it deals in truths and not sensationalisms."—Hudson's Bay Stores, Vancouver.

Herbert Snell, Moose Jaw, "Correct dress for women."

You'll find excuses for a new suit if you set eyes on these bargains. There's self-evident saving in every reduction that appeals strongly to stern judges of value—will appeal to you."—Mahon Bros., Halifax.

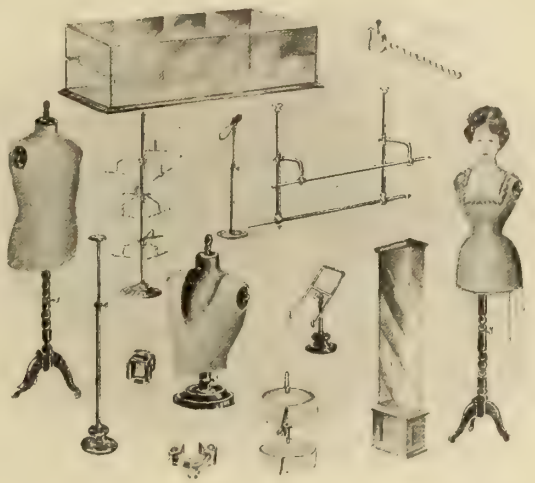
"Please note—Sale prices mean cash. We do not send sale goods on approval. We will not reserve goods for anyone, unless a deposit is made on them." R. H. Williams & Sons, Regina.

"Our American visitors find our glove department the most interesting in the store. They see there a glove stock, which, for worthiness of makes, variety of styles, and completeness of size range, compares in every respect with that of their largest stores. But the most interesting feature of the department, and one of which they readly avail themselves, is the fact that gloves, both kid and fabric, can be had here at much lower prices than similar grades across the border. There are two reasons why this is so; the first is that the duties levied in Canada on gloves of British and foreign manufacture are considerably lower than in the United States, and the second is that we are satisfied with much less profit. Scarcely an American visitor comes into the store who doesn't buy gloves, and we frequently sell an entire year's supply to the 'wise ones.'"—Mahon Bros., Halifax.

HARRIS & SHELDON LTD

THE ACTUAL MAKERS OF STORE FITTINGS OF EVERY DESCRIPTION

ILLUSTRATED CATALOGUE MAILED FREE ON APPLICATION



ENGLISH BRANCHES

LONDON
70 Wood St.
MANCHESTER:
38 Thomas St.
GLASGOW:
71 Queen St.
DUBLIN:
15 Wicklow St.

DEPOTS

CAPE TOWN:
94 Hout St.
JOHANNESBURG:
102 Fox St.
BERLIN:
40 Krausenstrasse

SHOPFITTERS, BIRMINGHAM.

ENGLAND

A GOOD FRONT

The buying public judge a merchant by his store front. a merchant with an up-to-date and attractive front will do three times more business than a man with a shabby front.

We are not only able to supply you with an attractive front, but can give you a good light throughout your store by installing our

Luxfer Prisms

in your transoms.

We are specialists in this line, and have to our credit some of the best fronts in Canada.

Designs and estimates cheerfully submitted. Write us for information.

Luxfer Prism Co., Ltd., 100 King St. W., Toronto

Did You Ever Buy Cardboard for Making Show Cards?

Did you ever realize what a job it is to make good-looking up-to-date signs on cardboard? We are in a position to furnish the complete signs, delivered to you (charges prepaid), at the prices you have heretofore paid for the cardboard. We established this business in 1898 and now have customers in all parts of this country as well as Canada. Are you one of them? If not, you will want to know something about us and our cards, therefore we have arranged to send you 8 signs, 11 x 7 inches (all different), specially made up for your business, and our large **Sign Book** (with nearly 300 photographic illustrations), post paid for 25 cents (coin preferred). We are offering to mail you these cards at actual cost of postage and packing, so you may see their value.



The **Sign Book** (the only one of its kind ever published) alone is worth more than this amount to any business man, and we know you could not duplicate the equal of this offer from any other concern for several times the amount we ask of you. We will also allow you to deduct the 25 cents from your first order. Thereby you will receive this sample order entirely **Free.** Please remember that these cards are specially made up for your business, and you may have exclusive use of same in your city if you answer at once.

All cards mailed same day order is received. If we have the pleasure of serving you once, you will place more business with us.

H. Habben & Co.,

340 Chestnut Street, - - - St. Louis, Mo.

Below are copies of voluntary letters of praise such as are being sent us almost every day.

"The signs are perfectly satisfactory and well worth the money."—Bank of Thomaston, Ala.

"Your cards just received and we are very much pleased with them."—Federal Bank of Los Angeles, Cal.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

Christmas Windows

Trimmers Should Plan Their Displays Now—The Importance of Early Buying and How It May Be Encouraged.

It may seem a little early to be talking of holiday displays, but as the time of most profitable selling is the first part of the season, it is not a bit too soon to lay your plans. Holiday shopping, if not directed otherwise, will all crowd itself into the last week or ten days before Christmas. The tremendous rush ties up the service of the average store pretty badly. Heavy tension is put on the selling and delivery facilities and the capacity and temper of each unit is tested to the breaking point. The staff is overworked, and customers are crowded, jostled and uncomfortable. Many sales are lost simply because all the people cannot be attended to.

Make Displays Early.

It lies within the power of the window trimmer, more than anyone else in the store, to obviate such a situation so far as it is possible to do so. If you get the ad. man to help, you can do much to induce the public to buy early. The latter part of November, or, at the very latest, the first week in December, you ought to make your windows strongly suggestive of Christmas time, while the ad. man should supplement your efforts by telling, through newspaper space, of the many advantages of shopping at that time; of being on hand when salespeople will have plenty of time to show them goods, and while stocks are fully assorted.

Special displays of holiday goods should be made not a day later than the opening of the first week in December. Even a week earlier is advisable in many cases.



No. 1—Winner of first prize in Christmas Window Competition. Display of fancy boxes and jewelry, by A. A. Garon, with Z. Paquet, Quebec.

Fancy goods and toys should not only be shown in the window, but liberal interior display should be made.

A Toy Opening.

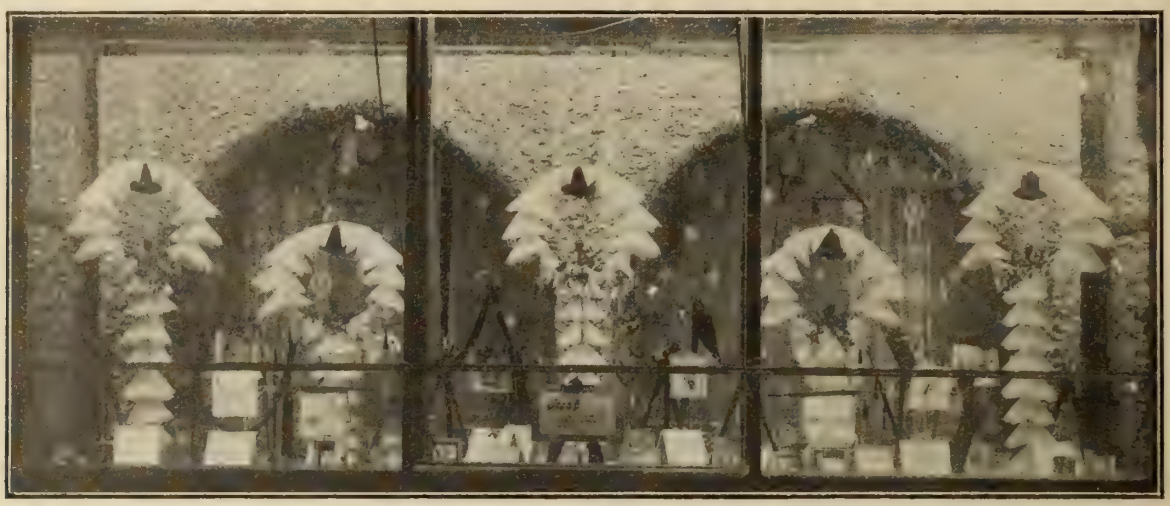
Early in December it is a good idea to hold a "Toy Opening," and invite all the children in town to attend it. If some competition can be arranged, for the children's benefit, running up to Christmas week, and with toys as prizes, you will have them keenly interested.

They will talk Christmas in their homes, and that will assist early buying.

The Robert Simpson Co., Toronto, have, for the past four or five years, carried out the above idea, and with splendid results. The competition they conducted last year was well planned, and proved interesting to both children and grown-ups. The firm had just purchased Knox Church property for the extension of their store, and they asked the children to send in drawings of what they thought the store would look like when the new addition was made. A number of prizes were offered, and cuts of the prize-winning drawings were run in the regular advertising space.

Some competition, to arouse the spirit of Christmas at an early date, combined with clever window and interior displays, and the efforts of the ad. man to impress upon customers the advantage of early buying, ought to make life a little easier for the store staff the third week of the month.

Just a word about the necessity of taking extra precautions, at holiday time, to guard against fire. Stores are filled with inflammable goods, and special decorations add to the risk. Measures should be taken to not only obviate, so far as possible, the danger of fire, but also to check a blaze, should one unfortunately break out. Lights must not be too close to decorations or goods, and fire extinguishers, pails of water, etc., should be handy, all employes being made aware of their location. In the larger stores a fire company might be organized.



No. 2—Winner of second prize in Christmas Window Competition. Display of handkerchiefs and umbrellas by H. C. MacDonald, with Richard Hall & Son, Peterborough.

A Display Suggestion.

Attractive interior trims, that are useful as well as decorative, may be planned, with arches of bent or sawn wood, and such goods as handkerchiefs, ribbons, dolls, toys and small fancy articles may be made part of the scheme. Floral effects are the more used of decorative novelties, and probably always will be, as they give results that no other material can. Holly, of course, comes first, but the choice is a wide one. High class



No. 3—Winner of third prize in Christmas Window Competition. Display of leather goods, gloves, etc., by H. Robinson, with R. McKay & Co., Hamilton.

trimmers are buying a good deal of white foliage, combined with red berries. The list of white foliage is a long one. For instance, there is white oak vine, white grape vine, white holly, holly and grape sprays, etc. Holly comes in vine effect, and in wreaths, bells and sprays, and is combined with brilliant red berries. Folding tissue paper bells go well with white foliage. They can be had in different sizes, and the price is not high. These bells should be stocked for sale, as they are an exceedingly popular article for Christmas decoration.

Handkerchiefs, small fancy articles, dolls, toys, etc., are not easy to show, and windows of this description always take time and patience to dress. Perhaps the accompanying diagram may offer a few acceptable ideas and hints to some of the trimmers who are readers of The Review. The front section is placed about a yard or so from the back of the window. The arches are made from sawn lumber, and are covered with some bright red material. Between each arch is stretched poultry netting, topped by gilt picture molding, the netting also being gilded. The back section consists of a shelf backed by a board and covered with royal blue cloth or other material. From the shelf are three half-circles of bent wood or wire which pass through the arches on a level with the pillars or supports. Heavy rope, gilded or wrapped with the tinsel used to decorate Christmas trees, is fastened to the shelf and spaced out, hanging free, as shown in the illustration. Two Christmas trees, trimmed with tinsel, glass balls, etc., are placed upon stands between the arches. This setting can be used for a handkerchief trim and later for fancy goods and toys.



No. 4—Display of gift articles, by Louis F. Raynor, with Mahon Bros., Halifax.

"Pa!"

"Well, daughter?"

"May I have your waste basket to make a mushroom hat?"

"Yes, child. And you may also have this old feather duster for trimming."

Prize-Winning Displays

The Winners of Christmas Competition—The Judges Placed Selling Quality Before Appearance.

The three prize-winning displays, in The Review's Christmas window competition a year ago, are reproduced this month, and many a trimmer may get excellent inspiration from them to assist him in making his plans for the coming holiday season.

As stated at the time the winners were announced, the judges, H. Hollingsworth, of Simpson's and A. E. Apted, of Eaton's, Toronto, took into consideration, first and foremost, each window's ability to sell goods. The one which they concluded was the best seller received first prize. As will be seen, it really was not the most attractive, judged from the standpoint of appearance alone.

As an indication of the beauty of some windows that were not fortunate enough to win a prize, one of those entered by Louis F. Raynor, with Mahon Bros., Halifax, is illustrated. It must have had a very striking effect, but the question the judges asked themselves was this: "Would it sell goods?" They concluded that its selling qualities were not very marked. As a beautiful picture they could find no fault with the window, but they strongly doubted its practical value. There is a splendid lesson in this for many Review readers.

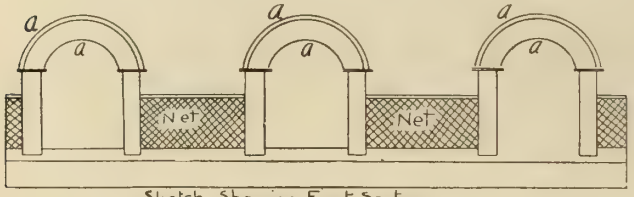
Following are descriptions of the windows shown:

No. 1.—Display of fancy boxes and jewelry, by A. A. Garon, with Z. Paquet, Quebec. Background of sateen, in wave plaiting, with bows of yellow ribbon at each corner; art nouveau frame and scene representing the three kings in the desert and two angels; at each post a gospel and candle holder; floor covered with white felt; pedestals and tables of mahogany. The window was much admired and sold a lot of goods.

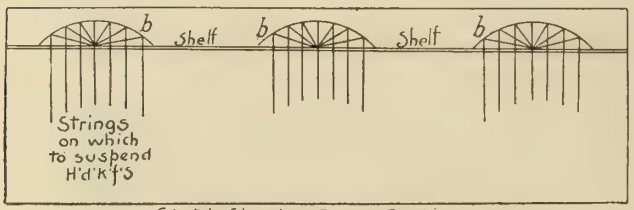
No. 2.—Display of handkerchiefs and umbrellas, by

H. C. MacDonald, with Richard Hall & Son, Peterborough. Background of heavy green velour suspended on brass rod, and over this fine Brussels art curtains, giving very pretty effect; arches made of broken boxes and covered with paper, a tile shade of yellow, being first soaked in a paste made from flower and water and then puffed on, the rough parts being touched up with gold bronze; two large bells made of millinery wire and covered with crepe paper; stands on which handkerchiefs were displayed made from ordinary upright stands with hoop on top, each stand having an electric light and bell suspended from it; sixteen lights, red and green, on arches; a red light formed the tongue of each bell, from which was draped a streamer of red satin ribbon; floor covered with cream felt; natural holly used throughout; smilax entwined the arches, but does not show in photo. The size of the window is 21 x 7 feet. Mr. MacDonald states that it was a splendid seller.

No. 3.—Display of leather goods, gloves in boxes, fancy collars and belts, small statues, etc., by H. Robinson, with R. McKay & Co., Hamilton. Size of window, 19 x 7 feet; background and sides oil painted to represent Christmas Eve at twilight; color effect very striking, but lost in photo; trim very carefully carried out to correspond with painting; snow represented by white cotton batting covered with diamond dust; two small evergreen trees added to realistic effect, being



Sketch Showing Front Section



Sketch Showing Rear Section

covered with cotton batting and diamond dust; in centre of window a rustic bridge over a small frozen creek, which was made with mirrors and sprinkled with diamond dust to give good ice effect; such details as skate marks on ice and icicles on bridge carefully carried out; background painting made to suggest creek; ceiling hidden by drop curtains.

No. 4.—Display of gift articles, by Louis F. Raynor, with Mahon Bros., Halifax. The chief beauty of this window cannot be shown in a photograph. The church and houses were lighted up and the roofs covered with diamond dust. The effect at night was very realistic. The frozen creek was carried out in the bottom of the window with a mirror covered with diamond dust. The goods were displayed on bare twigs, apparently imbedded in the snow. The floor was covered with fine cotton wool and sprinkled with diamond dust. Size of window, 12 x 6 feet.

A CLEVER PETERBOROUGH TRIMMER.

Among the most attractive window displays illustrated in this department during the past year have been several executed by H. C. MacDonald, with Richard Hall & Son, Peterborough. All of Mr. MacDonald's work seen by The Review has been of a high order of merit. He has splendid windows, that offer excellent scope for his ability, and he takes full advantage of them. He is also a finished show card writer. A group of his cards was illustrated in The Review last month.

Christmas Window Contest

Prizes of $15, $12 and $8 Will Be Awarded for Three Best Displays—Last Year's Competition Was a Success.

The Christmas window competition held by The Review a year ago was such a decided success that it will be repeated and it is hoped that even greater interest will be aroused. Prizes will be awarded the three best displays—first $15, second $12, and third $8.

Photos to be entered in the competition must reach this office on or before February 1, 1908. The only trimmers in Canada who are barred are those with Eaton's and Simpson's.

The Review expects to receive photos of many displays of merit, outside of the three prize-winners. Some of these will be reproduced also, and for each one so used the sum of $5 will be paid. Each photo must be accompanied by full description of the trim.

TRADE WITH NEW ZEALAND.

The returns of the trade of New Zealand for 1906 have been issued. Canada's commercial agent J. S. Larke, has abstracted from it the information directly interesting to this country some of which is subjoined.

Canadian Share of the Trade.

	Imports from Canada.	Exports to Canada.
1902	£ 52,374	£ 7,366
1903	68,329	2,421
1904	113,485	15,961
1905	96,119	51,329
1906	157,088	29,815

Imports From Canada.

	1904.	1905.	1906.
Apparel	£1,802	£3,429	£1,522
Canvas	1,851	4,724	5,921
Calico	....	....	59
Shirtings, cotton	228	138	411
Flannelette	....	....	16
Cotton piece goods	8,447	7,694	8,165
Drapery	396	234	488
Fancy goods	57	86	67
Furs	10	99	....
Hosiery	440	10	39
Knitting machinery	....	....	184
Sewing silk	....	....	36
Paper hangings	2,955	1,777	2,383
Textiles	....	3	134
Woollen piece goods	39	....	17
Floor cloth and oil cloth	78	7	49
Mats and matting	174	....	105
Rugs	82	....	5

Exports to Canada.

Flax	£10,345	£ 7,227	£13,669
Wool	1,676	32,388	3,453

Carpeting and ruggeting	£155
Drapery	84



No. 98 T L

WORTHY WAX——

ONLY KIND WORTH WHILE.

Inferior Figures are an Abomination.

They Mar Effect of the Smartest Display.

We are supplying many of the best trade in Canada. Why not you?

Write for particulars respecting our life-like magnificent creations in finest grades of wax. Our figures are fashion figures and made for the latest mode models in gowns, suits, fur garments, etc.

Our new catalogue, No. 15L, Window Dressing and Display, will tell you all about our wax goods, in handsome pictures and descriptive text.

J. R. Palmenberg's Sons,

FACTORY 89 and 91 W. Third St.

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED 1852)

New Forms and Fixtures



Get the new Drape Form. It is correct for the coming season's styles.

Get our Catalogue of Metal Fixtures. They are the best on earth.

Great Western Fixture Works

199 Fifth Avenue

Chicago



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

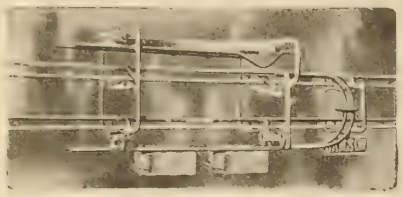
Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: **Mount Forest, Ont.**

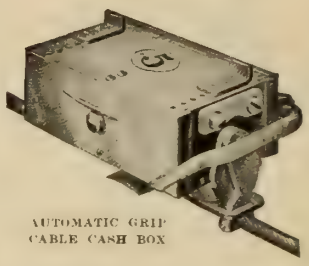
U. S. Factory: **Mason City, Iowa**



SALES STATION

LAMSON PERFECTION CABLE CASH CARRIER

A modern cash centralizer for **QUICK SERVICE** in active stores. Unites all floors with cash desk, which may be located anywhere. Plans and estimates free of charge. Ask for booklet N. 1.



AUTOMATIC GRIP CABLE CASH BOX

LAMSON CONSOLIDATED STORE SERVICE CO.

126 WELLINGTON ST. WEST, - - TORONTO, ONTARIO

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED FINISHED AND PUT UP

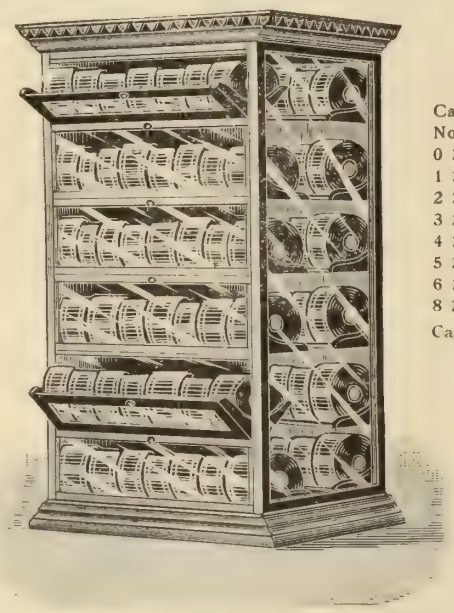
ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

The Practical Ribbon Cabinet—The Constant Increasing Business Getter



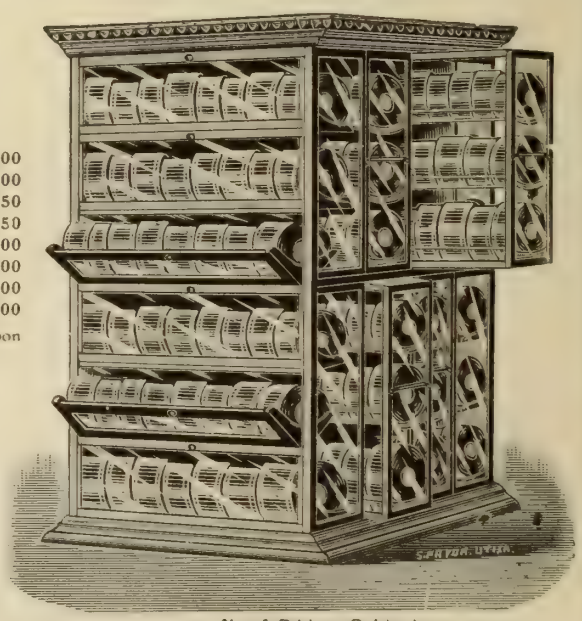
No. 2 Ribbon Cabinet

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼ x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¼x18¾x38	250	18 50
4	28¼x23¾x38	325	23 00
5	28½x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x43¾x43½	700	42 00

Capacity based on No. 7 Ribbon

MADE OF OAK
ANTIQUE FINISH



No. 4 Ribbon Cabinet

No. 0 Ribbon Cabinet opens from one side. Nos. 1 and 2 open from two sides. Nos. 3 to 8 open from four sides.

Sold by the Leading Jobbers of Dry Goods and Notions. Send to the manufacturers for Catalogue, which describes not only the Ribbon Cases, but various other Fixtures for the Dry Goods Trade, and the list of jobbers through whom the fixtures may be ordered.

A. N. RUSSELL & SONS CO., Ilion, N.Y., MANUFACTURERS OF **DRY GOODS STORE FIXTURES**

THE LAW SAYS YOU MUST

Do you know that a man is obliged by law to keep a proper set of books?

The law says:

"Any man who fails and has not for five years before his failure kept proper books shall be liable to a fine of $800.00 and one year's imprisonment."

Since you must keep books of some sort, and as the law insists that you keep proper books, why not keep them properly?

It is just as easy to do a thing right as it is to do it wrong.

* * * * *

Business Systems mean absolute accuracy, and with less work than the old-style methods of bookkeeping.

Business Systems are not expensive to put in in the first place—the cost is in proportion to the size of the business, and they enable one clerk to do the work of two.

Business Systems allow your clerks to put their work before you in such shape that you can see at a glance how everything stands.

* * * * *

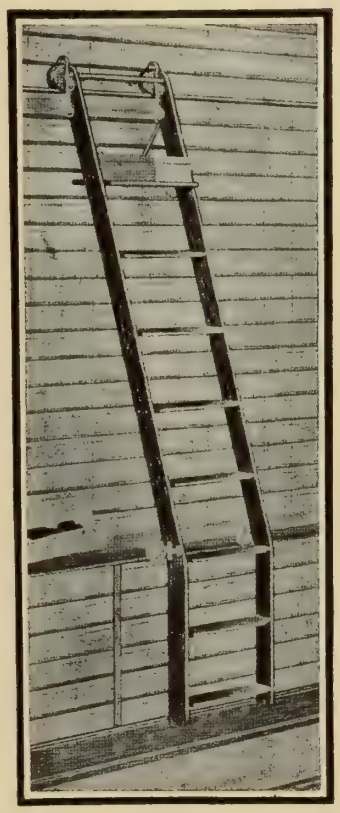
Drop us a one-cent post card asking for further particulars.

You don't have to buy unless we can suit you.

860

BUSINESS SYSTEMS
LIMITED
83 SPADINA AVENUE
TORONTO - - - CANADA

"DO NOT MOVE"



If you need more room, simply build your shelving to ceiling, which you can conveniently utilize by installing a system of the

Milbradt
Rolling Step Ladders

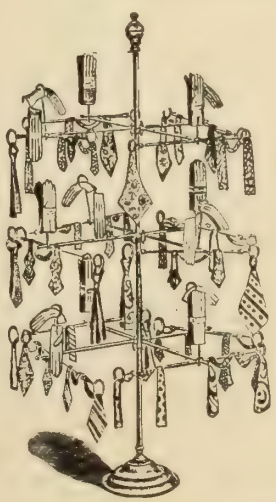
They cost but little and enable you to utilize space now vacant.
Save your goods and fixtures.
Save time and clerk hire.
Add to the beauty of your store.
We make ladders to order and to fit any shelf arrangement. A fully illustrated catalogue will be sent on request.

Milbradt MFG. CO.
1450 N. 8th St.
St. Louis, Mo., U.S.A.

The Paris Stand

WITH RINGS

For Men's Furnishings and Fancy Dry Goods



An unique stand to display Xmas Novelties. This stand is 7ft. high and has 12 brackets, 18 in., ½ in. diameter, in quadruple collars.

The sliding bars are furnished with ball tips with set screws allowing adjustment of the rings.

By placing the sliding cross bars at an angle, a very striking and effective variation can be formed.

Write for illustrated catalogue of our many other Store Fixtures.

Toronto Brass Mfg. Co.
17-21 Temperance St., Toronto

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from September Number.)

Half-tone Engraving.

The term "half-tone" is really a misnomer. When the inventor of the process showed a friend the first photo-plate engraving he was told that it had only half of the tones in the original photograph; but half-tone engravings, when perfectly made, like those illustrating the price tickets in previous articles in this series, certainly show all the tones. Same of these cuts show every detail; shade, shadow and reflection can be clearly and distinctly seen.

Half-tone engravings are photographed through a glass screen. If you take a magnifying glass you can see tiny squares all over the design. For ordinary newspaper work the screen is coarser than when the printing is to be done on smooth paper. Take for example the four tickets in previous articles, Nos. 200, 201, 202 and 203. They were made just twice as large as shown and pasted on a grey card twice the size of illustrations. They were then photographed through the screen on a glass plate. Afterward the plate was placed over a polished plate of copper, having its surface specially prepared. The copper and glass plates were then exposed for about twenty minutes to a burning arc light.

The finished half-tone engraving is mounted in the same manner as an electrotype, on a wooden block. Printing with an electrotype of a half-tone is never as satisfactory as printing from the originals. It is advisable, always, however, to make an electrotype of all half-tones because they are more readily injured, and the electrotype will obviate the necessity of an expensive outlay in case of accident to the original plate.

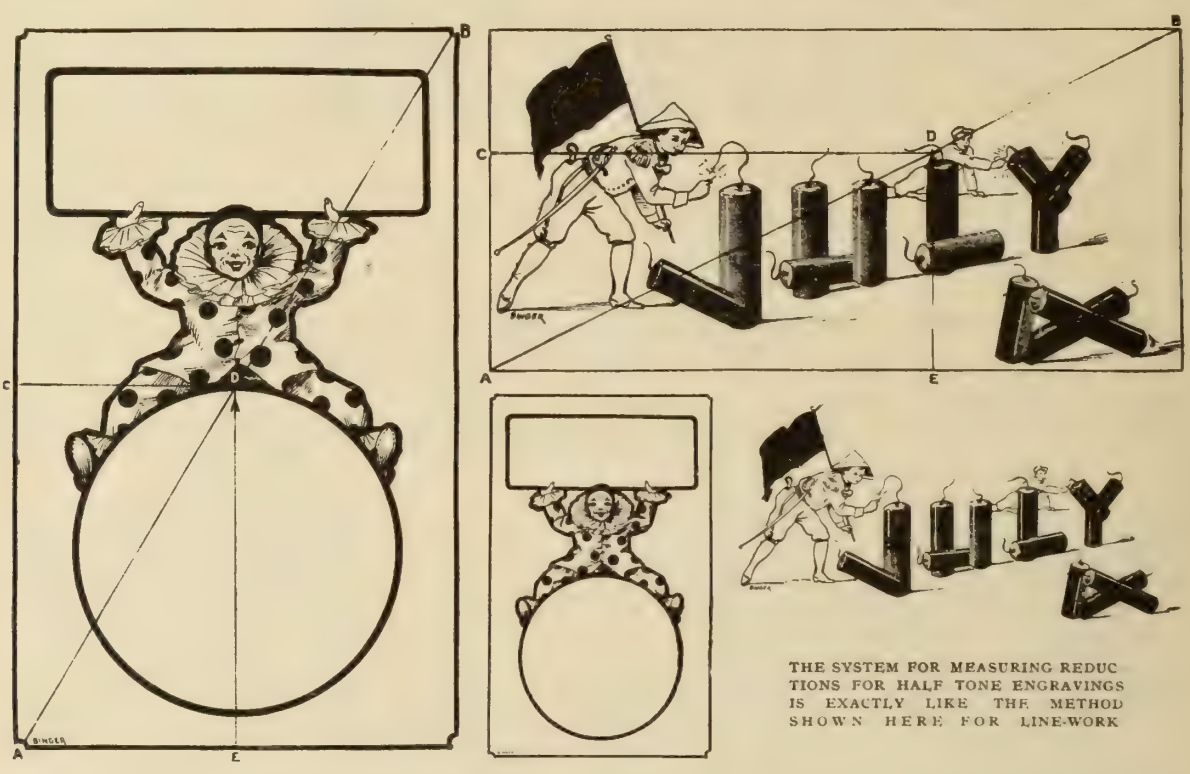
Photo Engraving Objects.

If you want to make a booklet showing styles of garments, shoes, or any class of merchandise, send the articles to the photo-engraver. He places them in the proper position and light and then takes a photograph. If the sunlight is bright that day, your merchandise can be returned within a few hours, but you should wait several days for your half-tone "cuts."

Reduction in Engraving.

The four illustrations herewith grouped as one plate show the method for ascertaining the exact dimensions of any picture after reduction in the process of engraving to a stipulated size in width or length.

We have chosen two extreme designs, the one of the clown being upright and having, mostly heavy outlines and the other, with the boy, being horizontal or "land scape" and having, mostly faint lines. The original height of the figure of the clown was 17½ inches. In order to ascertain its width when reduced to 2½ inches in height, we proceed by carefully following these instructions:



THE SYSTEM FOR MEASURING REDUCTIONS FOR HALF TONE ENGRAVINGS IS EXACTLY LIKE THE METHOD SHOWN HERE FOR LINE-WORK

Draw a diagonal line from A to B across the picture in light blue pencil (light blue will not reproduce in the process of photo engraving, the blue rays being absorbed). With a ruler, measure from the base line to a point 2½ inches distant from the diagonal line E to D, and draw another line from that point as shown to the left of the picture, at the second point, C. You will then have a diagram of the exact dimensions of the reduced engraving and can tell by measuring from the point at the side, C, to the point at the diagonal line indicated by the arrow on our sketch at D, that the engraving will measure exactly ⅝ inches in width after reduction.

The two panels on this design are intended to be mortised, which means that as much of the inner space as is possible is cut through the engraving and also through the wooden blocks on its back, so that the printer may insert therein any desired words in type.

Such a design is excellent for newspaper advertising. The same cut may be used for a regular standing design and the type in the oblong and round panels changed every day if desired.

The same process of measurement can be observed in the second illustration. The original illustration measured 4¼ inches in length. We desire to reduce it to occupy a space of 2¾ inches in length, and wish to ascertain what its height will be when reduced. Drawing a diagonal line across its centre from A to B, and measuring from its side from the point C to a point meeting the diagonal line 2¾ inches distant, D, we find that by drawing a straight line from that point to the base of the picture at point E, the distance will be 1⅝ inches.

Measuring both of the small reduced pictures, these dimensions will be verified, and will agree with the rectangular diagrams in the original designs. This method is followed exactly when the original designs are very large, but no lines whatever are drawn across the face of the designs, which in many cases are very costly and highly prized by the artists, who do not want them defaced by lines. The method employed, instead of drawing a line across its diameter, is to place a ruler or straight-edge across the diameter and to measure the distance with another ruler from a base line or side line to the diameter. When designs are small and require enlargement the same process is employed, but it must be remembered that all lines will appear coarser and the spaces between lines proportionately wider.

When you send a picture which you wish reduced to a certain size in height or width, give only one dimension. The picture never reduces in different proportions, therefore it is only necessary to state what height or what width it is to be and the unmentioned measurement will appear in correct proportion. Write instructions on the back of design and they never get lost or misplaced

The reader will be interested to learn that the original designs, from which the two large engravings were made, were four times as high and four times as wide as those here illustrated. It will, therefore, be seen that the black outlines on the clown were three-eighths of an inch thick, and the largest dot on the right hand lower side of the clown's jacket was half an inch in diameter. The July original card was 17 inches wide and 8½ inches high.

Suppose you desired to print the clown design so that the skull cap, the lines over the eyes, the lips and the polka dots should appear in red. You would require two cuts. The second cut would be made exactly like the first one, then all the lines except those desired to appear in red would be cut off (routed out). The printer could then print red first, and after that, print the black part of the design.

If you are making a design, or have a finished design and wish to see what it would look like if all of its lines were reduced, you should have a reduction glass. These glasses are round lenses that can be bought from most opticians, mounted in a metal ring, and, if desired, also with a handle. The reduction lens is ground convex on both sides, and instead of magnifying objects, it causes the reverse effect, diminishing the size. If you take a magnifying glass, the farther you hold it from the picture, to a certain focus, the larger the picture will be. Do the same with the reducing glass and the smaller the picture will appear.

The British Markets

Retail business, as yet, is of a quiet character, but there is every prospect of the season opening up well. Buyers are back from their vacations, but visits to market are chiefly to size up the situation. Country travelers are receiving fairly heavy orders. In the shipping houses, the growth of Canadian business has been a fruitful topic of discussion.

The report of the British Consul at Lyons for 1906, just issued by the Foreign Office, shows that the silk industry there enjoyed a big year. The silk crop for 1906, though a good one, was not big enough to make up for the shortage of 1905, as well as to provide for the increased consumption. Raw silk, therefore, advanced 38 per cent. in some cases. A feature of the year's trade was the enormous increase in the production of colored silks, and the falling off in the sale of blacks. The subjoined figures show the big increase in the output of the Lyons factories in 1906, as compared with the two previous years.

The product of the Lyons factories in

1904 was valued at	£15,160,000
1905 " " "	15,710,000
1906 " " "	17,064,000

As the demand for silken fabrics is still on the increase, this year's crop will have to be a big one to meet the requirements of the looms.

The Japanese silk trade during 1906 also showed a big increase. According to consular reports, the silk fabric sales amounted to no less a figure than £4,542,125. The big demand has led to material advances in price.

Present reports in London show raw silk prices are firm, but more business would be done if stocks on hand were larger. Lyons cables state the situation there is much the same as last year. Consumption continues to absorb daily all the silk within reach. This is retarding the effect of the big new crop, and making its influence less notable. The Asiatic markets show confidence, and though fluctuating, are small sellers. It is also said the later crops do not equal the first one in China and that floods have done damage in Japan.

Bradford.

The wool year of 1906-7 is ended, and the present position and the future of the market is the all-absorbing topic in this centre. Generally the beginning of August sees a weakening tendency in wool prices due, no doubt, to absence of interest when the stress of the season is over, and, also, to the desire of wool buyers to reduce prices to the lowest possible limit before the opening of the Australasian port sales, that begin the new season.

This year the usual drop in values is absent. Prices for the finer merino wools are extremely firm, and if there is any tendency manifested, it is not in the direction of lower values. The demand for this class of wools is increasing, as fabrics made from merino wools are rapidly gaining their old supremacy in the dress world. Spinners of worsted yarns are fully sold up for months to come, and as indications do not point to any increase in the supply in the coming season, merino wools will fully maintain their price.



Signs easy made with

DAVIS' AUTO SHADING PENS

One set of six widths, two colors of ink with Alphabets, sent post paid for $1.00. Descriptive circular free.

T. C. DAVIS, Decatur, Illinois

SUPERB WAX WORK

Our pure wax heads are gaining steadily in popularity and are to-day a feature of interest with every progressive merchant.

Once Tried, Used Always.

Metal Fixtures of all Descriptions.

DELFOSSE & CO.,

Canada's Greatest Fixture Factory

5 HERMINE ST., MONTREAL

Catalogue on Request.

Recently there has sprung up a demand from sections of the home and Continental trade for English wools, both of the lustre, and now lustre variety. Considerable purchases of these wools have also been made by United States buyers. This has caused cross-breds to manifest an upward tendency. The coarser colonial cross-breds are also dearer. American buyers have taken these wools freely, and staplers have been compelled to advance prices to protect their remaining stocks.

The advancing prices of these wools will probably have a bearing upon the question of the continued life of tweeds, as a popular dress fabric. There can be no doubt that tweeds are not in as great demand as they were a few months back. Now that wool prices are again hardening, tweeds—for the reason, that no other fabric with the smartness and wear, can be produced at the price—are again favored. Tweed manufacturers are, therefore, preparing an extensive range of tweeds and friezes for the coming Spring, in new shades and colors.

Turkey mohair, and pure lustre wools, are advancing. Already large orders for bright dress goods, cloakings, etc., are being placed, for the home and colonial trade, and manufacturers of these goods promise to be busy for some time.

Manchester.

Vacation time has unsettled trade but preparations are being made for September deliveries which, taking them on the whole, compare favorably with those of last year. Plain white goods are selling well and prices are firm. There is more inquiry for flannelettes, particularly for the better qualities. Plain woven cloths are in good demand.

There is some complaint made as to the disposition of manufacturers to cancel contracts made a few months back if the slightest ground is given. A higher price would have to be paid for these goods in the market at the present time.

The outlook for the home trade is generally good, and accounts are reported to be well met.

There is more life in the export trade, but more business would be done if prices were not so high. Prospects of an improvement in Asiatic buying are held out. Business from the Continent is not heavy, and South America is not at present a free buyer. Not much new business has come round to manufacturers.

There is more inquiry for yarns than a few weeks back, but the business offered is for distant months. Holidays are now on in the Oldham district, but when they are over, production will be on a large scale. Spinners' margins are not as big as they were, but good profits can still be secured, particularly if early delivery can be given. Egyptian yarns do not show much change, and producers are well engaged.

Sir Alfred Jones, and the members of the Cotton Growing Association, entertained Winston Churchill at a banquet at the Midland Hotel. The railway to Kano, Mr. Churchill said would be finished in four years, and he urged spinners and manufacturers to take full advantage of the opportunities offered, so that they would not be at the mercy of the American speculator, nor depend upon the accident of the American Summer.

Nottingham.

Holidays are over, and the trade is settling down to brisk business. There is a big foreign call for Nottingham laces, with America as a leading customer. Canada is also buying freely, and the other colonies are taking a good share. The demand from South America is steady, and prospects for the home trade are bright.

Mills are busy and still have many orders on hand. Torchon, Cluny and Maltese are in the lead, and sets—that is, laces and insertions to match—are selling. Embroidered laces and guipures, also in sets, are coming to the front. Trimming laces, corset laces, crochet and wrap laces, are all represented in the demand. Manufacturers of nets are busy the kinds most in demand being silk veilings and tulles.

Irish Notes.

There are prospects of a further expansion in the linen trade, as manufacturers are receiving fresh orders that will keep them busy when present contracts are run out. Big orders have come from the United States, and business with Canada and Australia is increasing. Cuba, South America and the Far East are steady buyers, and Continental business is above the average. Yarns are in demand and prices are firm.

Scotland.

Glasgow linen manufacturers are busy with home and colonial orders, but buyers will not purchase yarns far ahead. Floorcloth and linoleum makers are fully engaged.

In Fifeshire, a quieter tone exists in the linen trade, but it has had no effect upon values. Manufacturers are still busy, but advance orders are not coming ahead freely. There is little export buying at present, but a speedy improvement is expected.

Wife: "I dreamt last night that I was in a shop that was simply full of the loveliest bonnets, and——"

Husband (hastily): "But that was only a dream, my dear."

Wife: "I knew that before I woke up, because you bought one for me."

* * *

Head of the Firm: "That's a pretty ancient-looking office coat you are wearing, Mr. Travers."

Travers: "Yes, sir; I got this with the last rise in my salary."

The Exact Cost of Doing Business

A Concrete Example of How Necessary it is to Know Just How Much it Costs to Sell Each Individual Line of Goods—An Increase of Sales, with Shrinkage of Profits Explained.

The board of directors' yearly communication lay before the general manager of the Mann Mercantile Company.

It was his first news of the proceedings of the annual meeting. For Johnston was not a member of the board of directors; in fact, no one really was—except Benjamin Mann, founder, ninety-nine per cent. owner, eleven months-of-the-year-absentee president of the Mann Mercantile Company.

So this polite and ambiguous letter to the general manager, expressing the directors' appreciation of his personal faithfulness, but also their disappointment in the year's meagre profits and their hope that the coming year would show increased results—this was really a direct message from Benjamin Mann to Oliver Johnston to the effect: "Show a bigger profit in the next twelve months—or your resignation."

Johnston's call button rasped. A word to the answering messenger boy brought in the treasurer—built on the order of Mann's directors—a glorified cashier and head bookkeeper.

The general manager went right to the point. "Braun," he said, "you and I are the only men outside the directors who know that this institution made less money this year than last, on a twenty per cent. greater volume. We were surprised, puzzled. Our one-man directorate is more than surprised. And it is up to me to find the cause and remedy it. My hunt begins to-day—the tenth of January—I want no further time handicap, for I have got to find the goal and make the run by December 31. Have you any idea as to the source of the trouble?"

"I am checkmated on this question," the treasurer replied. "You have our figures; sales nearly one-fourth more than last year—gross profits as large in proportion—all departments showing the necessary percentage of profits on the books; yet expenditures went way up and more than absorbed the additional gross profits."

"If you can't tell me, no one in this house can," Johnston said. Then, decisively—"I will know. To-morrow a new clerk comes into the executive department. Tell him everything, give him anything he wants, open up our books to him. He'll have to be the Stanley of my Livingstone in the Africa of the Mann Mercantile Company."

So, on the morning of January 11, I entered the employ of the Mann Mercantile Company as general clerk.

It was a progressive store I began to study—full of the hustle and ambition of young men, and yet well directed by the merchandising ability of its manager. The books showed the situation: An increase in volume of sales; corresponding increase in gross profits, for the margin between costs and selling price remained the same; but the expense list had taken an unwarranted increase.

It was on the expenditures that I therefore concentrated my attention.

"The first data I want to get from your books, Mr. Braun," I said to the treasurer, "are the items of expense for last year and this year."

"We can give you those in an hour," Mr. Braun answered.

The two sets of figures came to me, item by item—rent, light, heat, labor, equipment, repairs, delivery expense, supplies—all the expense accounts.

They brought out nothing startling, or even significant; the percentage of increase was uniform over all. No one item, as I had hoped, showed a comparatively greater rise, thus marking it for special attention.

"Either some adverse general condition or some broadly mistaken policy of management," I reported to Braun at the end of a day's scrutiny of the figures, "has caused this proportionately large increase in expenditure, or there is some one part or another of your store responsible for the increased expense in all lines. The next point, therefore, is to find what the increase in expenses has been by departments."

"But my books won't show that," the treasurer answered. "This is not a department store, you know, though we sell different varieties of goods. All expenses are figured in totals and charged to the store as a whole."

"But you surely have distributed your expense," I protested, "so that you know how much labor, how much rent, how much delivery expense, how much of any general expense, is to be charged to each general merchandise division of your business?"

"Nothing of the kind," the treasurer answered. "In the old days Mr. Mann, and now the present manager, have had complete and direct charge of the business; the figures of sales, which are kept by lines, and the general expense totals enable them to know the condition of the business."

The statement was made with such assurance that I was nettled.

"Why is this investigation going on," I demanded, "if these figures show the condition of the business? It's because your manager does not know the store's condition that we are making this analysis. What's the use for instance," I added, "of knowing the increase in sales by lines when you don't know whether the expense of selling those lines is increasing proportionately?"

The treasurer made no reply.

"Let me see," I asked, "the report of sales by lines for last year and also for the preceding year."

Here I struck something. Not a clue exactly, but at least something different. There was a general increase in the volume of all lines, but five lines had increased very much more than the others. I looked up the location of these lines in the store, the stock carried of each, the gross profit they showed. At the end of the day I dropped into the general manager's office.

"Have you started any new departments this year, Mr. Johnston?" I asked casually.

"Yes," he answered. "Three—although no one of them is extensive. We opened a music-box and phonograph department just before the holidays of last year. Then in the spring we introduced a line of sheet music, and as the goods seemed to be akin, we put in books a little later."

"And are there any lines of goods that you pushed harder last year than you did before?"

"You bet we did." And the salesman's spirit within him kindled his eyes. "We certainly cleaned this town

up on library desks and display counters. Times are prosperous ; there have been a great many developments in this line of goods lately. Everybody seems to be putting in new equipment, and I was bound that we would get what was coming to us. I happen to know we got a good deal more. We did nearly half the business that was done in this town in these lines."

Then, as if recollecting that I would probably not be interested in the little gossip of the store, he added : "How are things going ; any news ?"

"No, not yet," as I arose and swung the door. "I won't have anything to say until I have something worth while to report."

The next morning we set two clerks from the accounting department on what turned out to be a long job—the distribution of all expenses by departments or lines of goods. It was not only a long task, but a very difficult one. It meant going over every item of expense, every payroll and invoice, charging the wages of the clerks to the goods they sold, charging each department its proportion of the rent, heat and light, according to the space it occupied, going through the delivery slips and charging each department according to the time that had been spent in the delivery of its goods. And even harder was the distribution of the general expense—the superintendence, the janitor work, the accounting and administration expense.

It was two weeks before I had all my detailed figures ready for assembling, and when I began this final stage of the work I felt like an engineer must feel when the next blow of the pick is to join the two ends of his tunnel, according as he has calculated them in his blue prints. Here I must find the trouble point—or I could find none, for my study of the business showed no other opening in the apparently strong front of the management.

It was the next morning that I went in to see Johnston with two sheets of paper in my hand.

"I have something to report," I said, significantly. And although it was his busy hour, he cleared his desk and his office.

"Have you ever thought, Mr. Johnston," I began, "of exactly how much it costs to sell a sheet of music, or a chair, or a desk, or piano ?"

"I know the percentage," he came back quickly. "My monthly reports give me that."

"But I mean in a more detailed fashion than that. Have you any idea how much clerk hire it costs to sell a chair—how much rent, how much wear and tear on equipment, on your door springs, even, in that one sale—how much of your superintendent's and your floorwalker's and your door opener's time it takes to handle that one customer ? How much it costs to enter and post the bill and collect the account on that one chair ? How much it costs you to deliver the goods ?"

"It's all in the percentage," Johnston repeated, but his answer was not so cock-sure as it had been before.

"I can tell you," I said, "how much it costs you in rent and light, and heat and clerk hire, in superintendence, in wear and tear, accounting and administration to sell, if not one chair, at least all the chairs you sold ; or all the pianos you sold, or music-boxes, or desks or books. That is more than you ever knew before, isn't it ?"

"Yes," he said, "more than I cared to know, because it is only itemizing, it is only dividing up the entire expense. As long as I know the percentage I know where we are at."

"But you don't know the percentage. You know, for instance, that your profit last year was four per cent. on all the goods you sold, taken in lump."

"Yes," was the answer.

"You have not known until this moment that while you made four per cent. on your chairs, you made six per cent. on your rugs and carpet, only one per cent. on your books, and that you lost money on the sheet music you sold, and on the musical appliances, and on the library desks, and barely played even on the counter line ?"

The general manager had the right hand drawer of his desk open before my statement was finished.

"That's impossible," he asserted, as his hand placed the last report on his desk. "On musical appliances, for instance, we made a gross profit of fifteen per cent., and our operating expenses are only ten per cent., so we made five per cent. there. On our sheet music we made a little less, I confess. The gross margin there is only fourteen per cent., but even there we made fully four per cent."

I laid my sheets down on his desk. There was a department for each sheet. First, there came the total sales of that department for the previous year by months, and then for the year before that ; opposite were the expenses for the two years by departments, itemized into the various expense accounts.

"Here is the proof," I said. "It is absolutely correct, as your accounting system will allow, and while your accounting system has not told you much, its original entries are doubtless correct. But I tell you here what the actual expense of each part of your store has been. When you come to think of it, you cannot expect it will cost exactly the same percentage of the selling price to sell a piano that it does to sell sheet music or a library table or a book. Coincidences don't come so uniformly. It may cost twice as much in percentage, to sell one article as it does another. Just because, to get your selling price, you mark all your goods up twenty per cent. from the cost price, you can't be sure that it does not cost twenty-five per cent. to sell sheet music, and perhaps only five per cent. to sell chairs.'

"But why is not your method as much a guess as ours ?" Johnston asked. "How do I know that it cost $20 for rent, for instance, for our sheet music department, and $24 for heat and light, and $520 for clerk hire ?"

"Because it actually did," I answered, and I proceeded to explain to him the basis of the figures before him. "It's a very easy matter to determine the total clerks' wages for any department for a year. It is merely the process of picking out the people who sell a certain line of goods and totaling their wages. It is just as simple to find the rent, the heat, and light for a department ; that is a process of dividing the total number of square feet in the store by the number devoted to this department, and charging the same proportion of the year's rent. The superintendence is a little more difficult, but that can also best be arrived at on the basis of space, as can also the general wear and tear of equipment.

"Administration and office expense are charged in proportion to the department's volume of sales."

And so I went through every expense account, showing exactly the basis on which the distribution was made.

Buried in the interesting details which I had opened up to him, the general manager failed to see the forest because of the trees.

"These figures are interesting and they will doubtless help the management of the business ; but how do they show what has been the matter with our profits ?"

"Right here," and I picked out five sheets from the

pile. "You pushed two departments particularly hard this year, chiefly in order to overcome competition. You lost money on both these departments.

"You opened three new departments ; one was very successful ; the other two you lost money on. Now, why ?"

"You lost money on library tables and display counters because you were bucking against competition ; you sold on too close a margin, did a great deal of advertising, and hired special salesmen. Your sales expense plus your general expense more than consumed your gross profit.

"You lost on sheet music because not only is the margin comparatively small, but each sale is for but a small amount. Then the department takes up a good deal of room ; it requires a great display space ; you have a piano there on which purchasers try the latest popular airs. And your gross profit is, therefore, more than eaten up by your general expense in this department. The same applies to books."

Johnston sat silent, his chin resting on his hand. He was waiting for more.

"Now take the year's business ; subtract from your total expenses the expenses of three or four departments. The resultant profit would be larger than the actual profit you made last year, while the percentage of profit would show an even greater increase !

"I have shown you the cause. It carries with it the remedy. How that remedy should be applied is for you to say. Some of these departments you can doubtless drop ; others you must keep in order to hold certain business for other lines. In one or two of the departments you can make such changes that they will show the right margin of net profits."

The general manager rose abruptly and picked up the sheets. "There is more important work for me to do to-day," he said, "than sit at this desk. I am going home to my library to work this out."

"Mr. Norman," he said, his hand on my shoulder, "you have shown me the goal and the straight path. I have got to run to make it. The rest ought to be easy."

And it was.

Early Saturday Closing

An Agitation Started in Kingston—Views of the Drygoodsmen—Closing Hour Now is Ten O'clock.

A Kingston clergyman advocated from his pulpit that merchants of that city close earlier Saturday evenings than they do at present. The News took up the subject and sought the opinions of a number of retailers. Here are those obtained from several drygoodsmen :

"Edward Steacy, of Steacy & Steacy, was a dissenting voice. To the question : Are you in favor of the early closing on Saturday night ? Mr. Steacy replied emphatically : No, I am not. We close at six every evening and on Saturday nights at ten, sharp. This rule is rigidly enforced, and, I think, if every store in the city did likewise there would be fewer complaints. We have a large establishment, and take in enough money between eight and ten o'clock every Saturday night to pay seventy-five hands. You are at liberty to question the clerks if they are satisfied with their hours. This was done and unanimously they were perfectly satisfied."

"Mr. Shaw, of Newman & Shaw, said : Say that I am strongly in favor of it. It will benefit both merchants and employes. The groceries close at seven, though a few years ago the suggestion was pooh-poohed as impossible. Now it is universal and the nine o'clock movement could be just as well carried out. The majority of houses pay their clerks on Friday, which gives them ample time to get around before nine o'clock Saturday evening. If clerks stay in stores till nearly twelve o'clock you cannot expect them to be at church Sunday morning. It is a habit more than anything else, to shop late. We certainly would be glad to see early closing."

"George Mills (hats) was one of those in deepest sympathy with the scheme. There is no necessity of late shopping, said Mr. Mills, and if a bylaw were passed requiring the merchants to obey to the letter, it would be a move in the right direction. But for one to close and two to keep open, it would spoil the attempt. The strongest point is there must be unity from the beginning. Some of the stores keep open till twelve o'clock waiting for others to close. Let us all close at nine and both merchants and employes will be benefited."

"Say for me that I am heartily in favor of the early closing, said Mr. Laidlaw, but it must be with the distinct understanding that there will be a bylaw and one that will be enforced. I think every store should close at nine o'clock, not only on Saturdays, but on every night preceding a holiday, which often spoils the day of pleasure following it. With one exception, and that only on Christmas Eve, would I allow the stores to remain open. Householders do not shop on Saturday nights ; it is mainly maids who have been kept in till after eight, but a little thoughtfulness on the part of their employers would give them ample time to get around earlier. Friday markets would help wonderfully with the scheme."

"Mr. Waldron, who is one of the oldest dry goods merchants in Kingston, had this to say : I think that closing at five for the two warmest months of the year and at six every night, with the exception of Saturdays, when the hour is ten, is fair treatment to both customers and clerks. The hours are strictly adhered to and we treat our employes with every consideration. There are no complaints about the hours from the clerks ; they are satisfied with the present arrangement, and so am I."

Following is an editorial from the Kingston News on this subject :

"The question of earlier closing of the shops on Saturday night, brought to the attention of the public by Rev. Dr. McTavish in a sermon last Sunday, is one worthy of consideration. The early closing on other evenings is now generally approved, and where late hours now prevail most are desirous of shortening the time. On Saturday evening, however, nearly all cling to the old system of open shop till the night is far advanced. Yet it may be found that there is no imperative need for doing business later on Saturday night than on any other evening. Some employers pay their hands on Friday, and with a little more effort this number might be increased. In which case, it is as easy to order goods on Friday evening or early Saturday, and have them delivered early in the day, as to place the orders on Saturday evening. Moreover, there are few families where they are living so much a hand-to-mouth existence that they are dependent on the present week's income for Sunday's food.

"To close at, say, eight o'clock, on Saturday evening, would enable the merchants and their employes to get home in time to acquire a night's rest, and be thus better prepared to spend Sunday as a day of worship and rest, instead of now, in many cases, a day of rest mainly or entirely."



Fine new store of Smyth Bros., Berlin.



A view of ground floor, Smyth Bros., Berlin.



Carpet department, Smyth Bros., Berlin.



Ready-to-wear garment department, Smyth Bros., Berlin.

The "Frechette" Comb

The One You Need

Going Like Hot Cakes



Showing a "Frechette" Comb and Holder.

The Comb That Holds



The "Frechette" Holder that does the work.

¶ Women are appreciating the "Frechette" Comb. It effectually stops the long list of lost combs. The "Frechette" Holder attached to all good styles, is simple in construction, yet strong and durable, and does the work.

¶ The "Frechette" Back and Side Combs are sure sellers with the fad-observing, fashion-following element, and have sufficient merit to insure a ready sale among women in general.

¶ The "Frechette" Comb comes in a large variety of styles and patterns, to retail from 50 cents to $5.00. Some exquisite designs in the new Spanish (high back) Combs.

The up-to-date merchant will make a handsome showing of these goods for his fall and holiday business. They will be "the thing."

Just write us for samples We will show you
Your jobber will soon show you the range

THE GRANBY MANUFACTURING COMPANY

ORIGINATORS OF COMBS THAT SELL

GRANBY, QUE.

FANCY GOODS AND NOTIONS

Fancy goods and notions comprise a great variety of articles. The range is as big as a merchant chooses to make it. Foremost come the goods of leather manufacture. A fine assortment of them can be shown to advantage for the Christmas trade.

Merchants are finding the sales of beaded bags, fancy and plain elastic belts, various varieties of bags, fancy boxes, plain, mock and fancy jewelry, infants' novelties, many lines of combs from brilliants to cut steel, and last, but not least, Japanese fancy goods, are very active. At present all progressive merchants in large city stores are paying close attention to these lines.

The gift trade is exceedingly big, and a merchant cannot afford to let it get away from him. Besides paying a fine profit in itself, it brings new customers to the store, and they will seldom go out without making some purchases from the general stock. Further, it does not require highly paid salespeople to look after this counter. The goods are displayed and a buyer can make a choice with very little assistance from the clerk. The latter, however, must know the lines thoroughly that she handles.

If a good variety of articles for the holiday season has never been in stock before, let a trial be made this year and watch the results.

Japanese Fancy Goods.

Lines selling best for the Christmas trade, in Japanese fancy goods, are tea and chocolate sets, also all kinds of fancy dishes. The tea and chocolate sets can be retailed from $3 to $10 per set. The fancy dishes can be had at retail from 15c. to $1.50 each piece. All of above articles mentioned net the merchant a big profit. In vases, fancy hand-painted effects are shown this season. These also net a large profit, being retailed at $1 to $5. They come in fancy floral patterns and Japanese figures.

Travelers now on the road are showing fancy baskets of every description, such as hand-painted paper lines, work baskets, baskets suitable for handkerchiefs and gloves. The range this season is one of the best ever shown to the trade. They are to be had in all sizes, and 3c. buys one of the smallest, which, when retailed at 5c. or 10c., brings a good profit, and also proves a good drawing card to the store, if mentioned when the notion department is being advertised in the local paper.

Antimony novelties, such as photo holders, ash trays, match boxes, ink stands, powder boxes, and various other articles of this description are also to the fore, and are enjoying a fair share of the Christmas trade.

Lacquer ware, shown in variously designed boxes, suitable for handkerchiefs, gloves, etc., is also active. Everything in this line is in demand by the retailer, and the articles make attractive gifts at reasonable prices.

The Comb Trade.

The comb trade at present is in good condition. A large variety of cut steel, jet, gold-trimmed, and, in fact, all lines of fancy set combs, are being shown. High-back lines have been asked for considerably. The demand for brilliants is still strong. Barettes of all descriptions are having an exceptionally heavy sale this Fall, with brilliants, plain, cut jets and cut-steel selling in the order mentioned, the cut steel and jet styles having preference in better grade goods. A new article in a plain barette style comes in both oval and straight shapes. The groundwork is of shell, inlaid with gray. It is fast coming to the front.

A line which is proving a steady seller is the patent holder comb. This new article is similar in appearance to the general run, but has a small bar which effectually prevents the comb being lost. This holder can be applied to any style. Combs, with monograms, in spite of the trouble of keeping stock up, are proving very active sellers. As the holiday trade draws near, they will improve in demand.

Sears, Roebuck Report

Gross Sales in Year Ended June 30, $53,285,792, and Surplus $3,238,502.

According to the annual report of Sears, Roebuck & Co., of Chicago, for the year ended June 30 last, the gross sales were $53,285,792, and net $50,722,839. The surplus for the year is $3,238,502, which is equal to 7 per cent. on the $10,000,000 preferred stock, and 8 per cent. on the $30,000,000 common.

The only means of comparison is with the results of the period ended Dec. 31 last, when the net sales were $37,943,472, and the surplus $2,868,061. The company was incorporated in its present form on June 16, 1906. The report compares as folows with the years ended Dec. 31, 1906, and Dec. 31, 1905:

	June 30, '07.	Dec.31, '06.	Dec. 31, '05.
Gross sales	$53,285,792	.....	.....
Less gds. rev. & allow.	2,562,953	.....	.....
Net sales	$50,722,839	$37,943,472	$27,604,253
Div. on invest	70,804	50,000	.....
Total net	50,793,643	$37,993,472	$27,942,253
Adm. exp. & interest.	47,444,141	35,125 141	25,665,381
Surplus	$ 3,328 502	$ 2,868,061	$ 2,276,872

The balance sheet of the company, as of June 30, shows $39,206,354 as the value of the real estate; merchandise and supplies on hand, $6,911 426; cash, $1,072,215. The value of the assets is $49,707,376. Undivided profits amount to $2,542,899; due officials of the company for loans $2,226,990; due tradesmen for merchandise, $1,336,718; sundry other open accounts, $2,605,144.

Faudels (Colonial), Limited, was registered at London, England, as a limited company on Sept. 5, with a capital of £5,000, in £1 shares, to carry on in any British colony or dependency the business of general silk and woollen merchants, fancy warehousemen, and manufacturers, etc. The directors are: Sir George F. Faudel-Phillips, Bt., G.C.I.E., and Messrs. S. H. Faudel-Phillips, B. S. Faudel-Phillips, and H. J. Davis.

ゼー ジャパン トレーデング商會

Lacquered Ware,
Porcelain,
Antimony Ware,
Ivory Ornaments

For Holiday Trade

Write for particulars.

THE
JAPAN TRADING Co
301. ST. JAMES ST. MONTREAL

A PERFECT MARCEL WAVE!

THE MAGIC CURLER

waves and curls the hair in 10 or 15 minutes, without heat, while you are dressing or travelling.



This hair was waved in 10 minutes without heat by the MAGIC CURLER.

Curling irons burn the hair, and are dangerous. Other curlers take all day or night to do their work and are therefore never ready when wanted.

PER LARGE CARD (5 CURLERS ON CARD) 25 CENTS.

THE MAGIC CURLER CO., - Philadelphia

CANADIAN FACTORY: TORONTO

SOLE AGENTS:
DIECKERHOFF, RAFFLOER & CO., of Canada, Limited
TORONTO, MONTREAL, WINNIPEG

WM. LIDDELL & CO., Ltd.
BELFAST

CHRISTMAS LINENS

Complete new range of Samples

DAMASK CLOTHS and NAPKINS

IRISH HAND EMBROIDERED

D'Oylies,
Bureau Scarfs,
Bed Spreads,
Shams,
Sheets,
Pillow Cases,
Afternoon Tea and
Dinner Sets, etc.

☞ASK FOR LINEN EXHIBIT

R. H. COSBIE
30 W. Wellington Street, - - TORONTO
IRISH LINEN AGENCY



Julian Sale
Wholesale
Catalogue
No. 19
Will be ready about
October 15th, 1907

It will contain about sixty large pages of all the new styles in Leather Goods. If you are not on our mailing list it will pay you to send for it.

The Julian Sale
Leather Goods Co., Limited
105 King Street West, TORONTO



INSPECT OUR HOLIDAY LINES

Here are some Profit-Makers

Lacquered Handkerchief and Glove Boxes, from 40 cts. upwards. Brush and Comb Trays, 15 cts. up. Lacquered Trays. Ladies' and Gentlemen's Silk Handkerchiefs.

A beautiful collection of scalloped and embroidered Ladies' lines and a splendid variety of Gentlemen's Fancy-bordered, Hem-stitched Silk Handkerchiefs.

N.B. A large shipment has just been received of Fancy Tea Sets, Cups and Saucers.

NOW IS THE TIME TO ORDER

THE CHINA AND JAPAN SILK CO., LIMITED

Desbarats Building, Beaver Hall Hill, Montreal

Canada—Montreal, Toronto | Japan—Yokohama, Kobe | China—Shanghai, Hong Kong

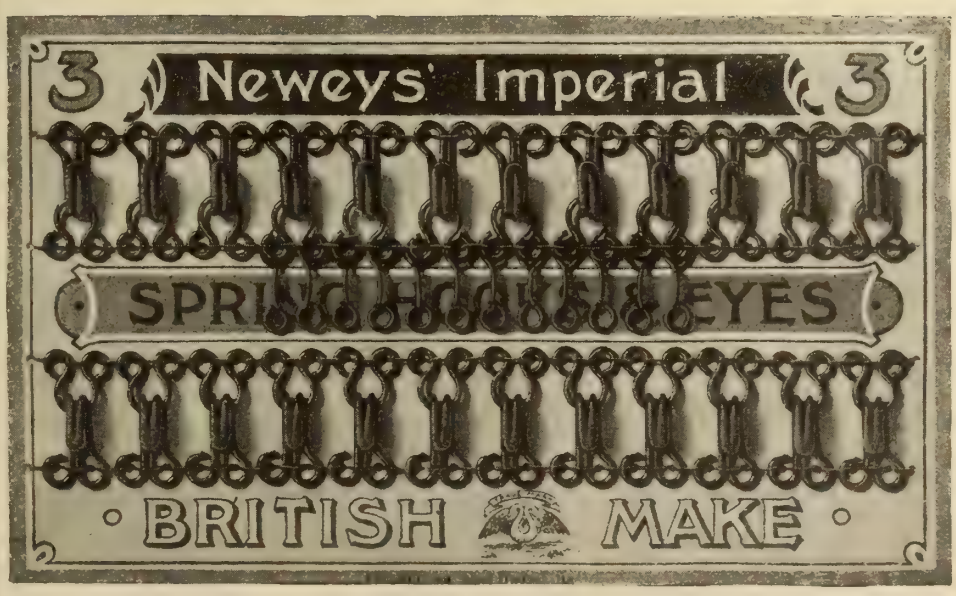
ANTIMONY WARE
BAMBOO "
BASKET "
CHINA "
MATTINGS

BRONZES
BRUSHES
IVORIES
SCREENS

BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

NEWEY'S SPRING HOOKS & EYES.

IMPERIAL QUALITY





Made in 5 sizes, black and white.
A Centre Spring Hook with a Swan Bill.
Made from hard drawn Brass Wire.
Beautifully finished and Machine carded.
Each card has one dozen extra loops.

OUR NAME IS A GUARANTEE OF EXCELLENCE. Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg
Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS. & CO., *Brearley St.*, BIRMINGHAM

Pleased Customers
and a
Growing Business



We've been making underwear for upwards of forty years—and have now reached a point in our career where we can confidently assert that there is no better value on the market than that contained in the Simpson line.

If you appreciate the power of such a line of underwear to aid you in pleasing customers and enlarging your business, you surely stock these goods.



Joseph Simpson Sons

CORNER BERKELEY AND ESPLANADE, TORONTO

"There's a Reason for our Success."

Do you fully realize the

PROFIT-PULLING POWER OF

a well-pleased customer? The customer who is pleased with something she has bought at your store, goes around telling people how reliable you are. Every person to whom you sell a suit or garment of

"Hygeian"
REGISTERED

UNDERWEAR

will be perfectly satisfied. Your **reputation** as well as your **bank account** is better by handling **"Hygeian" Brand.** Real merit is the cause. The material used in **"Hygeian" Brand** is the very **best** of its kind and every garment is **perfectly made.** If you don't already handle "Hygeian" Brand, write to us and

LET US TELL YOU ALL ABOUT IT

Eagle Knitting Co., Ltd.

HAMILTON, CANADA

Remember that "Hygeian" Waists are great sellers

SPRING 1908

Watson's Underwear

Our travellers are now out with a full range of samples for your inspection. Underwear for Men, Women and Children, in Cotton, Lisle Thread, Wool or Silk. You are looking for goods that will be in keeping with the dignity of your house, and that you can safely recommend to your customers. We have exactly what you are looking for.

Underwear

That Will Wear and Will Not Shrink

Watson Manufacturing Co., Limited

Paris, Ontario, Canada

Agents : McCLUNG & BURNS, Toronto, Ont. A. L. GILPIN, Montreal, Que. J. A. MURRAY, Sussex, N.B. BRYCE & CO., Winnipeg, Man.

Get This Cut



If you handle Hermsdorf-dyed—the REAL ast black Hosiery—get this cut for your next hosiery ad. It's a winner. Free on request.

Also send for our 48-page Booklet,

"The Story of a Successful Hosiery Week"

It contains a big bunch of mighty interesting information for merchants, buyers, window-trimmers, ad.-writers, salesmen, clerks, etc.

All you have to do is to write a request on your business stationery. Address :

American Bureau. Thirty-ninth St. Building New York

Louis Hermsdorf Dyer

Works : Chemnitz Saxony



Wolsey Underwear

is all wool—all good wool, carefully selected by expert buyers. That accounts for the astonishing comfort of "Wolsey." It accounts also for its health-protecting character.



American Boy Stocking

(Trade Mark Registered in Canada and U.S.A.)

We beg to notify the Canadian retail trade that we have appointed Messrs. ***W. P. KING & SONS,*** Toronto, Selling Agents for Canada.

We invite your inspection of our lines.

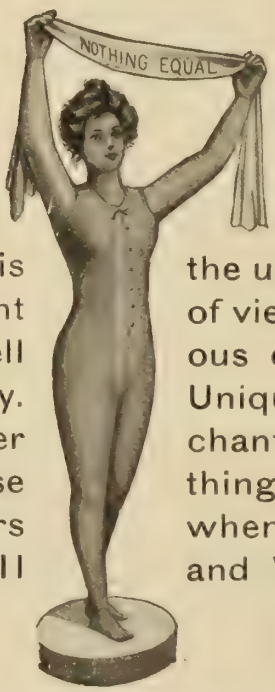
AMERICAN STOCKING CO.

395 BROADWAY, NEW YORK

THE Ellis SPRING NEEDLE RIBBED UNSHRINKABLE

"Remember that we are sole makers of genuine Spring Needle Ribbed Underwear in Canada."

THE Ellis SPRING NEEDLE RIBBED UNSHRINKABLE



No underwear talk will sell goods like the talk you can give your customers on ***ELLIS SPRING NEEDLE RIBBED UNDERWEAR.*** It is the underwear *par excellence* from every point of view, but especially by reason of its marvellous elasticity and absolute unshrinkability. Unique for comfort, wear, fit and finish. All merchants who know underwear, know these things to be true. Tell them to *your* customers when selling them their underwear for Fall and Winter.

THE ELLIS MANUFACTURING COMPANY, LIMITED

HAMILTON, ONT.

MONYPENNY BROS. & CO., Toronto and Montreal, Selling Agents

Knitted Goods

Hosiery
Underwear
Golfers

Sweaters, Golfers, Blouses, Etc.

These Lines in Steady Request Owing to the Increasing Favor of Outdoor Sports—Neat and Practical Garments in Demand.

Sweaters, golfers, blouses, etc., both for women's and men's wear, are having a steady sale. This is owing to the fact that the love of outdoor sports is increasing. Also to the fact that no garments are so comfortable for this use as those of knitted wool. These garments are little used for any other than outdoor wear, and, therefore, the merely fanciful effects have given place to the practical. Not that becomingness is not demanded, and good style and finish, but it is really the usefulness of the garment that sells it. Blouses are firmly established in favor, and, perhaps, sell the best of any of the ladies' knitted goods. Smart little Etons with a turn-back band collar and an elastic knit ribbing that makes it set snugly to the waist is another good selling garment. For the later season, when skating, and other mid-winter sports are indulged in, ladies sweaters, sweater coats, Norfolk jackets, etc., are sure to be wanted. Toques and tams to match will also be asked for. Another line that will come into prominence with the advent of cold weather is knit skirts. More interest is taken by the buying public in knitted scarfs and shoulder shawls. These come in honeycomb pattern and in ice-wool and silk.

Men's lines comprise sweaters for men and boys, sweater coats, cardigan jackets, also sweaters that open at the neck. This opening is lined with a contrasting color and can be buttoned up if desired.

Underwear

Retail Stocks Are Not Yet Broken Into—Acute Cotton Situation Affecting Cotton Underwear for Spring.

There is little of moment to report in the underwear section of the trade. Retailers all have stocks in readiness for the commencing of the Fall selling season. The weather, so far, scarcely favors sales, in this department, and just how large the season's requirements will be depends almost solely upon the kind of weather experienced during the next two months. Until retail stocks become somewhat broken into, repeats cannot come to hand, but should they do so in any considerable quantity, delivery difficulties will soon make themselves felt. Anxiety as to crop conditions, the circulation of pessimistic reports, and the action of the banks in curtailing credits have made buyers cautious. While this caution is the best guarantee of future prosperity, buyers must be reminded of the nature of the cotton situation. In all the more staple lines of cotton goods the price tendency is upwards, and in Canada, due to increasing population, and, in spite of all contrary predictions, to increasing prosperity, cosumption is ahead of production. In the States, and also in Europe, the situation is the same. Manufacturers are increasing their plants, but this is a work of time, and even when mills and machinery have been provided, there is still the difficulty in obtaining skilled labor. Raw cotton is also high in price, and the future promises little relief in this respect.

While manufacturers have made every possible effort to keep qualities up, and prices down, in the new lines of cotton underwear, many merchants will not look with much favor upon the result. There is a decided increase in prices right along the line, and there is also a decided reduction in qualities, particularly in popular priced lines. Fifty cent lines will suffer most, and though higher grades are not up to what we have considered hitherto as standard values, the differences here are less noticeable.

The Hosiery Situation

Fall Hosiery Shows the Advance in Prices—Tans for Fall Selling—Growing Interest in Fancy Lines.

Deliveries of Fall hosiery are now being made, and, judging from appearances, the 35c. line will continue to be the leading seller. Even at this, price values are not equal to last year. Cheap grades certainly look cheap, for it is in the lower lines that the big advances which have taken place show most clearly. The 35c. hose has been the leading popular priced seller for some time now, having taken to some extent the place that used to be held by the 25c. line. More than ever will this be the case this Fall, as both the appearance and wear of the lower lines are, generally speaking, decidedly poor. Standard makes that are marketed under well-known names show up to decided advantage, when compared with the general run of lines, as makers of these goods have used every effort to keep up their reputation for quality.

The interest in tan footwear still keeps up, and particularly in the larger centres there is going to be a big demand for tan hose. As long as fairly fine weather lasts, tans will be in demand.

Fall selling at retail has hardly commenced, and heads of departments are keeping trade going by bargain sales of odds and ends of summer stocks and broken lines. It should be noticed that, with the exception of extreme styles, the price-cutting falls heaviest upon black hose.



PRINCESS RIB

The genteel stocking for Boys and Girls.
Made of fine double Egyptian Lisle Yarn.



ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



HERCULES RIB

The Limit of Strength

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.
E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED

LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing discontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners

(SQUIRREL BRAND)

PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

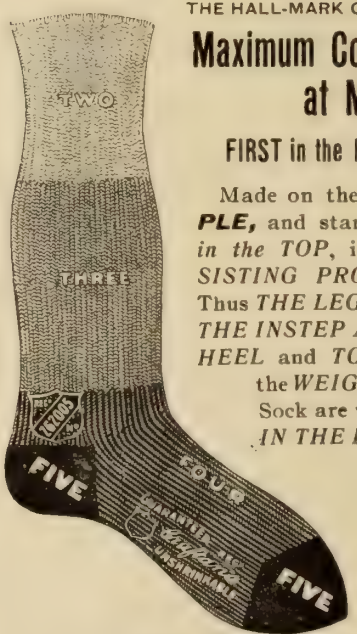
Empire Bldg., Wellington St. W. TORONTO, ONT.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFEOTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.** MONTREAL and TORONTO

Manufactured by **W. RAVEN & CO., Ltd.** Leicester, Eng.

Women's shoe lines were never so dressy as they are this fall. Fancy colors and combination effects are very prominent. Shoes, with cloth tops to match the gown, and with tops of colored kid, and ooze calf, are now being shown by the leading stores. These fanciful fashions are sure to react upon the hosiery department. The increased interest in fancy hosiery, though it adds to the buyer's responsibilities, and also to the size of his stock, ought to add materially to the profits of his department. Goods of this class ought to carry a good profit, and ought to sell at good prices.

The staple trade will, of course, be done in black and tans. The fashion tendency is for embroidered effects and neat patterns in self and in subdued contrasts are the chief sellers.

IS A SLUMP IN HOSIERY COMING?

Despite the cheerful tone still prevailing in some of the Continental wool markets among both spinners and manufacturers—and this is especially the case at the French centres, Roubaix-Tourcoing, Mazamet and Havre—the week's confidential advices from Chemnitz received by a large London house are by no means so confident as they have been as to the near future of the prodigious hosiery trade of that district. Indeed, it is by some authorities considered that the boom is at an end, and as these gentlemen are certainly not likely to give the rein to pessimism in such a matter, the opinion is all the more worthy of attention. Prices asked in Chemnitz last week were contested energetically by buyers, and, in many instances, with success, and the fear of canceled orders cutting into returns that were otherwise assured well into next Spring, is making hosiery manufacturers put forward renewed efforts to keep to stipulated dates for delivery as well as to insure goods being up to sample—both points on which a good deal of complaint has been heard in London during the year. Such information is, of course, but the edge of a falling boom, and, so large are the still unexecuted orders in Chemnitz, that wholesale prices will probably be quite unaffected by the turn of things during the present season. It merely means that the indications are that the crest of the wave has been topped. If present tendencies continue, the results will be apparent in the wholesale market next spring, for it may be that the rather extensive orders for new machinery for Chemnitz have been "previous," in which case it is not out of the question that we shall see a glut of Chemnitz hosiery at very reduced prices on this side next year. The history of German made-up textile exports in the past shows that dumping often follows with extraordinary closeness on boom times, and, while we have no wish to strike an unnecessarily alarmist note, it will, perhaps, be well for the trade to be prepared for that to happen in the case of Chemnitz hosiery goods.—Draper's Record.

GOWANS KENT WESTERN.

A Dominion charter has been granted Gowans Kent Western, Limited, Montreal, with a capital of $99,900, divided into $100 shares. The object of the company is: "To buy, sell, deal in china, crockery, glassware, earthenware, delf, cutlery, silverware and furniture and kindred goods, wares and merchandise, and to design, manufacture and decorate the same."

UNDERWEAR
that suits your trade

Stanfield's Underwear is manufactured by men who know the country and the climate.

It is made in one weight for Nova Scotia and another for British Columbia—a special weight for Manitoba and the Northwest and one not so heavy for Ontario.

No matter where your store is, you can get just the right weight to suit your trade in

Stanfield's "Unshrinkable"
AND
"Truro-Knit" Underwear

Stanfields Limited
Truro, N.S.

Seasons Bring Changes

We are now entering on another season and while some manufacturers' experience leads them to improve their production season after season, Paton's Alloa Knitting Yarn remains the same, no alteration whatever—and the only reason for this is that

It cannot be made better

If it were possible to improve it, it would be improved—but it cannot be improved—it cannot be made better. It has

stood the test for one hundred years

for being smooth, evenly made, giving warmth and good wear. If the yarn you keep has not such a record as this kindly write to Montreal branch.

JOHN PATON, SON & CO, LTD.
Alloa, Scotland

Philip de Cruchy, Sole Agent for Canada
207 St. James St., Montreal

This is the Name that sells the Waist:



Quality made it.

The trade-mark guarantees every one.

THESE

CANADIAN WHOLESALE HOUSES

will supply you with any one of the four Tape Button styles :

ST. JOHN, N.B.
The Vassie Co. (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros. (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co. (Ltd.)
Greenshields Western (Ltd.)

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co. (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co. (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HALIFAX N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains (Ltd.)

ADDRESS, ADVERTISING DEPARTMENT

This mark woven in Red is on every genuine Nazareth Waist, and it means something.

Nazareth Waist Co.

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

350 BROADWAY

NEW YORK

Jaeger Pure Wool Underwear

and Fancy Knitted Goods



Keep our Catalogue handy. It will enable you to make sales you would otherwise miss. We will fill your mail orders by return Express, if you have not the goods in stock.

THIS MEANS MONEY TO YOU.

If there is no Jaeger Agency in your city, let us hear from you.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 301 ST. JAMES STREET, MONTREAL

The Margin of Profit

on underwear is a **vital question** to every dry-goods man. It's no use handling a line with small profits when you can stock

"CEETEE"

One sale of the famous "CeeTee" brand means continued repeat orders. "CeeTee" **pleases everyone** because it won't shrink, it fits perfectly, and has that downy finish so healthy and pleasant for the skin.

You ought to know "CeeTee"

It's made by

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT, CANADA

The Art of Decorating Show Windows and Interiors

This book is a Complete Manual of Window Trimming, designed as an Educator in all the Details of the Art, according to the best accepted methods, and treating fully every important subject. Some of the contents are:

Planning a Window — Electricity in the Window — Harmony of Colors
Backgrounds — Patriotic Displays
Show Window Upholstery — Thanksgiving Displays
Window Engineering — Spring and Fall Decorations
Displaying Lingerie, Children's Wear, Silks, Fall Fabrics, Handkerchiefs, Parasols, Men's wear.

It is as important to have the Show Windows artistically and advantageously decorated as to have goods advertised in the newspapers. Get the BEST, most up-to-date DISPLAY METHODS by procuring a copy of this book. 404 pages. Profusely illustrated. Bound in cloth.

Price, $3.50, Postpaid

The MacLean Publishing Co.,
Limited
Technical Book Department
10 Front Street East, Toronto

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 25 cents.

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg

FRANCE—

Paris - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswel or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, OCTOBER, 1907.

MERCHANTS BLAME THE BANKS.

We have heard a number of general merchants complain that farmers are not buying as freely as they should, and the banks are blamed for this condition of affairs. All general stores handle a good deal of produce. It was formerly the practice, with most of them, to pay for it in cash, and on certain days a considerable sum had to be on hand. The farmers received their money, and almost invariably spent it liberally. Some time ago the banks requested that produce payments be made by cheque, and, of course, this has been done. Now a farmer takes in his eggs, butter, etc., and gets a cheque for the full amount. At the bank he may want to convert it into currency, but is strongly urged to leave it on deposit. In the majority of instances he does so, and then, instead of looking round to see what goods he would like to have, and purchasing freely, he spends as little as possible. As his savings grow, he becomes more and more eager to augment them, and, consequently, is likely to cultivate economy.

The banks have adopted this policy all through the country as a means of increasing deposits. One result is that while few farmers had bank accounts some years ago, there are not many who haven't at the present time. General prosperity is benefitted, and, therefore, the condition must be accepted as a good one.

The feature of the situation with which The Review finds fault is that farmers have comfortable sums in the banks drawing interest, and, at the same time, they expect merchants to sell them goods on long credit. It is this that has given the movement toward cash system such impetus.

PESSIMISM WHOLLY UNWARRANTED.

The good old world is made up of all sorts of people, and, perhaps, it is right and proper that pessimists should form a certain percentage of the whole. They undoubtedly have their uses, though there are times when the rest of us—The Review is naturally optimistic—fail to see where they fit into the superstructure of Canada's destiny. They are not the men who are making this country great, but we freely acknowledge the fact that their influence often exerts itself in spurring us to closer study, and more thorough appreciation, of our true position than might otherwise be the case.

The crop prospect always gives the pessimist a splendid opportunity to swing himself, and there are some people—mainly those panicky brothers who don't really know whether to be optimistic or otherwise—upon whom his "blue-ruin" observations have an effect. The strong, thinking man, whose arteries pulsate with the good red blood of hope and ambition, has a broader outlook, and he sizes up the situation in just the way that we trust every dry goods merchant in Canada has done in the present instance.

The alarming statement was made a short time ago, by one in a position to know better, that the value of the Ontario crop would be one-third less than last year, entailing a loss to the farmers of this Province of $80,000,000, and reducing their purchasing power by that amount. The man who expressed himself publicly in this way forgot that while the crop might be one-third less in volume prices would be a great deal higher.

Our Winnipeg editor writes very favorably of conditions in the West. As in the East, difference in price wil go a long way toward making up for shortage in the yield. It is likely that much more grain will be shipped before January 1 than in any previous year. The railways are preparing to move it quickly, and as the farmers need the money, they will sell as soon as possible.

Retailers, on the whole, have purchased liberally for Fall and Winter, and have shown confidence in the Spring and Summer, 1908. Their trade in Fall lines is opening up satisfactorily. Wholesalers, looking still farther ahead, feel equally optimistic.

The scarcity of money certainly has an influence on the situation, and we repeat our advice of last month, that merchants avoid the danger of over-expansion, and operate, so far as possible, within the limits of their own capital. Credit men have more confidence in the retail-

ers who are reasonably cautious than in those who are strenuously endeavoring to extend their responsibilities.

Altogether, there is every reason why drygoodsmen, and Canadians generally, should look upon present conditions, and into the future, with a strong feeling of confidence.

START CHRISTMAS SELLING EARLIER.

The Christmas season tries the facilities of most stores very severely, and the great majority of merchants feel that if they could extend the holiday rush over a little longer period they would do a good deal larger business, and handle it with much more satisfaction to their customers, and, consequently, to themselves. It can be done. In most cases active selling does not commence until the first week in December, or later, and the congestion of trade that follows is well known to everyone. Is there any good reason why you could not attract brisk buying the last week in November? Numbers of other retailers have done so, and you can, too. The Christmas spirit will have permeated the atmosphere by that time, and it rests with you to stir it up. Advertising and display are the chief mediums through which this may be accomplished. Devote your newspaper space to Christmas goods, and emphasize the advantage of buying early, when selections can be made more comfortably and while assortments are unbroken. Make the windows and interior co-operate with the ads. If you can evolve some idea to interest the children in your store it will help very materially.

It is not too early to think of the Christmas trade. Lay your plans now and resolve that your facilities shall be much better this year than ever before.

RURAL MAIL DELIVERY.

R. L. Borden, leader of the Opposition in the Dominion House, has selected rural mail delivery as one of the planks of his platform. It looks very nice, everyone will admit, but beyond the ornamental quality its usefulness is nil. The delivery of postal matter through the rural districts would be a splendid thing, but the people of Canada need not expect the convenience of such a service for a few years yet. The scheme is not practicable, and we believe that Mr. Borden must know it. At any rate, he has never attempted to go into details regarding the probable cost, and the method of operation. He simply points to last year's surplus of $1,000,000, in the Post Office Department, and promises that if he were at the head of the Government it would be spent in the manner mentioned above.

Suppose Mr. Borden was Premier of Canada, and had that million dollars, how would he dispose of it to the best advantage? Certainly not in establishing rural mail delivery. Our postal facilities require improvement far nearer the foundation of the system than that. In 1906 there were 347 post offices opened, the greater number in the West. From this new country come a multitude of complaints regarding the inefficiency of the mail service. The surplus, and a good deal more along with it, should be spent in remedying the present unsatisfactory conditions there. The first step in this direction must take the form of better remuneration to postmasters. That is where the fault lies. These men are generally merchants as well and it cannot be expected that they will give the proper amount of time and attention to the work if they do not receive proper salaries for doing so. The existing state of affairs cannot be charged to the railway companies; they are giving good service. The blame belongs to the Post Office Department alone, and a portion of that million dollars would go a long way toward setting matters right.

The catalogue houses will exert themselves in support of rural mail delivery, just as they are doing with respect to extension of the parcels post service. Both may come in time, but not while present conditions prevail in the Canadian retailing system.

Across the line rural mail delivery has been operated in several States. For a long while the expense of maintaining it was very heavy, and it is only now that a few sections have attained a position where they do not show a big deficit. Then the service has always been used for the production of political capital by the party in power.

CLAIMS FOR SHORTAGE

When an order is filled in manufactory or wholesale house the goods are checked over very carefully to see that nothing is missing. The ensemble often includes a wide variety of materials and articles, and occasional errors are, perhaps, excusable. However, we have been told of instances where retailers claimed shortage, and while they waxed indignant at the request of the wholesaler that another search be made, the goods reposed snugly in the bottom of packing cases that had been thrown into their cellars. Not long ago a traveler for one of the prominent wholesale houses was informed by a customer that a bolt of a certain material which he ordered had not been received. Because at first mention of the matter another bolt was not sent along, without question, the retailer induced himself to believe that the house doubted his word, and he was, in consequence, pretty hot under the collar. He saw the goods unpacked himself and knew positively just what was there and what was not. The traveler suggested that they both go and take a look at the case in which the missing bolt was supposed to have come. The merchant ridiculed the idea, and it was not until the next day that he agreed to go into the cellar, and then only because the traveler said he might like to purchase some packing cases for his firm. To get at once to the point, the goods were found, for they had never been taken out of the case.

Instances of this kind may be rather unusual, but that they do occur at all is sufficient warrant for our calling attention to them. As goods are removed the paper with which packing cases are lined falls in, and a little carelessness is liable to result in some article being overlooked, with a consequent claim for shortage.

"Ribbons a Specialty"

Hat Scarfs made of Ribbon will be a great feature for the coming season.

We have 8 patterns in 6 to 8 different colorings, 50 inches long, and fringed.

PRICE $6.00 PER DOZEN

SAMPLE DOZENS, ASSORTED, OF EACH PATTERN CAN BE SENT BY MAIL.

Wm. P. Gill Co.,
Commission Merchants
14 Greene Street, New York City

Grand Display



OF

Latest Ideas in Trimmed Goods

October 14-15

Stock in all departments will be fully replenished with all the newest goods.

The D. McCall Company, Limited

Toronto

Winnipeg **Ottawa** **Quebec**

Condensed Ads. at a cost of 2 cents per word. All clerks requiring positions should do well to spend a few cents in the Dry Goods Review and state their requirements.



The Canadian Millinery Review

The early part of the month was of too summer-like a nature to foster trade in the millinery department. The retail trade has been generally occupied with planning and conducting openings. Though these have been most successful, and well attended, the results, so far as sales go, have not been very great. This, however, is not unexpected, as customers come to "look" rather than to buy at these functions. The first touch of Autumn coolness found customers responsive, and should the weather keep seasonable, the millinery department will be all activity, and repeat orders will grow in size and volume.

The importing houses are well satisfied with the manner in which the season has opened up. Advance buying, and buying at the time of the openings was large, the trade having philosophically accepted the prevailing high prices. Perhaps one reason for this is because the materials shown are rich and handsome, and look to be worth the money. It is, however, a certainty that milliners will have to raise their prices this Fall.

Later Novelties in Fall Shapes

Fashion Still Favoring Large Shapes—The Tendency for Straighter Brims and Higher Crowns.

Already changes are making themselves felt. The most important of these is the receding vogue of mushroom shapes. The brim still droops somewhat, but does not curl in mushroom fashion. This change is not unexpected, as the mushroom shape had become so universally popular. In the better trade its day is about over, but in the popular end this shape will, most probably, last out the early part of the season.

Straighter brims and higher crowns characterize the new models. Among novel styles those with the brim turned up sharply on the left side promise to be good. In many of the new shapes the left side is decidedly wider than the right. Shapes having slightly drooping brims, wider at the sides than at the front or back, promise to be well worn, as they are very becoming. Models with irregular brims are also beginning to be shown. The baloon crown is prominent on many of the new models. There is no change in the fashionable tendency for large hats, and large shapes will undoubtedly be much worn this season. For street and suit hats some medium shapes are seen, but there is nothing in the present style that comes anywhere near the toque shapes, so much liked by Canadian women for Winter wear.

Fine French felts fur felts, sheared beavers, etc., are very much in evidence, but the made hat, covered with velvet, taffeta, satin or moire, is well shown. These hats are plainly covered, as to the brim, but often have shirred mob or draped crowns. Sometimes crown and brim are of the one material, and sometimes the brim will be covered with the one, and the crown will be of another fabric. Velvet bindings are freely used, and a satin lining is often added. Lining of white or pale colored satin is a new Paris idea.

Ribbons

An Increasing Use Made of Ribbons as the Season Advances—Soft Draping Plain Ribbons and Many Fancies in Big Demand—Prices Advancing.

The position of ribbons as a millinery trimming has strengthened since the season opened, and a greater variety is now being used. Ribbons that will drape into soft folds are best liked, particularly in plains. Ribbons of this class, massed in large loops, against the high crowns, often with pins or a buckle, are the only trimming used, and take the place of flowers or feathers.

Flowers, mixed with folds, and folded loops of ribbon, are also used; indeed, ribbon is put on with a lavish hand this Fall. Fancy ribbons—Dresdens, warp prints, and others—are very much in evidence. Stripes are a late novelty. A new ribbon of this class has a shaded centre, with a bold, contrasting, striped edge. Another novelty is the striped ground with large coin spots of contracting stripe or check.

Ottoman, faille and moire ribbons are coming into use, and velvet ribbons are freely employed.

Feathers and Flowers

Wing and Plume Effects for the Early Trade—Ostrich and Flowers to Lead Later.

The new millinery for early Fall shows the extreme use of feathers. Fluffy fancy effects, in pom-poms cockades, fountain mountings, etc., are all in high favor. No one feather or spray is enough to trim a hat; they are used in handfuls, as it were, for one single feather would be lost on the wide brims and expansive crowns. Feathers, and, indeed, all other trimmings, are massed upon the crown of the new hats, always concealing the front and sides, and very frequently covering the whole crown. Often there is little or no trimming at the back, but

trimmings are piled high in front. Medium and large sized wings in beautiful color blendings, and markings are also much in evidence. These wings are soft, smooth and pliable, and can be bent and draped as the milliner's taste suggests.

Ostrich plumes are more than holding their own. Just at the present time many fanciful forms are being used, but later the call will be for rich, handsome, medium effects, in plumes, demi-plumes and tips. Boa effects, in coque, marabout and down, are included in novelty trimmings.

Flowers are making a strenuous bid for more prominence, and it looks as though they would be successful later on. The tendency is for large blooms, made of delicate, silken, and heavy velvet petals, dyed, tinted and shaded, in all the rich, soft colorings, so fashionable this season. The combinations and colorings are hardly describable. Soft yellows, shade into pinkish tans and greens. Copper and mahogany shades fade away into light dull reds, pinks merge into browns, and cerise and pink shade into dull purple, while all seem overcast with a greyish tint. The colorings are extremely beautiful, and are doing much to win a high place for flowers this winter. More foliage is seen than for some time past, and velvet leaves vie with those of a wax-like appearance. Roses are, as usual, easily the first flower. Morning glories, of sizes larger than natural, are much used. Dahlias, asters, clematis, orchids, large pansies, and other unusual blooms are all used for trimming. Purple violets, of a large size, are also shown, and the great vogue of purple ought to help their sale.

The Position of Colors

Purple Leading—Big Sale of Brown—Blue Gaining Strength—Red Series Also Strong, Particularly Garnet.

The color situation is interesting. Purple is the most talked of and most prominent color, though it is not selling the best. Most milliners think that its importance will lessen as the season advances, but it certainly is the leading color at the present time. The many shades of brown, and browns in combination, with other colors, are doing extremely well, the golden tan shades being particularly good. Blues—that is odd shades, such as the tapestry colors, old blues, nattier, etc.—are making a great gain. Navy is little seen, which is surprising, in a season when it is so much worn as a dress color. A brown, or a leather colored hat generally accompanies a navy suit nowadays. Atlantic blue, and other greenish or peacock shades, are making a gain in the better trade.

Black hats, of silk or moire, trimmed with vivid Empire and emerald green feathers, and ribbon, are now being worn. All the red shades are popular, and garnet is gaining ground.

When colder weather arrives, the fondness for white hats, and hats of a pale color, trimmed with lace, feathers, tulle and fur, promises to revive. Hats of tulle and fur are now beginning to be shown, a tulle crown and a brim of fur, or a fur crown and brim of lace and tulle being the fashion. Rarely is the whole hat of fur. Long-haired furs, like white fox, black lynx, etc., are the novelty in this line. A white fox crown and lace brim form an extra attractive fashion. Velvet ribbons are much used on fur hats. White hats often show touches of tinsel—silver and gold particularly—and are trimmed with tulle and feathers, or velvet and flowers. The all black hat, and the black and white hat, are in high favor.

More Ornaments Used

Ornaments to Be a Bigger Factor Than for Many Seasons Past—Pins Most Seen, but Buckles and Bands Are Worn.

The big pins, so much in evidence last Summer, are more than ever a factor in Winter millinery. Large ball pins are easily the first favorites, but pear-shaped pins, and other large-headed styles, are also used. A large number of substances are pressed into service for the heads of these pins and metal, shell, agate and other stones, celluloid, chenille, etc., are all favored materials. These pins seem to have paved the way for other ornaments, and the demand for buckles, bands, etc., is larger than it has been for years. Steel, rhinestone and jets are about the best sellers. Buckles are, naturally, large in size, and Parisian milliners are reported to be using them very freely.

DEBENHAM'S STYLE REPORTS.

Following is one of the latest of the fashion reports which Debenhams (Canada) Limited have received from their Paris house: "The shapes in millinery are large blocked shapes in velvet, also glace, silks; plenty of ostrich and other feather mounts. Wings, in plain and ombre shades, large bows, in velvet and taffeta. Flowers are not much to the fore at present. There are, however, some roses in silk and velvet, and the tip in that flower as millinery trimming will come along shortly. The leading colors are: Violet, mole, mordore, emerald, and vieux blue.

"In the way of costumes, I have not been struck by any very important change in the making-up or the material used, but the new colors are very pretty. The tailor-made note dominates, and, for such, plain cloth is as popular as ever, trimmed with braids. For evening wear there is mousseline, and any amount of tulles, and nets, also crepe-de-chine and cachemire de soie, trimmed with embroideries and laces. Fancy printed gauzes are to the fore in the way of more elaborate gowns, and here the design is largely confined to the bottom of the skirt, giving either a bordered or panel effect. The leading colors are very pretty and are as follows: Atlantic, Mexican, Corfu, Begonia, Apollo, Etna, Cormorant, Jasper, Chicory green, Iris. There is also a good deal of smoke-grey and mole."

TRADE IN PARIS.

1028. Hats.—A London firm wishes to place fur felt hats on the Canadian market.

1031. Lace—A Nottingham firm is in a position to supply Canadian firms with lace.

1072. Bag split leather.—A Manchester firm asks for samples and prices of bag split leather from Canadian manufacturers.

1090. Pressing cloth machines.—A textile engineering firm in Yorkshire may probably appoint an agent in Canada for the sale of their hydraulic pressing cloth machines used by cotton, woollen and other manufacturers and finishers for finishing any kind of fabrics.

1105. Motor rugs, etc.—A well-known Yorkshire firm manufacturing traveling and motor rugs, hearth rugs, hearth mats, etc., desires to get in touch with a live and responsible firm to act as their agents, who must be in direct touch with the trade.

NEW YORK MODE

The Reign of Luxury—A Picturesque Period that Spells Profit to the Trade.

The first and last impression one has of the new fashions is not how handsome, how beautiful, or how ugly, but—how expensive! It is positively appalling to contemplate the quantity and quality of materials necessary to make up one's wardrobe. The most costly fabrics are used with a lavishness suggestive of unlimited incomes, nor is this lavishness confined solely to goods manufactured expressly for the highest trade. In a lesser degree, of course, it characterizes the entire world of dress. Dresses, wraps and hats demand quantities of material, for one can hardly "overtrim," judging from the present standards.

* * *

All this lavishness, this almost wanton use of ornamentation, is excellent for trade, if bad for the individual. The woman who expects not only to be dressed in the fashion, but to even follow it at a respectful distance, must dig deep into her purse, for she must purchase handsome materials and much more of them than she usually finds necessary. Let the trade rejoice and prepare for the harvest, for where formerly twelve yards, or maybe fifteen yards of goods, were sufficient for a dress, how far is a mere fifteen yards going to go in making a seventeen-gore skirt? And that skirt is the very newest model. As the entire aim and object of the present day mode is toward the picturesque and luxurious, how can that effect be obtained if the best fabrics are not used, and used without stint? It must be admitted that many of the newest fads are of doubtful beauty. It would be all very well if every woman were a Venus, for, without question, the sweeping feathers, long flowing draperies and conspicuous styles in general were never designed to show off to advantage the ordinary charms of the average woman. Be that as it may, Dame Fashion has decreed that women must be picturesque. So, picturesque they must be, in many instances, at the sacrifice of comfort and common sense.

* * *

Much dissatisfaction has been expressed over the lack of variety, especially in millinery shapes, which have been displayed. The mushroom and bell shapes appear, almost to the exclusion of everything else, and really the most important feature is not so much shape as size, for the larger the hat the greater its favor. Nothing appears too extreme, and, consequently, to many women the new hats are extremely trying. As they continue to be worn back off the face, showing a great deal of the coiffure, and as the back and side brims almost invariably drop, the hair has to be built out to almost a ludicrous degree by means of pads, puffs and curls. It must be admitted that with such elaborate head-dressing, and such enormous and heavily laden hats, that the effect is often rather top-

Call or Write

to Vyse, Sons & Co. Ltd., the Leading House for

Spring Novelties

in Millinery and Millinery Accessories

Almost entirely Produced at our own factories

Men's and Boys' Straw Hats
a Special Feature

VYSE, SONS & CO., Ltd., London, Eng.

Also Luton, Paris, Brussels — 76 Wood St., E.C.

heavy, so that since large hats and corresponding coiffures are the rage, of necessity, skirts have had to undergo a change to preserve an effect of balance.

Possibly, for this reason, too, capes have made their reappearance. The three small shoulder capes of the Directoire period are very much in evidence, as are also the long panel effects of the same period. Skirts of all kinds are trimmed in some way or another. The short walking skirt has its bias folds, or bands, and the dressy skirt its tucks, bands or encrustations of lace or motifs of lace, embroidery or elaborate ribbon effects. And skirts of every variety may be subjected to the simplest or most intricate braided effects.

* * *

Braids are stronger at the time of writing than they have been for years. Tailor-mades are heavily braided, as are also the handsomest evening coats. Not a few of the cutaway coats are outlined with a silk braid in self or contrasting color, as well as elaborately appliqued with narrower braid. Look to the braid department; it ought to be a profitable one this season, for Fashion demands braids, and hardly a suit is minus this form of trimming.

* * *

Now, as to materials, one can almost say it matters little what they are, as long as they are striped. Stripes hold absolutely first place for the tailor-made and, in



diaphanous materials, for evening wear. One of the handsomest novelties of the season is a chiffon cloth with a self-colored velvet stripe. Chiffon and velvet is not a new combination, as last season not a few chiffon gowns were shown with wide bands of velvet finishing the skirt. This rather unique fashion is again in vogue. Sheer fabrics are most in evidence for elaborate frocks, although postillion coats of heavy velvets and brocades are frequent accessories. The prevailing mode demands materials which drape gracefully, so that lightweight materials have the preference. Too much stress can hardly be laid upon the pre-eminence of stripes. They are to be reckoned with in all materials and colors.

* * *

Coats are long, and semi-fitted or short-waisted in effect, many being shapeless garments almost baggy in



effect. The sleeves have the same undefinite outlines and are still finished just below the elbow. High, standing collars are rivaling the usual turned-back coat collar. Innumerable buttons are used as trimming, this fad being also borrowed from the Directoire period. As to color, blue probably is in the lead; the goblin and Copenhagen shades being very strong. Purple is at present freely displayed, but is rather regarded more as a fad than a fashion. The wine shades are strong, and brown, in spite of its long reign, is holding its own. Black is most distinguished and elegant of all, and, undoubtedly, will be in higher favor, especially for reception, theatre and dinner gowns, as well as for millinery.

* * *

One of the millinery fads worthy of mention is the velvet and silk morning glory. This varigated flower will be a strong rival to the rose, which, of course, is far from being vanquished from the field. Morning glories lend themselves gracefully for crown decoration. They are allowed to trail over the entire hat, and are extremely effective, as they are made in exquisite color combinations, of purples, blues and reds. Mention has already been made of the prominence of silk hats and facings. Moire and corded silk have the preference. Velvet facings in a darker tone are effective.

The sweeping plume dear to the feminine heart, has to share its favor with the small feathers. As many as

twenty ostrich tips are used on some models, tips, as a matter of fact, being newer than plumes, and, therefore, more in favor. Willow effects are in great demand. Huge feather pom-poms and fancy feather effects fashioned to cover the entire crown are much in vogue. These are appropriately called "Fountain effects," and are a novelty of the season. All fluffy effects are good, there being a great lack of anything suggesting severity. When wings are used, as, of course, they are on the tailored hats, they are so extremely large and sweeping in effect, and are so combined with softening knots of ribbon or velvet, that there is nothing of stiffness about them, and, like feathers, they are mounted to fall backward in an elongated, graceful side line. The backward droop is characteristic of the season.

* * *

Felt hats are enriched by velvet or silk facings. Fur will again be conspicuous in millinery, and used principally as a crown covering. A fad of the hour is the "hat boa" of coque or marabout, which encircles the



crown and gives a very soft effect. These have the added attraction of being inexpensive. Yet, with countless feathers, flowers, ornaments, laces and furs, no hat is really complete without innumerable yards of wide and very pliable ribbon, and no dress is really complete without ribbon as a part, and a most important part, of its design. There is absolutely no limit to the lavishness of the present fashions.

* * *

One of the largest models shown this season is the subject of the first illustration. It is in every sense of the word a picture hat, being developed in heavy black lace, with silk applique and black velvet. There are three French tips used, a buckle of cut steel and jet, and streamers of wide ribbon. The brim measures nearly ten inches at the sides, five in the front and seven in the back The crown is rather more extreme in height than is usual, even at this time of high and dominating crowns. However, it is only in its extreme size that this model is unusual. Modified as to size, it is a model sure to find favor with high-grade trade.

* * *

The second illustration shows another extremely large hat. The materials used are golden brown, figured net, satin and mink, for the body of the hat, and ostrich and lace for its decoration. The knife-pleated lace rosette is, by the way, one of the features of the season. It appears on evening hats, and also on fur creations, the rather ultra-combination of fur and lace being in evidence on all sides. Shirred net forms, practically, the entire brim, a binding of satin finishing the edge. The mushroom tendency is prominent, and the crown, extremely large, is covered entirely with mink. Four tips are used. This model very ably illustrates the lavish display of handsome materials Fashion now demands.

* * *

A simpler hat is the subject of the third illustration. It is a charmingly girlish suit hat of golden brown felt with crown of goblin blue ribbon. There is no other trimming used. The ribbon is one of the novelties of the season, being a soft messaline, with a Persian edge.

NELLIE GUNN McCLELLAND.

"Henry, dear," said Mrs. Newbride to her husband the other morning, "I wish, if it won't be too much trouble, dear, that you'd bring me home a yard of orange ribbon this evening.

"I don't want it so very wide or so very narrow, something between an inch and an inch and a half, or at most an inch and three-quarters, will be about right.

"Be sure and get a pretty shade of orange, dear, and I'd prefer it with one side satin and the other gros-grain, although all satin or all gros-grain will do ; but I think you can easily get the other if you look about a little, and be sure, dear, not to get picquet-edged ribbon, but one with just a plain corded edge, and don't get a remnant, and don't get any shade but orange; not a real vivid orange, either, but a piece that will look well with pale green, and don't pay too much for it, and don't get red, or blue, or pink, or green by mistake. You won't forget, will you, dear? I must have the ribbon to-night."

Was it any wonder that when the dazed Henry came home he brought three yards of sky-blue watered ribbon, or that, when his wife saw it, she sank into a chair and gasped out :

"Why—Henry—Newbride !"

* * *

When the old lady put her head out of the window and inquired of the young railway porter what the train was stopping for, the young man thought he would have a little fun at the old lady's expense.

"Engine was out late last night, ma'am," he remarked, with a smile, "so she's got a thirst on her this morning ; they're giving her a drop o' water."

"Ah ! it's water," said the old lady.

"If you'll wait a minute, ma'am," he grinned, "I'll enquire whether they're givin' her port wine."

"Never mind," came the answer, "don't you trouble, young man. I thought perhaps, by the way we've been getting along, she was run on sloe gin !"

Paris Fashions

By A. E. DACAM, for "Dry Goods Review."

The new Winter Cloaks and Mantles—Some Models Described—Leading Millinery Styles—Other Features of the Mode.

The new Winter cloaks and mantles are, perhaps, among the most interesting features of the changing styles, although the late Summer models led up to, and, to some extent, prepared us for, the present styles. The materials employed are, for the most part, plain cloths, velvet (both the chiffon and coteles), and for more serviceable wear, mixed damiers and tweeds. The plain cloths adapt themselves particularly well to the new and elaborate trimmings, which comprise bands of fur, heavy embroideries and soutaches, laces and velvets.

* * *

A striking model is carried out in grey cloth, three-quarter length, and just falling to the figure, without being tight-fitting; from under the seam reaching from shoulder to waist, falls the long, pointed sleeve, reaching almost to the hem of the cloak. This is carried out in velvet, a shade darker than the grey cloth, edged with a band of zibeleine and lined grey satin. The seam that joins the sleeve and cloak is hidden under a band of the same zibeline and headed by an embroidery of grey silk galon, finished at the waist with bunches of silk glands. The flat collar, which left a small, V-shaped opening in front, is made of grey velvet, with a narrow heading of grey satin.



* * *

Another model, carried out in dark green cloth, is much longer behind than in front, where it is brought up to form an inverted "V" opening. This garment is made very full at the back, where it falls in folds from the centre of the pointed yoke. Across the top of the sleeve is a wide band of fur, the two ends of which are brought down each side of the sleeve till they meet, just below the waist line, under a bunch of silk glands and tassels. The long sleeve is carried out in the green cloth, heavily embossed with green and black velvet, with a narrow fur edging for collar, which also leaves a V-shaped opening in front. Stitched V-shaped bands are carried across the front, being fastened onto the fur bands at each side under large silk glands.

The model sketched, No. 1, is carried out in a blue nattier cloth with revers and sleeves of black velvet, heavily embroidered in blue and gold. This garment is cut with the new draped effect falling over the sleeves The fur bands are carried out in black fox, while black silk glands and tassels fall from the front. The hat is of black velvet with a shaded green faille drapery carried through a strass buckle and a bunch of four black ostrich tips shaded off to green. The lining to the rather narrow cloche brim is of white satin.

* * *

Many cloaks are made without sleeves, or, rather, it would be more correct to say, without an armhole. The garment being cut so deep from the shoulder that it falls over the arm and forms a cape sleeve. Another style consists in having a perfectly straight piece of material with an opening in the centre for the head to pass through. This, when the two edges are fastened together, from under the arm downwards, form a vague sleeve of the short Japanese style. Then, with an opening cut down the front, that is trimmed with two bands of filet lace, ornamented by means of a ladder-like arrangement of glands, and fastened at the bust with the same straps that are used under the arm, the garment is complete This style can be varied with considerabfe success by having a skirt made to it. The upper part can then be cut very wide across the shoulders, forming a much longer sleeve and tapering off to the back and front, where it can be left square or brought to a point. This



is stitched down to the skirt part from the bottom up to where the loose folds form the sleeve.

* * *

I must mention a very handsome evening cloak, carried out in silver grey taffeta, embroidered with large bunches of roses in grey silk of a deeper and paler shade than the teffeta. The half-length Japanese sleeve is very wide and finished off with a deep folded band of the taffeta. The cloak itself is short (the front being about four inches longer than the back), but it is lengthened by means of a 12-inch deep lattice work of grey silk galon, which, again, is finished with long tassels of the same silk ; the back ones being longer than front, so that the length is now even. A turn-down collar of white cloth is ornamented with silver beads and edged with a band of the teffeta.

* * *

We have heard much talk lately of double and tunic skirts, and there now seems every chance of their becoming popular. This style is well illustrated in sketch II.,



which is carried out in a plain cloth of the violet eveque shade so much in use for the moment. The draped arm hole and border of upper skirt are edged with mink and a narrow band of the same fur is carried around the yoke The long, tight-fitting sleeves, underskirt and yoke, are carried out in the same cloth, handsomely soutached with black velvet and gold. The hat worn with this costume is of black velvet, the brim lined with mauve satin and ornamented with six large ostrich tips.

Another smart costume of the double skirt style is a green and grey pekine, the green stripe being of velvet. The cut is simplicity itself, having a round, tailor-made skirt and short, tight-fitting jacket, cut low round the neck and meeting at the waist, showing a white lingerie vest and lace jabot. The long, tight-fitting sleeve, which has only the slightest fullness on the shoulder, and a shield-like empiecement under the armhole, reaching about half way to the waist, are carried out in green velvet, as is also the underskirt, which shows for about eight inches all round. These empiecements underneath, but not round, the armhole, are a novelty in the way of trimming which are likely to be much in vogue. It is of good effect in light materials, with the sleeve and empiecement in lace.

* * *

Sleeves, as yet, are very varied, but the long, tight fitting style will probably predominate later on in the season. The Japanese sleeve is receiving a certain amount of attention still. It is sometimes continued in an undersleeve, full at the elbow and gradually tightening towards the waist; or again. the sleeve itself, instead of terminating in a wide band at the elbow, is continued to the wrist, gradually decreasing in size. Some of the lace and silk sleeves, while still fitting closely to the arm, are tucked, pleated or gathered, from top to bottom.

* * *

Very large hats will still be worn this Winter, but they differ from the Summer shapes in that the crowns are much higher. These latter are being made much higher, and both round and conique. Another distinction is the manner in which the trimming is arranged. Now the entire crown is being covered with flowers, wings or feathers, as the case may be, while the Summer hats were arranged with the trimming in front only. A few large shapes are being worn with practically no trimming at all, as in the case of a black velvet Rembrandt, which is lined with white velvet, the only decoration being two large tips, standing almost upright, just to the left side of the front of the high crown.

FRANCOIS & CO.
92 WOOD STREET
LONDON, E.C.

A Parisian House in London
for
High-Class Novelties
in
Trimmed Millinery
Flowers and Feathers
Felts, etc.

Sketch III. represents a large cloche with medium crown, carried out in a bright shade of brown felt (termed casserole), the under brim being apricot color. The large chrysanthemums, made of velvet and silk, in shades of brown and yellow, and mixed with their green leaves, are carried quite round the crown. This hat is carried out in all varieties of Winter blooms, some of the neater kinds being arranged evenly and headed by a garland of their leaves.

* * *

Sketch IV. is quite new and of a style likely to be much worn. This particular model is carried out in a nattier blue felt, lined with white satin, which is slightly gathered. One large blue nattier, shaded to mauve, feather is fastened at the back of the crown and falls over the brim. The latest seaside hats, made of printed taffetas and cretonnes, have their sequel in the felts with printed pompadour bouquets on them. This, when carried out in the large shapes, is very effective. For a useful, everyday hat, the Panama-shaped felts, simply trimmed with a scarf and bow, will be much worn. Some milliners are employing wings instead of the bow. Fur will be much employed for trimming, both as bands and edging to ribbons. Grebe also is being much spoken of.

AFTER THE SHUTTERS ARE UP

His Wife: "Have you had a bad day, dear?"

The Financier: "Yes, I lost over $250,000. And the worst of it is that nearly $100 of that was my own money!"

* * *

"Now, Charlie, you must be a very good boy. You have a nice new brother. Aren't you pleased?"

"Oh, I don't know. It's always the way; just as I'm getting on in the world, competition begins."

* * *

"John," said the woman with nine chapeaux, "I got another new hat to-day."

"My dear!" expostulated her husband. "That is the last straw."

"I know it," she said; "just from Paris."

* * *

Friend: "I am afraid your husband has a very bad cold; he's continually sneezing. It's quite painful to hear him. Why don't you ask a doctor to see him?"

Matron: "Well, I'm waiting just a few days because it amuses baby so to see his father sneeze."

* * *

Employer: "Said he wouldn't pay the bill, did he?"

Collector: "No, sir, he didn't say so- he sort of hinted; at least, when I'd picked myself out of the umbrella-stand, that's how I understood him, sir."

* * *

Husband: "Another new dress! Where do you suppose I shall get the money from to pay for it?"

Wife: "You must excuse me. I didn't marry you to give you financial advice."

* * *

Mr. Bacon, the proprietor of the "provision stores" at Mudville-on-the-Ooze, is a man of by no means brilliant intellect, and the majority of most of his correspondence is rather a puzzle to him.

But one morning he receive a letter which had an alarming effect on him, so that after he had torn six handfuls of hair out of his head in his endeavors to understand it, his wife snatched it from him and read it herself.

This is how it ran:

"Dere sur, will you let my little boy Billy 'ave six loaves and a pund of cheaze on trust, as me 'usband is out of wurk, and will yer rap the cheaze in a bit of the situations vacant advertisements of a newspaper, and tie the bread in lump of your butter muslin, 'cos if the werst comes to the werst and the old man don't find a job 'e'll 'ave to borrer your pair of steps and a pail and go out winder cleanin'?"

Maud (before the laughing hyena's cage): "How provoking! Here we've been twenty minutes, and the hyena hasn't laughed once."

Ella: "Strange, and he's been eying your new Fall hat, too."

* * *

Jones had just trod on the toe of an old gentleman while getting aboard the tramcar.

"I beg your pardon," he said.

"Hey? Speak louder; I'm a trifle deaf."

"I beg your pardon," repeated Jones.

"H'm! Peggy starving? Well, I'm sorry. Who's Peggy?"

Jones was red in the face now.

"You misunderstand, sir!" he shouted.

"Hey?"

"You misunderstood!"

"Miss Underwood, is she? Peggy, who is starving, is Miss Underwood. Well?"

"I didn't say anything about Miss Underwood!" screamed Jones. "I begged your pardon, and you misunderstood!"

"Oh, now I see!" said the old man, sympathetically. "It is your Aunt Peggy who is starving Miss Underwood. Well, why don't you report the case to the police?"

* * *

"Do you give gas here?" asked a wild-looking man who rushed into a dentist's.

"We do," replied the dentist.

"Does it put a fellow to sleep?"

"It does."

"Sound asleep, so you can't wake him up?"

"Yes."

"You could break his jaw or black his eye and he wouldn't feel it?"

"He would know nothing about it."

"How long does he sleep?"

"The physical insensibility produced by inhaling gas lasts a minute, or probably a little less."

"I expect that's long enough. Got it all ready for a fellow to take?"

"Yes. Take a seat in this chair and show me your tooth."

"Tooth nothing!" said the excited caller, beginning rapidly to remove his coat and vest. "I want you to pull a porous plaster off my back."

* * *

"Are these umbrellas all right, young man?" asked the customer.

"They are if you know enough to go in when it rains," replied the honest clerk.

ITEMS FROM ALL CANADA.

ONTARIO.

The employes of the Preston Woolen Mills held a picnic at Victoria Park, Berlin.

Caudwell Bros., Brantford, are enlarging their store by building a new upper storey.

J. and W. McMillan, formerly of Collingwood, will open a general store in Listowel.

The Mason Clothing Co., of Bowmanville, held a formal opening of their new store.

A five-storey building will be erected to replace the old Chrystal Hall, which collapsed at London in July.

Madden Bros., men's furnishers and tailors, St. Thomas, have had a fine, new front put in their store.

Harold N. Richardson and James G. Potts have bought out the men's wear business of Weart Bros., Vancouver.

Thos. Borbridge, formerly proprietor of a dry goods and tailoring business in Ottawa, died in that city recently.

The Ellis Manufacturing Co., Hamilton, are thinking of starting work in the near future on a new and much larger mill.

The new store of Ogilvie, Lochead & Co., Brantford, will have a floor space of 17,000 square feet. The improvements are costing $1),000.

Fire broke out in the Eagle Knitting Co.'s factory, Hamilton. It was extinguished quickly, but not before considerable damage was done by water.

The Universal Skirt Company, Ottawa, has assigned; liabilities between $25,000 and $30,000 ; assets, consisting of stock, machinery and standing accounts, $45,000.

The Brunswick hotel property, Ottawa, has been purchased by the Murphy-Gamble Company, who will pull down the building and erect a seven-storey dry goods store.

Thomas Mulcahy, Limited, Orillia, are making extensive alterations in their premises. Another store will be taken in, and forty-foot addition built to the rear. Dry goods will be stock, and the firm will then carry general lines.

Thomas Gilbard died at Cobourg, in his 82nd year. He retired some thirty years ago from the dry goods and clothing business. Some time ago he gave $16,000 toward the erection of a new consolidated public school. He also built a chapel for the Cobourg cemetery.

John Munro, of Navinshire, Scotland, has secured a position with John Catto & Co., Toronto. Mr. Munro is a sturdy young man, having been champion wrestler of Navinshire. He is a nephew of Jas. Lockhart, head of the tea and coffee department of the Robert Simpson Co., Toronto.

MARITIME PROVINCES.

An overall factory, with all of its contents, was destroyed at Pugwash, N.S.

Macauley Bros. & Co., of St. John, whose premises were damaged by fire some time ago, have had a new front put in and the various departments fitted up better than ever.

R. L. Black, of Fredericton, has returned from a visit to Toronto and other western centres. He attended the Canadian National Exhibition. Mr. Black looks forward to a very busy season in the Maritime Provinces.

D. Darroch, proprietor of Rueben, Tuplin & Co., Kensington, P.E.I., was in Toronto during Exhibition. He reports business good on the Island, but deplores the unsatisfactory conditions that too often prevail in connection with transportation facilities between the Island and the mainland during the Winter months. He is not pessimistic, however, and believes that it is only a question of time before more satisfactory conditions will obtain.

WEST.

H. H. Smith, a prominent merchant tailor of Winnipeg, is dead.

Reports submitted at a meeting of the Winnipeg Development and Industrial Bureau shows that many manufacturers are considering that city as a location for a factory.

Lyle, MacGowan, Limited, Vancouver, has been granted a charter under British Columbia law to carry on a wholesale and retail haberdashery and clothing and dyeing business.

George W. Baldwin, of Winnipeg, buyer for a St. Paul, Minn., fur house, died at the age of seventy years. His demise followed an injury received by being struck by a street car.

QUEBEC.

F. I. Town, with Geo. H. Evans & Son., Montreal, is at present out west, showing all new novelties of his firm, for the Christmas trade.

The officers and buyers of the S. Carsley Co., Montreal, tendered Samuel Carsley, Sr., a banquet, in celebration of his fiftieth year in Canada, at the Place Viger Hotel, September 21.

The stock of Gilmour, Nephew & Co., 366 St. Paul street, Montreal, has been consigned to J. A. Ouimet, manufacturers' agent and jobber, who has moved from Notre Dame street, to above address.

Henry Morgan & Co., Montreal, have thoroughly renovated the interior of their large premises, corner of Philips Square and St. Catherine street. These alterations show up the various departments to great advantage.

The John Murphy Co., Montreal, have added another wing to their now large and commodious quarters, corner of St. Catherine and Metcalf streets. This new wing gives this firm much additional space, both inside and as regards window displays.

W. B. Mowat, dress goods buyer for the John Murphy Co., Montreal, returned beginning of month from a trip to New York. Mr. Mowat was in all the various fashion centres gathering all the latest ideas and new shades for his department. He thinks that Montreal, in the matter of window display, is fast outstripping New York.

A paragraph in Quebec notes in the September issue of The Review conveyed the impression that A. H. wheeler, late of Debenhams' (Canada), Ltd., had joined partnership with P. Zerboni, silk agent, 224 Coristine building, Montreal. The fact of the matter is that Mr. Wheeler has been appointed traveler only for this firm. The correction is gladly made.

Guaranteed Black Taffetas

WRITE FOR SAMPLES

TAFFETA SPLENDOUR

21-inch 36-inch 44-inch

TAFFETAS NOBLESSE

GUARANTEED

The Guarantee

¶ We guarantee THESE TAFFETAS not to split or wear greasy, if subjected t. fair wear, and we undertake to replace any length whic does not fulfil these conditions. . . .



The Guarantee

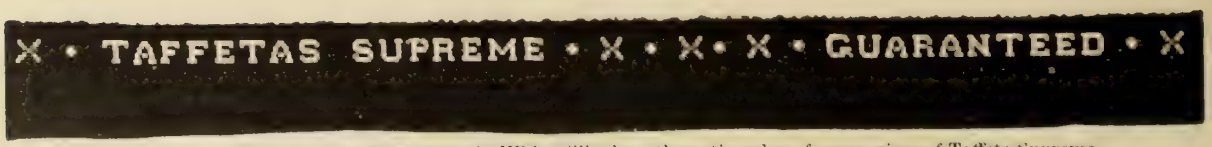
¶ We guarantee THESE TAFFETAS not to split or wear greasy, if subjected to fair wear, and we undertake to replace any length which does not fulfil thee conditions. . . . .

For Blouses and Costumes

20-inch

TAFFETA SUPRÊME

20-inch 36-inch 44-inch



This is a facsimile of the wording woven in White Silk along the entire edge of every piece of Taffeta Supreme.

Debenhams (Canada) Limited

MONTREAL (DEBENHAM & CO., London) 18 St. Helen Street

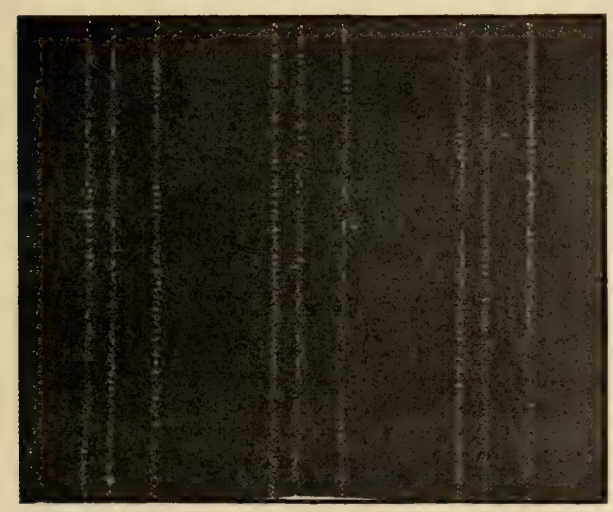
TORONTO Cor. Bay and Wellington Sts.



Dress goods buying for the coming Spring is hanging fire to a degree that is exasperating to agents here. With almost one accord buyers are holding back orders for a future date. The poor season experienced last Spring, and the quantity of stock carried over, is one reason, and the present money stringency is another. One thing is sure—if advance orders are delayed much longer, Spring deliveries promise to be late and uncertain. Deliveries of Fall fabrics have been very well made, and there is little complaint under this heading. Strenuous protests against the extremely high prices ruling now are, however, frequently heard.

Things are rather quiet in the dress trade. The weather has not been cold enough to start the counter trade in the retail stores, and until stocks are somewhat broken into, repeats cannot be hoped for. That things have not been quieter in the jobbing houses is due to the fact that garment manufacturers are depending largely upon the jobbing houses for materials to work up. Advances were so steep that many did not cover when the season opened up.

The market is still hardening and manufacturers are advancing prices for the finished fabric. An advance of 2d. per yard has been declared since the beginning of the month. This is due to the short supply of merino wool. Notwithstanding the fact that the merino crop of 1906-7 was a large one there is little wool in the manufacturers' hands. Cross-breds, that were sagging a little time ago, are hardening now. This is due to the high price of merinos, and to heavy buying in Bradford on the part of manufacturers in the United States.



Taffeta Panama.
Novelty Twist Stripe for Spring, 1908.



Striped Chiffon Voile for Spring, 1908.

Materials for Spring, 1908

Plain Fabrics the Best Sellers, but Fancies Also Shown —Much Interest in the New Voiles—Lightweight Worsteds for Tailor-Mades.

The number of voile samples shown, and the way in which this fabric is selling points to it as a leader for next Spring.

Both plain and fancy voiles are shown. Many of these fancies are but one remove from plain effects, being in solid color. Stripes and striped grounds are the leading novelty, though checks are not absent from the showing. The best liked stripe effects are those presenting two contrasting colors. Pekin effects, in many novelty lines are shown, but, as yet, they have not aroused much interest. White grounds are shown, but they are well covered with the pattern, stripes of one or of two colors being most frequently used. In solid colors, voiles are shown with heavier lines, giving a hairline effect. These come only in black and the darker colors. Some very sheer weaves in voiles are shown and there seems to be considerable favor shown in these transparent fabrics.

For the Spring tailored suit, lightweight piece-dyed plain and fancy worsteds are the materials brought out. The range includes wool taffetas, panamas, taffeta panamas, fine French serges, fine poplins, etc. Panamas promise to be big sellers, as this is a cloth that looks well and wears well, and can be produced at a popular price.

Plain goods certainly lead, but fancies are also shown. These fancies include fine worsteds in phantom effects, fancy stripes, in solid colors, or plain grounds, with faint stripes made by the introduction of twist yarn in a contrasting color.

Spring, 1908, will see darker shades selling, as the color tendency in woollen goods is downwards, and away from white. Blue is certain of great prominence, not only as a ground color, but as a combination in fancy effects. Odd shades of blue, such as delft, nattier, Copenhagen, peacock, etc., as well as navies and royals, will be called for. There is still a good deal of interest in brown, and all browns, particularly light tans, biscuit, etc., will be in evidence. Plum and lilac shades promise to be fairly well worn, as they are much favored in Paris at the present time. The reds also are making a gain.

Lilac, green, cerise, cardinal and old gold will be the chief illuminating colors seen in stripes and cross bars.

Chevron effects, in fancy worsteds, where the stripe is just visible, come in many combinations.

The Review, recognizing the fact that an illustration is of more value than a bare description, has made an attempt to show the leading lines in the new Spring goods. The fancies are of such a nature that there is no possible process that will effectively reproduce them. The best of the series of cuts made is given, and The Review only regrets that the rest cannot also be printed. The best that, under the circumstances, can be done, is to describe the cloths.



Fine French Worsteds for Spring, 1908.

A number that The Review would have liked to show were phantom effects in lightweight, smooth-finished worsteds. Stripes predominated here, though some block checks were shown. Another class was cloths of a fine herringbone weave, with narrow stripes, made of a fancy twist thread in a lighter and a darker shade than the ground. There were fancy panamas, showing broken stripes of a twist thread in a contrasting color, the stripe and the space between being of equal width. Also a white ground fabric with stripes in two pastel shades, edged with one of a darker color. The French worsteds which are shown, though the cut is not a particularly good one, are: No. 1, striped worsted, in solid color, having a raised hairline stripe produced by introducing a heavy cord; No. 2, a striped batiste in self-color; No. 3, solid colored worsted, with fancy stripe; No. 4, solid colored batiste, with pebble stripe. No. 5, is another fancy striped worsted fabric.

Broadcloths in First Place

Plain cloths have sold remarkably well for Fall, and in this class lightweight broadcloths continue to hold first place. Brown, in many shades, is still the strongest seller, but there is no indication of any one color dominating the season this Fall. Blue is making a gain, and navy has a high place, as it is always an excellent Winter color. There is a feeling growing for odd shades in blue, and this class of colors promises to strengthen its position as the season advances. Deep, rich greens are popular, and some lovely shades of this color are included in Fall lines. Dark reds are coming rapidly to the front rank. Deep rubies and garnets are taking the lead of the wine shades. Purple and plum, though good in millinery, have not yet made a decided impression upon the dress trade, and it is a case of "may be" or "may not" with these colors at the present time. The fact that purple and violet have been much worn during August by Parisian elegantes—coats and parasols in these colors being conspicuously prominent—would lead to the supposition that more will be heard of them later. This will probably be in the Fall of 1908.

Silks and Velvets

The outlook for silks is exceptionally good, not only for the present season, but for the Spring of 1908. Taffetas, as usual, lead in the consumption. In plains, besides the regular uses, more foundation silks are selling. Fancy silks are decidedly strong. The waist manufacturers have bought largely of fancy and tartan plaids. For the counter trade, French plaids and the newer stripe patterns are well taken. Stripe grounds, with spot patterns, are the latest, coin spots in the lead.

Soft weaves, such as surahs, messalines, etc., with satin stripes, are new, and striped chiffon cloths are being extensively shown by the better trade. The exclusive trade is taking sheer silks—marquisettes, voiles, chiffons, nets and gauzes in striped patterns, in printed floral borders and velvet patterned goods.

For the Spring of 1908 silks promise extra prominence. It is too early to particularize novelties, but rough weaves—pongees, tussahs, shantungs—will be again good sellers. They will be shown in all the leading colors, but this year will be best in natural shades. Foulards promise to be better than for many seasons past, and should strengthen the position they have taken during the past Spring and Summer. Spot patterns promise prominence.

The fact that velvets are big sellers and very high in price is no news to the trade. Velveteen manufacturers are extra busy so much so that they are asking several months for delivery. The run of orders, high price of cotton, labor etc., is boosting prices, and velveteens are at a high figure and very scarce just now. This fabric has been so much improved during the past few years in appearance, wear and coloring, that it is in high favor with smartly dressed women.



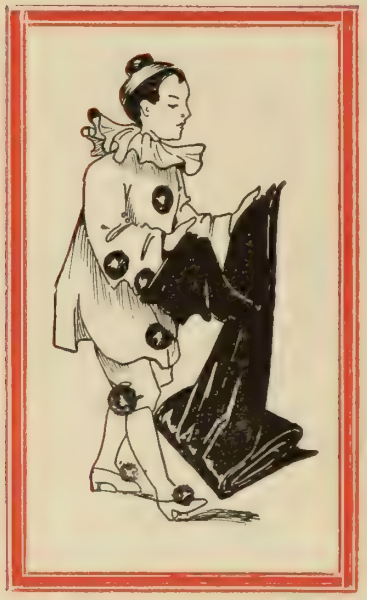
Photograph of

Burton, Spence & Co.'s Exhibit

at the

Canadian National Exhibition, Held in Toronto

The only firm in Canada specially equipped for dyeing and finishing dress goods in the grey state as they come from the loom. Color and finish equal to anything imported—and why not? The Twentieth Century is Canada's. Encourage it.



Our samples of dress goods for Spring are now in the hands of our travellers and are well worth inspection. May our traveller call on you? Let us know.

The W. R. Brock Company (Limited)
Montreal

Harris & Co.

Limited

Rockwood, Ont.

New Lightweight

Ladies' Suitings

Costume Cloths

Homespuns

For Spring 1908

Our range is extensive and the Material is the Best

Ask our representatives to wait on you.

G. A. WOODILL, 70 Granville St., Halifax, N.S.
HECTOR PREVOST, 292 St. Hubert St., Montreal.
E. J. DIGNUM & CO., 84 Bay St., Toronto.
McRAE & WALKER, Asbdown Block, Winnipeg.

THE ONLY WAY

to keep in close touch with Dry Goods conditions and to learn of practical sales helps for all departments is to read THE DRY GOODS REVIEW each month. The cost is but a trifle, considering the good you and your sales people get. Subscription price, $2.00 per year. Write to-day to

Subscription Dept.

The Dry Goods Review

10 Front St. East

TORONTO - ONTARIO

THE "PIRLE" FINISH

"Indispensable for the Open-Air Girl."

"Lady's Realm" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailors' hands."



"IN FASHION'S WHIRL."

"Madge," in "Truth," says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

"Pirle" Finished Cloths

IN GREAT VARIETY
TO BE OBTAINED FROM THE LEADING IMPORTERS.

Full particulars from

EDWARD RIPLEY & SON, Limited

100c, Queen Victoria St., LONDON, E.C.

H.M.



The Glove House of Canada

FALL GLOVES of all descriptions are **now in stock** and we can fill your orders promptly.

Kid Gloves, Wool Gloves, Lined Gloves

Our stock of Kid Gloves is the largest in Canada. **Long or Short Gloves, all shades** and **lengths,** at **popular prices.**

SPRING, 1908

Our travellers are now on the road, with a complete range of the latest styles and shades in fabrics and kid gloves.



PERRIN FRERES & CIE.

28 Victoria Square, **MONTREAL**

IT IS A

FOWNES

That is all you require to know about a glove.

Spring Samples now ready.

Fownes Bros. & Co.

Rooms 1 to 4 Coristine Building
MONTREAL

Xmas Umbrellas

Place your orders early and get good delivery.

Travellers now on their routes.

THE

Irving Umbrella Company

LIMITED

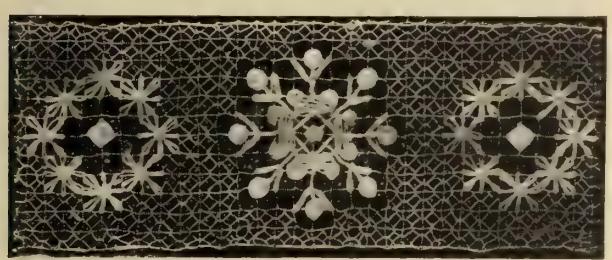
79-83 Wellington St. W., - Toronto

DRESS ACCESSORIES

Lace

Bands and All-Overs Promise to be Big Sellers—Filet Antique, Filet, Cluny and Irish Crochet.

Buying for the early Fall is practically over, and nothing in the way of novelty can now be expected until import orders come to hand. Though the retail houses have made their initial show for the present season, selling has not commenced and the buying public has yet to pass judgment. It is still early, and the absence of selling is not worrying buyers, for they know that laces will be freely used this Fall.



Filet Antique.

Bands promise to increase in favor, and band trimmings are to be more used than edgings. Edgings will be chiefly employed for sleeve trimmings. All-over laces, and nets, are another class, for which a larger vogue is expected. Buying has been along these lines, but promises to be more extended in this direction.

When early orders were given, black laces were somewhat overlooked, and considerable filling-in has taken place since. There have been some fairly good orders placed for black valenciennes. Guipure and Venise bands, and filet bands with heavy fibre silk embroideries, are becoming considerable sellers.

Heavy orders have been placed for Valenciennes laces,



Darned Filet, Greek Lace.

and the trade has some big selling to do. The demand, however, is a wide one, as this lace is so much used for so many purposes that no trouble is expected.

In the States the heavier laces are again being taken up. The laces most shown now in New York are of the heavy kind. The leading novelty certainly is filet in all its varieties. Filet antique is much in evidence. This lace made a sudden leap into prominence five years ago this Fall, and had a splendid run then. Some months ago The Review reported that Paris dressmakers were placing large orders for this lace. It is made in large quantities by the peasant women of the south of France. Machine-made filets, and filet effects, with the pattern darned into the net, are also strongly in evidence, not only in bands, but in all-over laces and nets. Cluny is another leading lace, and there is a big revival of interest in Irish crochet. These three laces are used in combination upon expensive waists and gowns. Guipure and Venise laces are also shown, and in the lighter laces princesse applique and lierre are most seen. A strong feature is the big use of dress nets, particularly plain filet and plain



Irish Crochet Band.

and embroidered Brussels nets. Filet all-overs, Venise guipure and crochet all-overs, as well as embroidered nets, are also much used. Spotted and patterned nets are made into chemisettes, guimpes, etc.

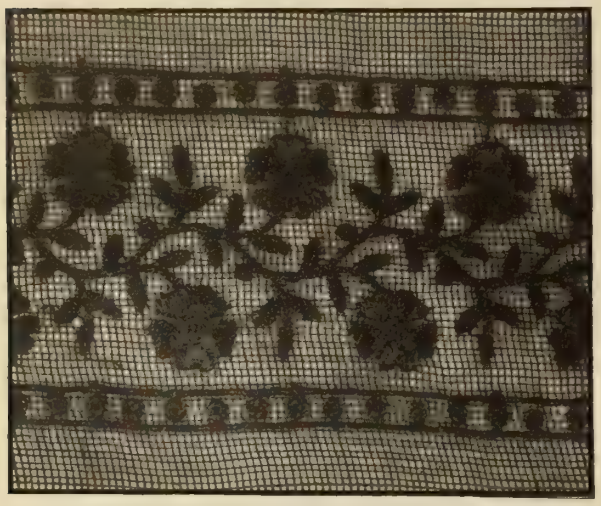
There is scarcely such a furore for Valenciennes, but, nevertheless, it is much in evidence. This lace never goes out of style, but is not so much in the limelight as it was a few months ago.

Embroidered net and lace robes are very much in vogue, and so are spangled net robes, particularly in nacre and irridescent effects. Evening shades, and black, show spangles to match. The newest form in which spangles are put on is in long lines.

Embroideries

Bandings a Feature—Wide Flouncings and Wide Bindings Leading Novelties.

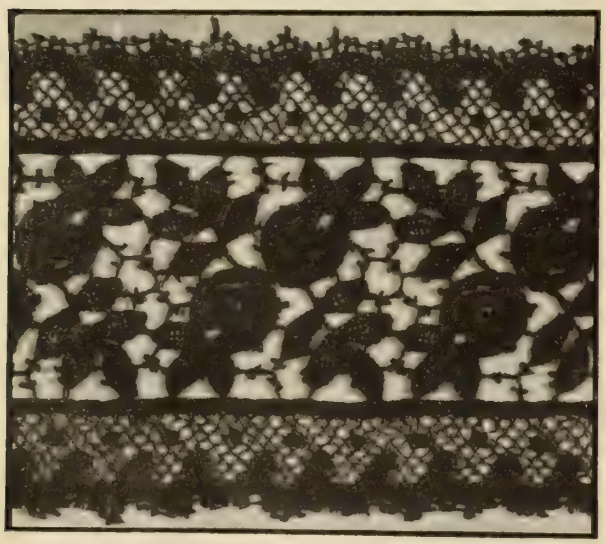
Indications are that there will be an excellent demand for embroideries. Patterns are desirable and show a considerable amount of novelty. Except for staple lines, the soft finished nainsook and batiste cloths are much in evidence. Lacy effects, particularly in filet combinations,



Black Filet Band, with Wood-Silk Embroidery.

are the high novelty. As in laces, bandings are in excellent request, but are not such exclusive sellers. A novelty in bandings shows eyelet holes, through which a ribbon is threaded. Bandings come in sets. In the choicer numbers the sets include all-over, bandings, beadings, edge and insertions.

A new feature is the very wide beadings. These are used to trim underwear, and to head the deep knee flounces on lingerie skirts. Beadings come in sets, and all the widths will be employed on the different pieces of



Guipure Band.

an underwear set. There is still a call for medallions. Very wide flouncings are showing, running from 25 in. up to a yard wide.

Edgings and insertions are good in the popular priced goods. Corset cover embroideries will be a big factor. Many new effects are shown, mostly in neat patterns. Semi-ready covers, which only require a little work on them to finish for wear, are being taken to some extent.

The new filet embroideries are the high novelty. Lacey patterns are strong, but eyelet, blind and French effects are all shown in good patterns. Some new designs are developed in mercerized and silk-embroidered goods. Embroidery prices continue firm, but Sehiffli goods are a little easier.

Ladies' Neckwear

Neckwear a Big Line for Fall, Also One That Includes Many Novelties—Detachable Jabots and Bows the Latest Novelty.

Fall neckwear promises to be very varied, and it is the extent of the line that makes business good. Early trade has been done largely upon chiffon stuff, but novel-



Fancy Lace and Velvet Jabot.
Shown by Rhys D. Fairbairn.

ties are now making their appearance.

There still reigns the same uncertainty about the future of stiff linen collars. Many pretty effects are shown, but as far as The Review can learn, though sales have been better than last month, they are only moving slowly.

An importing house, wishing to provide for the future, wrote to their travelers out on the road for their opinion upon the subject. Replies received from all parts of the Dominion brought out the fact that merchants gen-

erally had stocked them, and still had a large portion of their stock on hand. The most favorable reply came from the Winnipeg ground, and even here the remark was added that they had not done so well as anticipated.

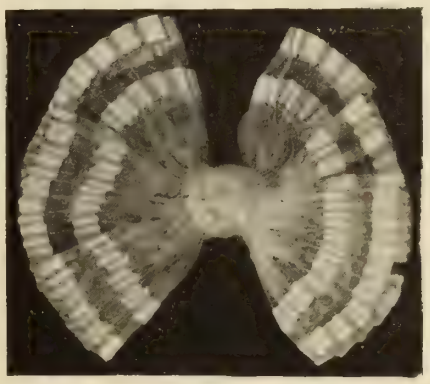
In Canada, at any rate, soft turn-downs with wide bands promise to sell very much better than the stiff collars. These are now beginning to sell, and to wear with them dainty lace and silk bows are being taken. These smart little affairs are of fluted lace, of Irish lace,



Shown by Ladies' Wear, Limited.

edged with valenciennes ; of mull, edged with lace, and also of ribbon and silk.

Another novelty is the jabot, which is unattached to any stock, and pins on under a bow or twist of silk. The majority are of lace, but they are also made of mull and of silk, edged with lace. These are shown in moderate-sized and also in long effects. They can be worn either with stiff or soft turn-down collars, or can be pinned on to the front of a waist with a guimpe or a blouse that has the high attached collar. This is the way they are being worn in Paris, and the waist we illustrate shows the manner in which they are worn in that city. Later on, when the wearing of suits and coats becomes general, many of these jabots will be used to fill up the opening



Fancy Silk Bow.
Shown by Rhys D. Fairbairn.

in the front. They will also be excellent for wear with fur coats.

Just at present, pointed stocks without tabs or jabots are the best sellers, but jabot styles should come in later, as they are always good for the holiday trade.

Fancy stocks in straight band effects of lace, chiffon, ribbon and ruching, and with a fancy bow in front, are a promising novelty.

Tabs and turn-overs are good, and are shown in dainty lines, both in nainsook embroideries, heavy linen and mercerized embroideries, and lace. A novelty feature that promises well for Fall is a turn-over of China silk and chiffon, embroidered in art shades. This should form a popular finish for the fashionable fancy silk blouses now worn.

There is the usual steady demand for lace stock collars, and here again the pointed collar is preferred to the tab shapes. Lace collars of this class are staple articles now, as they are highly favored for morning wear, and by elderly women.

Yoke effects are well in the limelight, not only in ma-



New Paris Waist, Japanese Sleeve and Guimpe, showing Beau Brummel Jabot Attached to Waist with Bow.

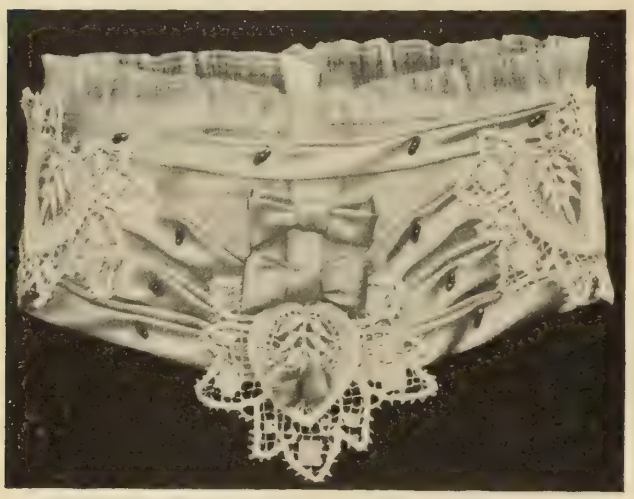
chine-made, but also in the expensive hand-made laces. Handsome yokes of Brussels, Bruges, Maltese and Princesse lace are showing, and Irish crochet yokes are high style. In the imitation laces, crochet and filet ef-

fects, and filet and guipure, are leaders, and there are good styles also in other laces. A line that always sells and is often neglected by buyers is children's lace collars. These come in the round, shoulder shape, and can be had in popular-priced, as well as expensive lines. The dark, rich colors so fashionable this Fall should lead to a big sale of these collars if they are only shown.

Ruchings are in excellent demand. The costume idea, and also the silk waist with collar attached, making them exceptionally good. The latest New York idea is a ruching made of cloth of gold.

Coat sets promise to be a big feature. The linen and mercerized rep sets are decorated with heavy padded embroidery. In New York these sets are universally worn and the embroidery is worked in nattier blue, and in tan on the white ground—here white on white is the choice. The big popularity of the plain tailored suit is creating the demand for these sets. Lace sets are also selling, and here filet is much in evidence. Though all filet sets are seen, filet in combination with other laces, principally Irish crochet, guipure and Venise are those in vogue.

Collar and cuff sets are selling well. Handsome sets in Irish and Brussels laces are shown in the exclusive



Shown by Ladies' Wear, Limited.

stores. The laces and lace combinations spoken of above are those selling in the popular end of the trade.

In the high-class stores boas and ruffs of coque, marabout and tulle are selling. This is a feature that has never taken any strong hold with the popular trade.

Windsors are in for their usual Winter run. 'Plaid Windsors, as might be expected, are particularly good. There is some call for lace scarfs. Lovely scarfs in chiffon and liberty silk in floral, Persian and striped patterns, in ivory, white, pink, ciel, lavender, and yellowish tan, are showing for street and evening wear. Scarfs of Spanish lace, in black and white, are also selling.

Gloves

Fair Spring Demand for Long Fabric and Kid Gloves—Merchants Buying on Hand-to-Mouth Plan.

Conditions in the glove trade are somewhat easier than a year ago. Retailers find long gloves still very much in demand, with short lengths in fair request. Tans, blacks, whites, grays, navies and greens, in the order mentioned are the colors to the fore just now. The 12 and 16-button lengths continue to hold first position in glace finish. There is very little demand for suede finish at retail. Later on, wool gloves will become prominent, when the cold weather sets in, and window displays will feature them for a few days.

To the retailer, prices are a little easier than last year, as manufacturers have prepared themselves better to meet the demand for the present season. Deliveries are much improved, this Fall being a few weeks ahead of previous ones.

Most jobbers find the demand for Spring, 1908 is for long gloves—fabric and kid—with wrist lengths following. Prices are slightly lower, although not so much in long gloves as in wrist lengths. The reason for this is that short gloves have not been selling very freely and large stocks are the result. Deliveries for Spring are expected to be up to the mark, manufacturers being over their rush and not extra busy. Further, buyers for the United States have large stocks on hand, and are only placing small orders; in fact, the average buyer here, just now, is buying on the hand-to-mouth plan. Merchants are a little uncertain yet, as regards styles. Blacks still continue to be the leading and staple color, with tan and golden brown following up strong. There has been quite a feeling for long chamois gloves this Fall, and it is very likely that they will be strong sellers for Spring. These gloves are of regular soft chamois leather. They come in natural color and are washable. This glove can be retailed from $1.50 to $2.50, according to quality.

Gloves for Holiday Trade

Look After Your Glove Stock at Once, and Prepare for Christmas Business.

Gloves always form an important item in holiday selling, and there is always a good deal of sorting-up done by merchants for this season. High-class fancies, and gloves that, because of price, do not sell freely as a general rule, can now be stocked. It will not be wise to wait for this extra stock until selling commences; you should at once make out your lists, and send them in. If you get your orders in early, you make sure of the goods when they are wanted.

You should make a good profit on these goods this year, as you can get the very highest prices for Christmas gloves. Moreover, you will be helping your department, and increasing its prestige in a way that will help in the future, by stocking a line of fashionable fancies, for holiday selling. The glove famine, the vogue of long gloves, and the consequent high prices, have established a different definition for glove values in your customers' minds, and your holiday trade ought to run into money. Women who used to grumble at paying $1.25 and $1.50 for short gloves have not objected to paying $3 and $3.50 for long ones. You may do a glove business, that is worth your while, if you lay yourself out for it. The eight-button, twelve-button and sixteen-button lengths are the chief sellers, and the staple street colors are black, medium tans, dark tans, brown, grey and white. Large city stores are also carrying reds, blues and greens. Purple is a leading accessory color, and a few purple, and plum gloves might be shown.

There is a tendency toward matching gloves and gowns, and while this is not a desirable condition to encourage, a small selection, carefully chosen, with reference to the novelty colors in your dress stock, would make a display that would attract attention. These would sell, as gloves for Christmas gifts are generally selected with regard to some particular suit or gown.

Long silk gloves, for evening wear, are assured of a big sale. The novelty color just now is pale pink. White is, as usual, the heavy seller, but tints are certainly in much higher favor than generally.

Long kids, and silks, in very pale shades—neutral tints—in grey, tan, and mode, are good. The ultra fashion is for yellowish tan, and pale yellow gloves, but this has hardly touched the Canadian trade as yet.

In short gloves, silk-lined mochas are always popular, with present buyers, and to these gloves, this year, may be added gauntlet lines.

To the merchant who wants to capture the Christmas glove trade, The Review would say: Do not delay an instant in making your arrangements, and in selecting and ordering your Christmas stock. Make an early window display, and also a case display of your choicest selections, frequently changing the latter in a prominent place in your store. When a dress window or millinery window is put in, insist upon gloves to match being made a feature.

Give a glove sale for the holidays—not just a cut price sale, though you should use broken lines, or lines that will supply leads for the rest of your stock. For these sales some merchants sell printed glove bonds, call-



Embroidery Band with Eyelet. Holes for Threading with Ribbon.

ing for goods at a certain price. The idea is that a bond may be used as a gift, and the recipient goes in and selects for herself. The price may be marked in cipher.

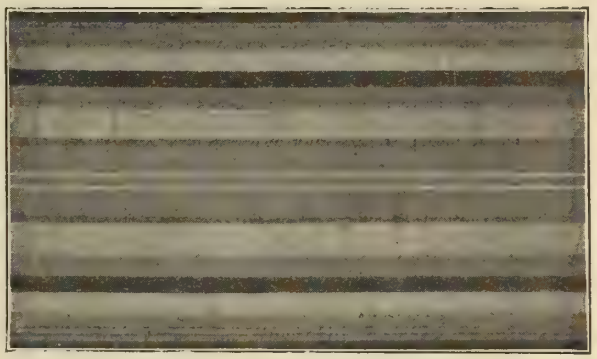
Get some pretty glove boxes, but do not have your name printed on them. Put a business card inside instead. Your customers will appreciate this.

Ribbons

Preparations for Christmas Trade—Large Advance Order Business Reported—Velvet Ribbons High.

The ribbon situation, in retail circles, looks very promising indeed. Window displays in large city stores are prominent. Just now merchants are making preparations for the Christmas trade. They are picking up all fresh ideas as regards making new things from ribbons, such as cushion tops, for instance.

Ribbons most in demand at present writing are plain effects. The sale of velvet ribbons also continues active, with colors very hard to procure. This line has advanced fully 33 1-3 per cent., within the last three months, aggregating a general advance of over 50 per cent. over figures ruling one year ago. The demand for staple goods continues strong. Taffetas and Duchess satin ribbons are having the close attention of retailers. Fancy ribbons at present are rather slow movers, but later on are expected to pick up and once more gain their old standing. Colors to the fore are browns, greens, purples, greys and navies, in the order mentioned. Blacks, always staple, are also very fashionable, while white ribbons are rather behind schedule. Prices are firm.



New Stripe Pattern Ribbon.
Shown by Walter H. Barry & Co., Montreal.

Even at this early date there is no longer any doubt that the approaching Spring season will again prove a profitable one to all concerned, notwithstanding the fact that ribbons are at their highest position in years, with respect to price.

At present jobbers are finding the ribbon trade all that could be asked for. Orders are being placed to the satisfaction of everybody. As a result, wholesalers are looking forward to one of the best seasons yet known to the trade.

Manufacturers, also, state that business is active. They are booking large orders. French and Swiss manufacturers report large advance order business.

The feeling is very strong for all lines of ribbons for the approaching season. Lines now shown for Spring comprise many new novelties, both in design and color. Taffetas are again expected to be strong, while staple lines will be to the fore. A very good season for velvet ribbons is looked for, notwithstanding the fact that the price quotations are extremely high.



Floral Ribbon.
Shown by Walter H. Barry & Co., Montreal.

Colors for Spring, which are sure to meet with popular favor, are browns, tans and violet colors. Black will also be seen in abundance.

Prices, however, average 25 to 35 per cent. higher than those quoted one year ago. Some lines are higher, while others are lower.

H. B. Claflin & Co.'s Window Display



Pat. "Almo" Baby Ribbon

	10-yd. lengths on paper blocks	50-yd. lengths on spools	
No. 1	$0.07	$0.27½	
No. 1½	.10½	.50	Regular Terms.
No. 2	.12½	.60	
No. 3	.22½	1.00	

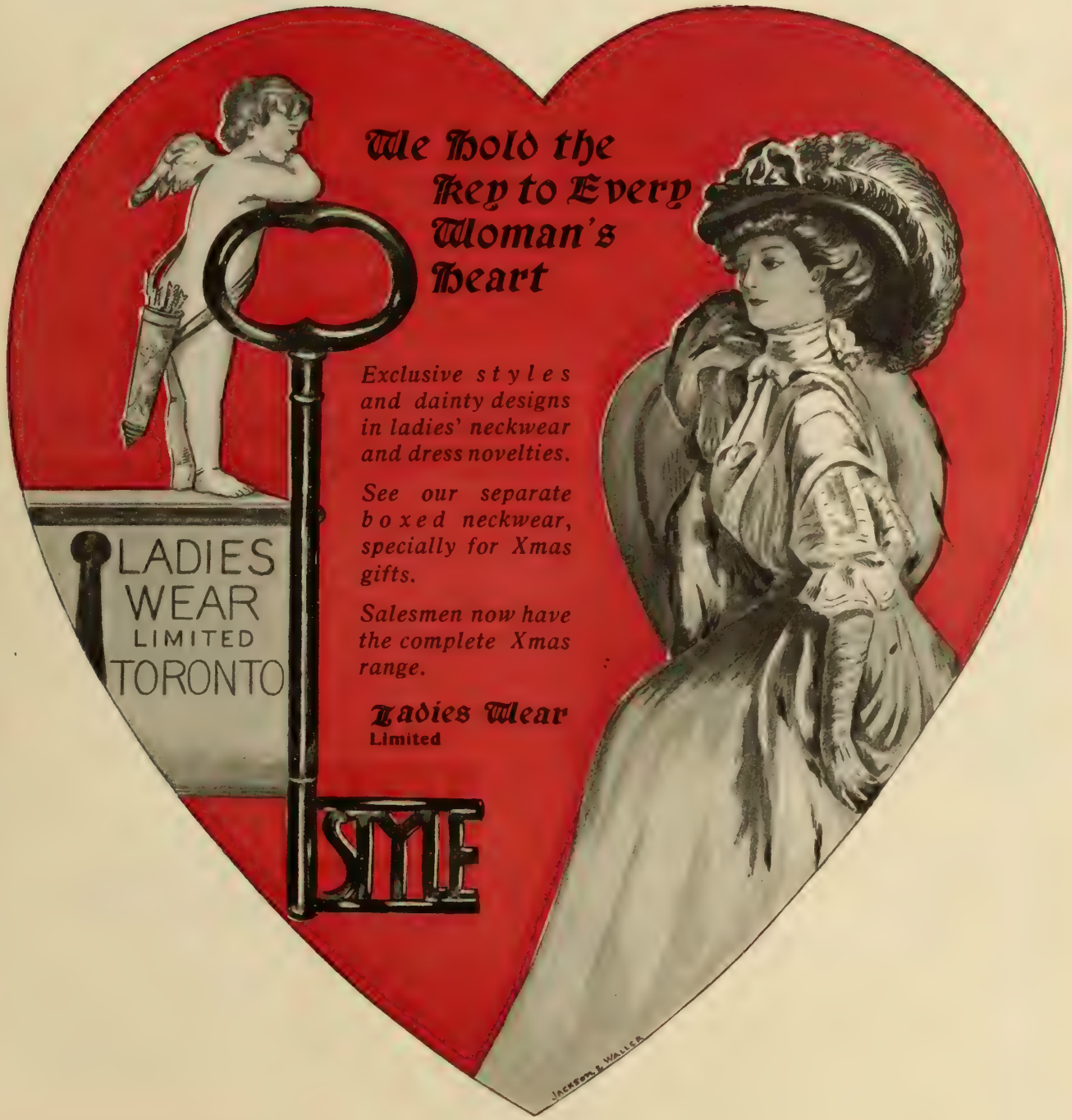
COLORS—Black, White, Cream, Pink I, Pink II, Pink III, Blue I, Blue II, Blue III, Blue IV, Royal, Navy, Scarlet, Cardinal, Garnet, Lilac, Lavender, Maise, Moss, Apple, Bronze, Purple, Brown, Cerise I, Cerise II, Turquoise, Nile I, Nile II, Emerald, O. Rose, Orange I, Orange II, Violet.

☞ Please remember in this line we look to the quality as well as the length. We have introduced cheaper brands, but the irregularity and length have not been satisfactory. The above quality we can fully recommend.

The "Gem" Satin and Gros Grain Ribbon

ALL SILK

No. 1½	No. 2				
7c. per Piece	8c. per Piece		5-Yd. Lengths		
COLORS, in Box of 36 Pieces—Black	White	Pink	Rose Pink	Ciel Blue	
2	4	4	4	4	
Mexique	Scarlet	Cardinal	Lilac	Holly Green	
4	4	4	2	4	


We Hold the Key to Every Woman's Heart
Exclusive styles and dainty designs in ladies' neckwear and dress novelties.
See our separate boxed neckwear, specially for Xmas gifts.
Salesmen now have the complete Xmas range.
Ladies Wear Limited
LADIES WEAR LIMITED TORONTO
STYLE

Are You Satisfied

with the returns from your glove department? You will be if you make it a point to stock and recommend

Storey's Gloves

They are gloves which please everyone who buys them. Once a customer wears a pair of Storey's Gloves she will wear no other make. They have that "chic" appearance which pleases refined people, and they are made to fit properly and wear well.

W. H. Storey & Son
ACTON, ONT. Limited



Pewny's Kid Gloves

BIGGER ASSORTMENT THAN EVER FOR FALL 1907.

ALBERTINE AND ASCOT BRANDS AT OLD PRICES.

GREENSHIELDS LIMITED
MONTREAL
Greenshields Western Limited, Winnipeg
Greenshields & Co., Limited, Vancouver



GLOVINE

Guaranteed to Clean Gloves—Also the most delicate shades of Crepe de Chene, silk, velvet, etc.

Retails at 25 cents per 16 ounce bottle

Manufacturers: Glovine Mfg. Co., Wilkesbarre, Pa.
Agent for Canada: B. L. Monkhouse, 19 Melinda St., Toronto

WRITE FOR QUOTATIONS

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.
DRY GOODS REVIEW
Montreal and Toronto.

When writing to advertisers kindly mention having seen their advertisement in this paper.

RHYS D. FAIRBAIRN, LTD.

Designers and Manufacturers

Largest showing of **NECK FRILLINGS** in the trade.

All lines shown by us are *manufactured in our own factory*, which *insures prompt delivery.*

No. 75, Boxes Containing 5 Frills (Neck Lengths), $2.00 per Doz. Boxes.

MAIL ORDERS RECEIVE PROMPT ATTENTION.

HUGH HENRY
204 St. James St., MONTREAL

107 Simcoe Street, TORONTO

BUSINESS NOTES

ONTARIO.

Montreal Fur Mfg. Co., Ottawa ; assets sold.

Universal Skirt Mfg. Co., Ottawa ; assets sold.

James Canning, general merchant, Dublin ; deceased.

E. J. Aust, millinery, London ; retiring from business.

J. Galloway & Son., general store, Burlington ; assigned.

C. W. Vollick, general store, Muncey ; sold to Frank Tyler.

Hugh Macauley, men's furnishings, Chatham ; sold to James E. Gray.

E. B. Swackhammer, men's furnishings, Acton ; sold to G. J. Wallace.

H. B. Dawson & Co., dry goods, Port Arthur ; sold to Campbell Bros.

H. G. Broderick, dry goods, St. Thomas ; succeeded by C. E. Saunders.

Naughton Bros., general store, Elgin Mills ; Michael Naughton, deceased.

Thomas Btone & Son, dry goods, Chatham,; dissolved, Mills retiring.

The Union Mfg. Co., manufacturers children's clothing, Toronto ; dissolved.

Meyer Shapero, clothing, men's furnishings, boots and shoes, Chatham ; sold out.

Three M Clothing Co., manufacturers overalls and shirts, Toronto ; assigned.

MacDonald & Keys, tailors, Fort William ; succeeded by MacDonald & Woodgate.

Annie E. England, dry goods, Wingham ; advertising Riverstown business for sale.

The J. D. Tait Co., Ltd., dry goods, St. Catharines; James D. Tait, president, deceased.

QUEBEC.

B. Diamond, woolens, etc., Montreal ; assigned.

W. G. McComber, general store, Bouchette ; selling out.

The Dominion Hat & Cap Mfg. Co., Montreal ; dissolved.

The Montreal Pleating Skirt Co., Montreal ; dissolved.

Patrick Russell, general store, Bourg Louis ; deceased.

The Canadian Knee Pants Mfg. Co., Montreal ; effects seized for rent.

MacKenzie Trading Co., general store, Stanbridge East ; assets sold.

Lakeman's, general store, Sherbrooke ; R. and L. Lakeman registered.

Turcotte Freres, clothing, Montreal ; Alphonse Turcotte, Jr., registered.

Alexandra Millinery Co., millinery, Montreal ; Mrs. E. P. O'Neil, registered.

McGillivray & Patterson Co., dry goods, Montreal ; business now conducted by John Patterson, under his own name.

WEST.

John Berry, general store, Solsgirth ; assigned.

M. Hayman, general store, Winnipeg ; burnt out.

Bisset & Fossum, general store, Macoun ; dissolved.

Jeune & Humble, general store, Roseuroll ; dissolved.

Wolff & Scrap, general store, Ochre River ; assigned.

H. C. Disney, general store, Oxbow ; extension granted.

Campbell Bros., general store, Yellow Grass ; sold out.

Lyon Bros., general store, Winnipeg ; succeeded by A. Gofine.

A. R. Friesen, general store, Steunbach ; removed to Dalmeny.

Thompson & Co., general store, Homewood ; sold to A. C. Ready.

Fehr & Loeppky, general store, Hallstadt ; succeeded by C. C. Fehr.

Chevalier & Pollock, general store, Gull Lake ; sold to Chas. Chaston.

Allen & Peacock, general store, Vegreville ; advertising business for sale.

A. J. Levack, general store, St. Anne des Chenes ; opened branch at Dufresne.

J. Brown & Co., Ltd., general store, Clan William ; succeeded by A. R. McQuarrie.

Westaway & Co., general store, North Battleford ; closed out under chattel mortgage.

The Neudorf Trading Co., Ltd., general store, Neudorf , sold lumber business to John Paynsen.

Don't Delay

to send Repeat Orders for

Popular-priced
Griffin Brand Garments

When talking about Griffin Brand Garments we emphasize style, quality and workmanship.

There is an extensive assortment of the latest, most nobby and up-to-date style effects at popular prices.

COATS ✐ SUITS ✐ SKIRTS

The Empire Manufacturing Co.
138 CRAIG STREET WEST, MONTREAL

The Reliable Waist
None Better Made.

We have the Waists You want :: :: ::

either in tailor-mades, dress or for other occasions, in a variety of materials. Don't be led away by unreliable waists, when you can buy reliable goods at the same price. If our traveller did not call on you drop us a line and we will arrange to show you our samples.

I. Mishkin & Co.

423 St. James St., MONTREAL

We give special attention to Mail Orders.

GARMENTS THAT SELL

Every number in the National line of Ladies' and Men's Raincoats and Waterproofs is a seller.

That's one reason why National Garments make more money for the merchants handling them.

The Spring line is coming your way

Good selection of Fall Coats for immediate delivery.

NATIONAL RUBBER CO.
of Canada

MONTREAL

Canada's Largest Exclusive Raincoat House



Coat and Suit Styles

What New York is Showing in Coats and Suits—Tailored Styles Much in Evidence.

The women of New York have most enthusiastically adopted the tailored suit. They have even taken to it for Summer wear. Tailored suits of white, half-bleached and natural shades, and of pink, blue, mauve, and pale green linens, as well as of heavy rough weaves in silk in the same colorings, have been universally worn at all the Summer resorts. The style in which these suits were made was severely mannish, the skirt short, showing the feet plainly. It was laid in broad pleats and trimmed with one, two or three folds. The illustration, "Miss New York," shows the style. Almost its only rival is the Japanese suit, made with a guimpe of lace or net. These suits are generally made of plain, striped or checked taffeta, or of pongee, shantung, foulard, or printed China silk. These latter silks are almost always in ring and coin-spot patterns. The tailored suit is out in full force for the Fall season. Suits may be divided into two classes, plain tailored suits, and fancy tailored suits. They both, however, are strictly tailored.

Free use is made of fancy cloths, chiefly, though, for the plain tailored styles. Plain cloth, which, as a rule, means broadcloth, is reserved for the dressy suit. The colors selling are garnet, blue, brown, green, and grey—not grey mixture, but taupe, nickel, etc., in plain shade.

The popular suit at present is cut exactly like the Summer suit. There are also many forms of cutaways. Those in best style are about 18 inches long, below the waist at the back. What is known as the finger-length coat is a popular length. This is a coat that ends where the fingertips reach when the arm is hanging down. The feeling is for longer coat lengths, and many of the coats showing are 45 and 50 inches long.

The majority of the coats shown are what is termed easy-fitting, that is, they do not fit perfectly tight to the waist. They do, however, define the figure, and unless placed side by side with a fitting coat, the fact that they are not quite fitting could not be detected. The Paris tailor-made gives exactly this effect. The fact that the waist is not perfectly fitted gives the slender hip effect that is the latest style idea this Fall.

The Paris tailor-made also shows what a prominent trimming feature the pocket is made at the present time.



Popular Coat Style. Shown by J. H. Waldman & Co., Montreal.



Stylish Suit, Manufactured By J. H. Waldman & Co., Montreal.



The Tailored Suit for Fall, as Seen in New York.

The more elaborate suits are made of chiffon broadcloth and velvet, and though strictly tailored, are very ornate in appearance. They are trimmed with heavy silk braids, soutache, velvet, and fancy embroidery bands The vest, which is generally present, is of velvet or cloth, and elaborately trimmed. Some of the newest suits have an Eton coat, with a circular skirt added. This skirt is cut with points back and front, giving an overskirt effect. Redingote styles, with the skirt attached at the waist, and fitting closely over the hips, but with considerable fullness around the bottom, is another good style. The Japanese sleeve is often a feature in these suits.

to the figure. Some fitted and semi-fitted models lead, but at present the loose styles have decidedly the biggest following.

The accepted length seems to be 45 to 50 inches. Sleeves are long and fairly full, with cuff of velvet and braid matching the collar.

More lined coats are on the market this year than for many seasons past. Broadcloth and kersey are the leading cloths. Black is to be the heavy seller, but many colored coats are also expected to sell. Some purples and violets are shown. This is more because Paris has taken to this color than from any expectation of great business



A Paris Tailor-Made.

Plain tailored suits have the full-length coat sleeve, but very many suits have the sleeve made in three-quarter and seven-eighths, so many, in fact, that it is difficult to credit the fact that the elbow sleeve is on the wane. The fashionable skirt is the one laid in wide pleats, trimmed with folds of the material. The only other shape at all prominent is the many-gored circular skirt, also trimmed with the deep folds.

The style idea in coats for Fall seems to be long and loose, though not so loose as when box-backs were the fashion. The new back is circular, having a seam up the middle of the back, and giving some amount of definition

resulting. Ruby, brown, leather, old blue and hunter's green are the chief colors. There is a long list of novelties in carriage and evening wraps. Purple and mauve are well considered here. China blue, apricot, biscuit, petunia, etc., are all good colors.

Short coats in both covert and broadcloth have been tried and found wanting. Buyers have simply passed them by for Fall. The only short coats on the market are those of imitation fur. The interest taken in these lines promises to make up for any lack of interest in other lines. They are mostly in pony styles and are trimmed with braid. Many have a vest effect in velvet

or cloth, trimmed with braid and fancy embroidery trimmings. Some long, loose styles are on the market, and also some fanciful models in Japanese shapes.

Skirts

Conditions at Retail—The Spring Lines—Prices Are Higher.

In retail circles the pleated skirt is again proving the big line for Fall. Folds with strappings of braid are taking very well. Voile skirts, with silk strappings, are also selling freely. Panama and voile material in blacks, browns and a few navies are the leading cloths and colors.

The outlook for Spring, 1908, in the skirt line is good. Materials to be used principally are panamas, lustres and voiles. For early Spring, tweeds and a new striped effect will be shown. Pleated effects in skirts will



Three of the Latest New York Models.

continue to hold first position. Quite a feeling has already been experienced for tailor-made lines in the better class goods. Trimmings for next season will be more or less trimmed with taffeta silk.

Travelers are now on the road showing the various lines of the wholesale houses. Prices will be somewhat higher on account of the large advances in price of materials in all lines. Deliveries are expected to be good, as manufacturers are preparing themselves to meet the demand.

"Please sir, have you a match?" asked a small boy of a hurrying pedestrian.

"No, I have not!" snapped the man.

"Then buy some!" exclaimed the boy, as he held out a handful of boxes.

Waists

Net Waists and All-over Lace Waists Shown in New York—Immense Showing of Plaid and Striped Taffeta.

The leading waists on the New York market at the present time are those of net. These are selling in quan-



Fall Silk Style.
Pearl Mfg. Co., Bromptonville, Que.

tities and are made of Brussels and filet nets. The trimming laces are filet, or filet antique, cluny, and Irish crochet. Sometimes all three laces are used in combination, sometimes guipure is used instead of the crochet.



The Latest New York Style. Wide Pleats, Trimmed with Two Folds. Shown by Rhys D. Fairbairn.

These are, of course, expensive models, but though other laces are substituted for trimmings, net waists are equally good for the popular trade. Waists of all-over lace are also good sellers. There is a yoke of one or other lace, and the rest of the trimming is applied in long lines extending fron the yoke. This trimming is of bands or lace insertion.



Suit Showing Overskirt Idea.



An Evening Cloak.

Another feature of the late Fall showing is the many waists of chiffon. These come in all colors, and are made up over a lining of white China silk. The trimmings consist of silk bands and soutache braid. Little yoke effects are of net or lace and a trimming of tucked net and lace finishes the sleeve.

Waists of messaline and crepe-de-chine are thought well of in the States. They are plainly made in tailored styles and have for trimmings small folds of the material, trimmed with French knots.



Miss New York.

The great showing is made of tailored and semi-tailored waists in plaid and striped silks. The collection is so great and styles are so varied that description is impossible. Plain taffetas also make a big showing.

Novelty waists show a free use of Japanese models, and, judging from what is seen in New York, we may expect this style to influence wash waists for the coming Spring.

Canadian manufacturers have not yet fully completed sample lines for next Spring. Lines for January delivery have been shown, and sales are highly satisfactory, but for later on in the season, sample lines are not as yet completed. The new filet and lace embroideries, when translated into waists, have met with a good reception, and waists trimmed with them have been big sellers. The three-quarter is the accepted sleeve, and few long ones are either shown or asked for.

Lingerie Garments

Lingerie Styles for January Delivery—More Interest Shown in Combination Garments.

Notwithstanding the fact that prices are very high, and showing as they do a considerable advance over last year, orders are steadily coming in for January white-



Wide Beading.

wear, and manufacturers will have all they can do to make delivery.

Though the advance is general on all lines, its full extent is in most cases very cleverly concealed. Of course, it is more apparent in the low lines, as there is less chance of concealment there. To justify present advances it is only necessary to remind buyers that manufacturers are having to pay more for everything that goes into a garment. Not only materials, trimmings, etc., are at a much higher value, but selling and manufacturing expenses are also increased. Makers of white-wear, waists, etc., are paying—taking a general average—fully 50 per cent. to 60 per cent. more for the materials used in the production of their line than two years ago. Nor can there be any doubt as to the continuance of the present price level for some time yet.

The new garment lines are very complete and attractive. The Canadian trade is taking an increased interest in combination garments, and more orders are

being placed for them this year. These garments are being shown built upon particularly good lines. The fashionable woman wants them, as they do away with all folds and creases, and make the outer garments set better. The garments shown this year are fitted with gores and darts, instead of gathers, and are set together with lines of beading and ribbons. A novelty shape this season has a princesse front, the beading coming from the sides belt fashion. This is a particularly good fitting style, and gives a perfect line in front. Other combination garments include the three-piece suit—corset cover, drawers and short petticoat, all in one.

There is the usual interest in matched sets, and over a certain price all garments come in sets, so that they can be sold together or separately.

The slip-over style still rules in gowns, and the Japanese sleeve is the latest feature here.

Corsets

Good Opening Trade—Big Interest Taken in Corset Windows.

The Fall activity has already set in, and the corset department is a busy one in the retail stores. Customers have been reminded of the need of corsets by window displays and well-worded advertising. Now that there are fashions in corsets, and the outline changes every few seasons, women are always interested in the showing of the new lines. A woman no longer has just to buy a corset—she must have one built upon the latest lines if her gown is to have the proper appearance.

City stores have been drawing attention to corsets by means of special window displays. These displays have a preponderance of the new styles made up in colored satins, flowered silk, batistes, etc. These models, in many cases, belong to the manufacturer and are lent for display purposes.

Changes in shape this season are slight. Present models are particularly good, and the long hip, high bust models are not yet perfectly popularized. These models gained a good hold last season, and now that Paris has declared that hips are no longer fashionable their success should be assured.

Considerable attention was attracted to a waist-lengthening corset shown recently. This corset is cut with a girdle that encircles the waist, and the side gores of the skirt seemingly spring out from under the girdle.

The Fall Openings

A Successful Season is Indicated—Bigger Varieties Necessary to Meet the Increasingly Critical Demand.

Everything at present points to a successful selling season for suit and skirt departments. Times are fairly prosperous, and if the right thing is properly shown sales are not difficult to make. But with more money to spend women are becoming more critical as to style, cut and finish, and it must be confessed that it takes more variety in ready-to-wear lines to do the business now. This condition has its advantages and its disadvantages. It necessitates the keeping of a larger stock on the part of the merchant, and means a more extended line of samples to be shown by the manufacturer. It also means that the department has a wider range and appeals to a larger circle than formerly. This means greater care in

A Splendid Whitewear Collection.

At the lowest possible prices.

TRADE Laurentian MARK

The New Idea in Women's Undergarments

Laurentian Tailored Underwear

(Single and Combination Undergarments)

Combination Skirt, Drawer and Corset Cover

Combination Corset Cover and Skirt

Combination Corset Cover and Drawer



Fits the form like a tailored gown. Has no bands or gathering strings to increase waist measure—no bunching or wrinkling at waist line or hips to spoil the fit of dress.

So shapley and smooth-fitting that it greatly lessens outer-dress measurements.

Women are rapidly learning the comfort and beauty of these smooth-fitting undergarments.

Prices range from $12 to $36 per dozen.

To show them is to sell them. Write at once for salesmen or samples.

You should see the entire range by all means.

Laurentian Whitewear Co.

LEVIS, P.Q.

cut and finish, but as this class of customer is able and willing to pay for it, such a clientele is worth catering for.

Suits are the line first wanted in the season, and particularly in the expensive garments the displays at retail have been large and elaborate. It is not only the large retail houses and departmental stores that are carrying suits and other garment lines. Some of the larger furriers are handling them, and also there are some houses now who make a speciality of cloaks, suits and skirts exclusively, or, in conjunction with whitewear, millinery and kindred lines. Apparently the styles are very varied, but on examination they all resolve themselves into the two or three popular types. Some of the styles very popular in large Montreal ready-to-wear departments are hip-length cutaway coat suits, and the 3-4 lengths in fancy tailor-made garments, Prince, Chap and Empire styles are also selling well. Semi-fitting styles are to the fore.

The popular priced suit is developed in gray tweeds and mixtures. Stripes are also largely shown, while the feeling for serges, for practical purposes, was never better. Broadcloth is certainly the chosen material for the high-class Fall suit.

Broad-tail coats are being shown in short-fitted hip-length, trimmed with fancy braids and buttons. These coats are also shown in long, loose styles. One distinctive feature which marks the Fall suit, is—no matter what the shape of the coat, and shapes are many—the elaborate trimming. Flat military braid trimmings are being used largely.

THE PLANTAGENET WOOLLEN MILLS CO.

An Ontario charter has been granted the Plantagenet Woollen Mills Company, Limited, Plantagenet Ont., with a capital of $20,000, divided into $10 shares. The object of the company is "to acquire and take over the woollen factory now owned by Arthur A. Fraser, at the village of Plantagenet, and to acquire and take over the business of manufacturer and dealer in woollen goods now carried on by the said Arthur A. Fraser; to buy, sell and deal in wool, and buy, sell, deal in and manufacture woollen goods and goods manufactured wholly or partly of wool and any other description of textile goods." The incorporators are George Carson, farmer; William J. Derby, M.D.; Arthur A. Fraser, manufacturer; David M. Viau, municipal clerk, and Thomas A. Van Bridger, all of Plantagenet.

Popular-Priced Fall Coats

A Special Showing of The Popular Black Coats

SAMPLES UPON REQUEST OF ANY LINES YOU NEED

Prompt Shipments

THE STANDARD CLOAK AND SKIRT MFG. CO.

236 St. Lawrence Main Street

MONTREAL

HIS MARK

High Grade Printing

from the conception of the idea to the finished job—we are now ready to produce in our NEW PRINTING DEPARTMENT

With everything new—

NEW MANAGER—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—

NEW PRESSES—the latest products of the press makers—

NEW TYPE—the best faces selected from the stocks of leading foundries and a

NEW RESOLVE—to make every job a credit to us and to you—we ask for a chance to figure, furnish lay-outs, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want "printing that's different" let us hear from you

MACLEAN PUBLISHING CO LTD

John Bayne MacLean President

10 Front St East Toronto

MONTREAL WINNIPEG LONDON ENG

PRINTING DEPT

Charles Edward Peabody Manager

his mark

Australian Wool Trade

Past Season's Clip the Largest on Record, and High Prices Have Been Received—The Sheep Returns.

A review of the Australasian wool trade for the year 1906-1907 has just been issued, and the statistics presented are recognized as authoritative in all parts of the world where wool is handled, writes D. H. Ross Canadian commercial agent at Melbourne. Not only has the past season's clip been a record one, but the prices realized have been the highest for the last twenty-five years. The Australian exports reached 1,663,130 bales, and the New Zealand exports 427,058 bales, making the grand total for Australasia 2,090,188 bales, thus not only a record, but also being the first time the 2,000,000 mark has been reached. It is estimated that an additional 40,000 bales has been required for home manufactures, which must be added to the figures relating to the total clip. The average price realized for each bale in the local markets was £14 3s. 11d., so that the total production has added £30,239,794 to the wealth of Australasia. The growing popularity of the wool sales in Australia and New Zealand is evidenced by the fact that 74 per cent. was sold prior to export.

Production in Each State, and New Zealand.

Through various reasons the exports of wool from each State in 1906-1907 do not indicate the actual production. The shipment figures from each State and New Zealand are as follows:

	Bales.
New South Wales	837,869
Victoria	506,650
Queensland	117,550
South Australia	146,431
Western Australia	40,789
Tasmania	13,841
New Zealand	427,058
	2,090,188

Australasian Sheep Returns.

Sheep numbers as at the close of the year, compared with twelve months previously, show a net increase of 9,711,782 head. The totals in Australasia now reach 103,548,330, and for the first time since 1897 (ten years ago) exceed 100,000,000. The returns for the various States and New Zealand are the latest available figures:

States.	Sheep in 1906.
New South Wales	44,132,421
Victoria	12,937,440
Queensland	14,886,438
South Australia	6 700,000
West Australia	3,200,000
Tasmania	1,583,560
Australian States	83,439,859
New Zealand	20,108,471
Total Australasia	103,548,330

ENVIABLE POSITION OF AN ENGLISH FIRM.

T. W. Bastin, chairman of Bastin, Merryfield & Cracknell, Limited, London, England, will visit Canada shortly. This company is not much more than ten years "young," and to-day it occupies an enviable position in the eyes of the English retail trade, and, indeed, in the eyes of many Canadian houses. Bastin, Merryfield & Cracknell occupy splendid new premises in the west end of London, close to Oxford Circus, the very centre of the fashionable shopping district. As Canadian visitors to London are well aware, the majority of the wholesale houses are to be found in the neighborhood of St. Paul's churchyard and of Wood street, but Bastin, Merryfield & Cracknell broke through convention right at the start, and their departure from the orthodox fashion has been amply justified by results.

It would be impossible to refer in detail to the many departments, which include, principally, laces, costumes and millinery. One cannot visit any one of these departments without being impressed with the atmosphere of good tone and taste which pervades the whole house. There is a certain delicacy of perception, a note of distinction and refinement, evidenced in all their goods, which is one of the most pronounced characteristics of the house, and which is helping to make this firm a force in the English trade to-day. It is one of the very few houses in London which has itself succeeded in becoming one of the true sources of fashion in its own department, for it not only introduces, but it successfully anticipates and originates fashions. As a result of this, the house actually has selling branches in Paris and Berlin, which is something of an innovation for an English house. Most of the firm's goods are made in their factories in England and on the continent, but chiefly in London.

THE TORONTO YARN SPINNING CO.

An Ontario charter has been granted the Toronto Yarn Spinning Company, Limited, Toronto, with a capital of $100,000, divided into $100 shares. The object of the company is "to manufacture, sell and deal in woolen, worsted, cotton, jute and all varieties of yarn." The incorporators are John A. Murray, merchant; Charles S. Murray, physician; James P. Murray and Frederick B. Hayes, manufacturer, and George B. Perry, accountant, all of Toronto.

WHAT IS HELP WORTH?

A discussion arose in the trade the other day as to what a man was worth. A woman applied to a well-known manufacturing house in the ladies' wear trade for a position and wanted $20 a week. This was big pay for a woman, though she was an expert, and they discussed it some time before deciding. Some one asked, "What is anyone worth?" One of the bright young men in the concern said that a man from his chin down was not worth more than $2.50 a day, but from his chin up his value could not be measured. Some men are not worth $1 a day. The president of the Canadian Pacific is supposed to get a salary of $50,000 a year, and he is worth every cent.

Mr. Carnegie made a five-year contract with C. M. Schwab, the steel king, at a million dollars a year. Mr. Carnegie felt that he had the best of the bargain. Within two years the United States Steel Corporation was formed and the Board of Directors wanted to retain Mr. Schwab at this salary. Mr. Schwab refused, it was not enough, and made them a proposition of $200,000 a year and one-quarter of one per cent. of the profits. On this basis his income came to nearly four millions a year. Successful men use their heads more than their hands or feet.

Why "Paquet Furs" Stay Sold

THAT is the vital question! Why DO they give such uniform satisfaction? Why is it that the Fur man can always feel safe when he knows the garment he has just sold was make in the Paquet Factory? We'll tell you.

Paquet Furs are selected by experts—are bought in the raw by men who know their business. They are dressed in the great basement of the Largest Fur Factory in Canada, under the supervision of trained specialists. Then they are dyed in the immense dyeing tanks—this operation taking several days in many instances, and are dried in rapidly-revolving cylinders in an incredibly short space of time. When dry, the inspectors get in their fine work, and woe betide the skin that doesn't come up to the Paquet standard.

The perfect skins are sent upstairs to the cutting room, where they are stretched, cut and passed along to the operators, who know how to put the edges together so they can't come apart, and so neatly that the join cannot be located except from the back. After another searching inspection by the most highly-trained experts in the country, they are sent to the finishing room, there to receive the padding and lining—and after a final examination are ready for the Order Department, where sharp-eyed inspectors stand ready to reject any and every Fur Piece and Fur Garment that falls short of absolute perfection.

Is it any wonder that Paquet Furs are the standard from coast to coast?

If you are not now on our visiting list, drop us a line and you'll be on immediately.

VANCOUVER
WINNIPEG
TORONTO

THE PAQUET COMPANY LIMITED.

MONTREAL
OTTAWA
ST. JOHN, N.B.

WHOLESALE DIVISION
HEAD OFFICE AND FACTORY—QUEBEC, P.Q.

TO AVOID CONFUSION, PLEASE ADDRESS WHOLESALE DIVISION.



MONTREAL - WINNIPEG - VANCOUVER

JOHN W. PECK & CO.

LIMITED

Wholesale Fur Manufacturers

Complete catalogue and price list ready. A decided sales help. Send for it.

Latest styles in Ladies' and Gents' Fur articles for the coming season.

Cloth Caps for Fall, Winter and Spring constantly on hand at all our warehouses.

We have the greatest manufacturing facilities in Canada.

Correspondence receives prompt attention.

THE CANADIAN FUR TRADE

Retail Business opens well—Prices still higher for Desirable Furs—Good Sorting Orders Arriving Daily—General Review of the Situation.

The heavy advances in furs have been so widely commented upon, and have kept furs so much before the buying public, that they ,may almost be said to have formed an entra inducement this season. At any rate, they have not deterred the general public from buying. The retail trade has begun early, and gives every evidence of being brisk. Weather conditions at the time of writing are just right to open up one of the best fur seasons ever recorded. The tourist trade in the larger cities is particularly good, and furriers, by well-dressed windows and beautiful show room displays, are laying themselves out to do all the trade possible. There are furs, of course, whose prices prohibit their sale to any but the exclusive trade ; but, thanks mainly to the perfection to which the dyeing and blending of skins has been brought, there are plenty of attractive furs available for the general trade, furs whose good-wearing qualities are not at all impaired by the blending and dyeing process to which they are subjected.

Fur Jacket Styles.

Among some of the retail furriers, the call is for better grade goods. The popular fur jackets for ladies, in the better class trade, are seal and Persian lamb, in various styles, of which the most popular are tight-fitting back and box front, and pony styles. Although last season a large number of Persian lamb sacques were sold, with different trimmings, such as mink, Alaska sable, etc., the feeling this year is running more in favor of plain trimmings, similar to the body of the fur. A large number of both natural and dyed pony coats are being sold this season. These coats are chiefly sold for automobiling purposes, as the "pony" is manufactured from a very strong leather, very durable and warm. This line is also shown in three-quarter lengths, with a semi-fitting back, made from caracul, the coats being chiefly trimmed with black and silver lynx. Both of these combinations are very effective.

The staple articles for men's wear, such as raccoon coats, are expected to be as popular as ever. Scotch tweed coats, lined and trimmed with the different furs, such as our Canadian muskrat, raccoon, etc., are expected to sell freely at retail.

Small Furs in Demand.

In stoles and muffs a big demand is looked for in mink furs, notwithstanding the fact that this fur is extremely high in price. Royal ermine will be as strong as in previous seasons. There also seems to be a demand, among the better class trade, for fine chinchilla scarfs and muffs.

Persian Lamb and Sealskin Situation.

Intending purchasers of both Persian lamb and seal garments are strongly advised to place their orders for these garments as early as possible in the season. Reports now being received by the leading furriers in Canada are to the effect that Persians, especially, will be even higher for next Fall's business. Further, the high prices will also affect the latter end of this year's business. Though the supply of Persian lamb does not appear to diminish, there has been such a demand from other countries, for instance, Russia, for this article that prices have advanced fully fifteen per cent. over figures ruling one year ago. Further, prices are expected to remain very firm for some time to come. In sealskins, though there has not been a very great advance during the past year, exporters look for very much higher prices in the coming December sales, when the skins will be sold by public auction in London.

The fur market in its present state will be a very interesting market to watch and follow for the next few years, as the demand for fine furs is a steadily increasing one, and under these conditions the market is bound to be, as at present, a high one.

In Wholesale Circles.

Most of the wholesale furriers and manufacturers have completed shipments. Some are still busy completing the season's orders. A few cold days, as at present writing,



Shown by B. Silver & Co., Montreal.
Plate Designed and Engraved by The Toronto Engraving Co.

have served to boom matters considerably, and give some assurance of a cold Winter and a record trade. Manufacturers expect good assorting orders, and already the sorting trade is showing signs of activity. The demand is for better class goods in all furs. Hurry-up orders are

Fur-lined Garments Strong.

Manufacturers state the demand for ladies' fur-lined coats is better than ever. The feeling for rat linings, with Alaska sable and mink collars, was never better.

The demand for better grade goods this season is particularly noticeable, while the feeling for cheaper goods, apparently, is dragging. The most popular line for the season is the 48-inch coat. At present the styles vary. One merchants asks for semi-fitting, while another demands a very full, loose coat. There is very little feeling about the trade for tight-fitting coats, for this style has proved very unsatisfactory in the past, as regards durability.

Men's fur-lined coats, trimmed with otter and Persian lamb and lined with muskrat, are to the fore. Men's coon coats are as popular as ever. These two lines seem to be ousting everything else out of the market in men's garments.

Latest cable reports from Irbit, in Siberia, state that all lining furs show a very stiff advance in price. The latest mails from Russia agree with the cablegrams received from the Nijni Kermesse, which stated that Persian lamb skins were even firmer than last year's high prices.

Fur Catalogues

A. J. ALEXANDOR.

A very unique catalogue is that of A. J. Alexandor, 504-506, St. Paul street, Montreal. This catalogue is, without doubt, one of the most sensible yet issued to the trade. The cuts show styles of a reasonable nature, which can be manufactured. In this way the catalogue is useful to the merchant in securing special orders and in giving his own repeat orders. A price list is sent with this catalogue, which gives some idea of the variety of the line manufactured by this firm. The catalogue is about 9x5, and contains twelve pages. The cover is particularly artistic. The halftones illustrate ladies' fur coats and jackets, men's fur-lined coats, caps, collars, etc., as well as many lines of ladies' fur-lined neckwear and muffs. One will be gladly sent on request.

THE REDMOND CO.

The Redmond Co., Ltd., Montreal and Winnipeg, have surpassed all previous efforts in their fur catalogue for the season 1907-1908. It will aid materially in completing sales at retail, and retailers should not delay in securing a copy, of course, mentioning The Review. The catalogue is printed on heavy coated paper, which shows to the best advantage. The cover design is entirely unique, showing a lady with a fancy muff and ruff, and also a cut of this firm's building. The back cover contains their well-known trade mark.

Eighteen pages are given over to exact reproductions of their complete lines of fur jackets, while the following pages show the various new ideas in stoles, neckwear and muffs. The last few pages of the catalogue are occupied by men's fur coats, of all descriptions, also collars and caps. A price list will be sent for the asking.

JOHN EDGAR & CO.

John Edgar & Co., Montreal, have issued an attractive catalogue, which is a credit to the firm. It is in book form, containing twenty-eight pages of finely-finished paper, with cuts illustrating the latest models. At the foot of each page is a brief description of the various garments. A well chosen variety of jackets, ladies' fur-lined coats, stoles, fur neckwear, muffs, children's furs, caps, men's fur-lined coats and fur coats, all clearly shown in the colored half-tone engravings, complete a very artistic catalogue. The cover has a white background, on which is printed a beautiful lady well wrapped up in a loose fur jacket. The back cover contains this firm's brand; namely, the head of a lion. Requests for copies will be promptly attended to on mention of The Review.

B. SILVER & CO.

B. Silver & Co., Montreal, have issued a catalogue for 1907-08, which compares favorably with any The Review has seen. The attractive cover, in blue and white, has a front illustration of a young lady in a Persian lamb jacket, while the back cover is occupied by a cut of the firm's seal trade mark. The catalogue, size, 8x4½, containing 28 pages, is very neatly gotten up. The first part is given over to fur jackets in a number of varieties. These are followed by three or four pages of small pieces, comprising a range of stoles and neck pieces in every conceivable fur. The last pages of the catalogue are given over to men's fur-lined coats, men's collars and children's fur coats. The printing is all that could be desired, and the cuts are clear. Explanations are to the point, and the numbering is explicit. In case retailers have not received a copy an application to the firm, B. Silver & Co., 420 St. Paul St., Montreal, mentioning The Review, will receive prompt attention.

FUR NOTES.

L. Frischling, of The North-Western Fur Co., Limited, Montreal, has returned from an extended European trip. He visited the fur markets in Russia and also Leipzic. Mr. Frischling speaks of the continued high tone of Persian lamb, squirrel furs, etc.

I. Rose, of A. Kirschberg & Co., Montreal, is again in the city, after his usual foreign buying trip. Persians, according to Mr. Rose, are very high in price, with a good demand for this fur all the world over. Squirrel marmot and gray Burgarian lamb are also much in demand, with prices very firm. While away he visited friends in St. Petersburg.

JAPAN AND THE SILK TRADE.

Dry Goods Guide: If there is any one thing certain under the sun it is that if you hear it in Japan it is not so. This fact is so well established in the minds of the silk trade of America that all news from the Yokohama silk exchange is now discounted twice over. Consequently, the reports of the current month of "great excitement, high prices," etc., etc., etc., which the cables brought us from Yokohama as representing the daily condition of the silk market, have been received here with a wink of the other eye and the buyers continue to sit tight. That this course is having its legitimate effect and that the speculators in Japan are beginning to weaken in consequence is shown in the following which we quote from the last market letter of Yve. Guerin et Fils:

> The lack of buyers on the Yokohama market induced the reelers to put down the prohibitive but nominal prices they were asking lately; tram stock has been the worse affected, Sinshiu No. 1 13-15 being reduced from 1315 to 1245 yen. Best grades which are still under contract keep firmer.

There is nothing in the situation as we go to press to warrant any change in policy on the part of American silk manufacturers.

Sufficient unto the day should be the keynote of their transactions in Jap raw silks until the situation both abroad and here changes materially. The strike, which is still on in the silk throwing plants of the country, renders this an easy road to follow.

ALEXANDOR FURS

Build Business

¶ Retailers who handle Alexandor Furs are the men who are building business.

¶ Every Alexandor Fur you sell means a pleased customer.

¶ They are the easiest to sell. The style, fit and value are there.

If you want a good Fall and Winter trade get in touch with me.

Write for sensible Catalogue and Price List.

A. J. Alexandor

Wholesale Manufacturing Furrier

504-506 ST. PAUL STREET, **MONTREAL**

Buy

Wisely, buy well. You can depend upon doing so when making

Your

Choice from our stock of

Hats, Caps

Etc. We are sole agents for "Royalty" and "Woodrow" Hats, "The Best in the land,"

and

Carry a very complete line of Caps. Don't miss seeing our assortment of

Furs

Coats, Jackets, Caps, Muffs, Neck Furs, etc., etc.

Send for Samples

From

Our stock for immediate shipment.

Mail orders and enquiries cheerfully and promptly attended to.

SWIFT, COPLAND & CO.

LIMITED

MONTREAL

Fur Catalogues a Sales Help

If you want a useful and practical Fur Catalogue and Price List showing salable styles in Ladies' and Gentlemen's FURS, write for our Catalogue.

Our sales of Persian Lamb Jackets are easily the largest in the trade.

There's a reason.

"The Growing Fur House"

McComber & Cummings

MONTREAL

Cor. St. Sulpice and St. Paul Streets

FUR SUCCESS

¶ One reason for the success of this business is that we anticipate the furs most in demand, giving you furs when you want them, at considerable savings in price.

¶ Just now we offer you early prices on salable styles in Mink, Persian Lamb, Alaska Sable, Coon Coats, Rat Jackets.

M. SILVER & CO.

12-14 St. John Street, MONTREAL



016X. OUR LEADER

THE

ARCTIC LABEL

Is the protection of every dealer and every buyer of Fur-Lined Coats and Robes.

The Arctic Coats and Robes are fully guaranteed.

Style and Finish the Best.

THE

Berlin Robe and Clothing Co. Ltd.

BERLIN, ONT.

Help Your Fur Sales

We mount or sell all kinds of

Animal Skin Rugs. Sleigh Robes a Specialty.

Special attention given to repairs. Write for particulars.

The SIBERIAN FUR CO.,

Taxidermists and Naturalists

447 St. Paul St., MONTREAL

When writing to advertisers kindly mention DRY GOODS REVIEW.

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can insert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO — 232 McGill St. MONTREAL

Mark Fisher, Sons & Company

We carry the largest stock of Fine Woollens and Tailors' Trimmings in the Dominion

To the Dry Goods Trade:

Dear Sir—We have now in stock the following:

Ladies' Costume Cloths

in various weights and in all the newest colorings.

Fine Beavers

for Ladies' wear, in black, blue and other shades.

Colored Presidents

Cloakings

Are you interested? We invite comparison. A postal card will bring you samples of any shades you may require.

Mark Fisher, Sons & Company

Victoria Square, Montreal

Wholesale Woollens and Tailors' Trimmings

FURNISHING DEPARTMENT.

Lee, Behrens & Co., Ltd.

SUCCESSOR TO

R. STANWAY

2, King Edward Street, London, E.C.

AND

WM. MANSER & CO.,

Telephone Nos.:
"9751 Central London
5935 Manchester.

21 Warwick Lane, London, E C.

Telegraphic Addresses:
"Stanway" } London
"Mansuram" }
"Lisber," Manchester.

DEPARTMENTS

Tapestries, Silk and Wool	Cretonnes
Antique Silks & Brocatelles	6/4 Tissues & Linens (Printed)
Silk Damasks	6/4 Ombre Tissue (Shadow)
Silk and Wool Damasks	Glazed Chintz
Silk and Cotton Damasks	Glazed Chintz Linings
Plain Arras Satins	Mercerized Linings, 31 in., 52 in.
Utrecht Velvets	Cotton Linings, 31 in. and 52 in.
Frieze Velvets	Merino Linings
Linen Plushes (Single and Reversible)	Serges 6/4 and 8/4
Bump Interlining	Moquettes 6/4 and 27 in.

Etc., etc., etc.

We have an exceptional Range of Designs and Colours in

Cretonnes, Chintz, Damasks, etc.

A LARGE STOCK OF EACH NUMBER

Prompt Attention given to Applications for Samples

2, King Edward St., London, E.C.

WM. MANSER, General Manager.

Selling Agent for Canada—Michael Phelan, 505 Lindsay Bldgs., St. Catherine St., Montreal.
" " United States—E. T. Gray, 27 East 22nd St., New York.

Housefurnishings and Decorations

From among many elegant fabrics for decoration, shown by Lee, Behrens & Co., of London, England, two specimens of old chinz are illustrated in this issue. Both designs are produced in cretonne, 6-4 linen and chintz, glazed and dull. P6257 is a large old English pattern of a century ago, while the basket design (P6667) rel presents a somewhat later period. Both are now reproduced in several colorings on both white and cream ground, and they are amongst the leaders in the season's most-sought-for patterns.



P6667.

Spring Carpet Trade

Advance Order Business Satisfactory—Fall Demand Active—Prices Are Firm.

Active Fall business is general, and the benefit of repeat orders placed is already being felt. Wilton and Brussels carpets, in a wide range of colorings and patterns, are in active demand. Axminsters are very strong for city trade, and velvets are also picking up. At the present writing greens, in various shades, are leaders, while self-colorings are much admired as well. Reds are gaining ground, and are doing a fair amount of business. Blues are rather slow movers. The feeling for wood shades, chintzes and fawns is better than ever. These latter shades are mostly asked for in high-priced goods. Carpets retailing at one dollar and a half and over are more prominent than before, and stores which formerly would not pay the price have awakened to the fact that the quality business in their towns is theirs if they have the goods.

Most retailers state that Fall deliveries could not have been better. Prices are firm.



.P6257.

Both jobbers and manufacturers report an active advance order business from the Spring lines now being shown the trade. At present most travelers are on the road and are showing a better and larger range than ever. Canadian manufacturers have experienced a successful Fall season, and the splendid patterns and colors they have shown of late have done much to promote

increased interest in high-grade Brussels and Wilton carpets, which are everywhere regarded as popular favorites. Ingrains, in the cheaper qualities, are also in strong request.

Colors largely bought for Spring, 1908, business are, greens and light, delicate chintz effects. Wood shades, also, are still in demand. Light colorings and fawn shades continue to hold first position in the better class goods. Self-colors, judging from the samples shown, are as popular as ever, and the two-tone effects are also in high favor. Scroll and floral designs are largely in evidence. Patterns of Oriental effects, for general purposes, are to the front. These designs are especially suitable for dining, sitting and smoking rooms. The small, neat designs, suitable for bedroom purposes, show a marked improvement, as there are many exclusive effects. Plain Wiltons and plain Axminsters, while only shown in a few colors, are quite prominent. Wool carpets, in a cheaper grade, are selling well in three-quarter goods. Tapestries, while much higher in price than previous seasons, are to the fore.

Prices still continue very firm, and the general advance from last year will aggregate nearly ten per cent. throughout the range. At present, there seems no prospect of any lower figures for some time to come, due to the continued scarcity of carpet yarns and high price of skilled labor, but as a result of general prosperous conditions throughout Canada, this fact has not deterred buyers, and the general feeling for better goods has been well maintained.

Rugs Strong

Indications Point to An Exceptionally Good Season—Some New Lines That Are Shown.

There is a brisk demand for rugs, and it is expected that the season will be an exceptionally good one. The large varieties shown run from the cheap Smyrnas to most elaborate Orientals and Persians. Colors this year correspond and harmonize with three-quarter piece goods.

A new rug shown this season is of Scotch wool manufacture. It is quite a feature in the Fall showing. Some pretty twotone effects are in vogue. Plain wool rugs, also new, are shown in a variety of plain colors. Prices continue firm, as in carpets.

BETTER STYLES THAN EVER.

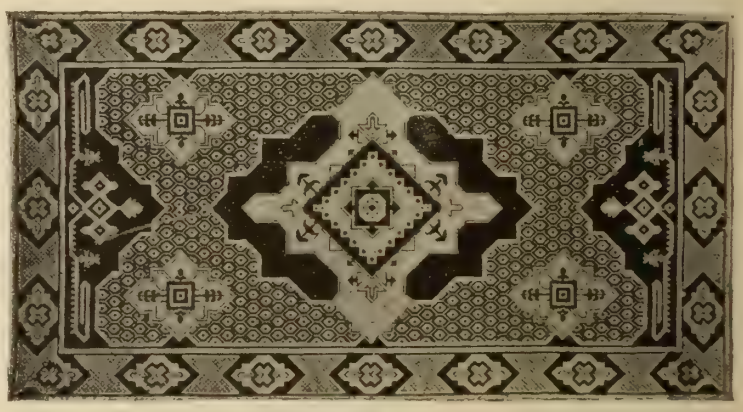
Geo. H. Hees, Son & Co. Limited, announce that they have passed into stock considerably earlier than usual many new lines of their own manufacture, as well as imported goods. These goods were originally intended for next Spring's business, but owing to their early arrival at the firm's warehouses, can be shipped at any time. The lot includes furniture coverings, tapestry curtains, lace curtains, table covers, etc. The styles are better than ever before. They are showing an immense range of cushion tops, all new styles and mostly from French looms. The firm recently started a new department in novelty lace curtains, and the demand for the goods has proved so great that arrangements are being made to increase the output. Another new line that this firm is now manufacturing is denims, of which they are producing a large variety. The four western travelers of this firm are now covering their ground in these provinces.

Oilcloth and Linoleums

Spring, 1908, Lines—Many New Designs and Colorings—Prices Firm and Deliveries Expected to be Good.

New lines are again engaging the attention of the trade in the linoleum and floor oilcloth field, and designs and colorings have many additions. Floral effects in oilcloths are, perhaps, more prominent than ever before, and the fact that they are used for bedroom purposes by many people explains this tendency. Tile patterns for halls, bathroom and kitchen are only in fair demand. Linoleums are in high favor at present. Neat patterns are doing the business. Retailers can secure good quality linoleum for 29 cents to 63 cents. Inlaid patterns simulate every conceivable carpet design, and are also made to resemble many hardwood floor effects. Large city stores, generally, show these lines by means of pattern books, which certainly facilitates selections and saves a great deal of time and trouble. This method is commendable, especially where a large range is stocked.

Prices continue firm, and deliveries, generally speaking always on time, are expected to continue so for Spring.



Togo Bath Rug.
Shown by the Moore Carpet Co., Sherbrooke, Que.

Wall Paper Development

The Progress Made by Canadian Manufacturers—They Now Turn Out Lines to Meet the Most Cultured Demand.

In the minds of a large number of buyers, the word "imported" often carries a great deal more significance than it is entitled to. Years ago, perhaps, this idea in the mind of the Canadian wall paper consumer was excusable. In those days Canada was looked upon, by foreigners and by natives alike, as just a mere colony—an outpost of the empire—dependent for all marks of culture upon other countries. Few but the most far-sighted statesmen could peer into the future and see Canada the Colony evolving into Canada the Nation.

Such an evolution has, however, partly taken place, while the evolution into nationhood is still going on apace. This fact is discernible in more than one direction. Distinct Canadianism is easily traceable in much of the work of modern Canadian artists and men of letters. In manufacturing circles particularly we are developing along national lines. People are beginning to realize that raw materials can be turned into finished products here in Canada to suit the most cultured demand.

THE BEST IN

WALL PAPERS

"The Menzie Line"

Quality and Values Unequalled

Do you handle these papers?
If not, you should.

Write for samples and make comparisons—you'll see why.

Sent Express Paid on Request

The MENZIE WALL PAPER CO., Limited

TORONTO, CANADA

WATSON-FOSTER
AND
WALL PAPER



One Suggests the Other. Together, They Spell Success to YOU

THE WATSON-FOSTER CO., LIMITED

Works: Ontario Street East

CAPACITY, 60,000 ROLLS PER DAY MONTREAL

In wall paper manufacturing we can hardly boast yet that we produce distinctly Canadian designs. We are influenced a good deal in this direction by the United States. But, as far as the manufacturing end of the industry is concerned, we need have no fear of the competition of the imported article.

"Watch us Grow" is the motto of many a new western prairie town. The same motto might be used by many Canadian manufacturers of wall paper. For the past few years this industry has been keeping pace with the advancement of the nation generally. Plants have been greatly extended and workmen of the highest skill obtained, with the natural result of an output of the first quality and the most extensive variety. The talent of the best designers of the day is called into play every year by Canadian manufacturers and no effort is spared to make the most of every design in the process of manufacturing.

As far as wall paper is concerned, the word "imported" will carry no guarantee of superiority over the domestic article in the mind of the discerning buyer of the present day. Just show the consuming public the lines of wall paper turned out by our domestic manufacturers, and there will be no need to haul out the "imported" article.

Do You Know

that standing at the Back of every Roll of

Staunton Wall Paper

is a 50 years' successful reputation.

We have grown because our papers have genuine merit, beauty of design and coloring, and thoroughly good material.

Wait for our salesman coming now to you.

All goods 16 yds. to the double roll.

Stauntons Limited

Makers of Superior Wall Paper

TORONTO



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TORONTO

Geo. H. Hees, Son & Co.

LIMITED

Toronto,
52 Bay Street

Montreal,
Corner Peter & Recollet Sts.

OUR TORONTO FACTORIES



MANUFACTURERS OF

WINDOW SHADES

Curtain Poles
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers

Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

LACE CURTAINS

We make a specialty of Lace Curtains both of our own make and imported.

Prices from 25 cents a pair to $25.00 a pair.

N.B. Keep handy our new Catalogues and Color Books.
Mail Orders Receive Prompt Attention.

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.
LIMITED

MARSHALL FIELD & CO. OPPOSE PARCELS POST.

Marshall Field & Co., Chicago, recently sent out rather a lengthy letter to their customers in regard to the ill effects of a parcels post law. Since this letter has been circulated, many Chicago show houses have adopted a like policy, and it is anticipated that influence will be brought to bear on the Congressmen. Following is the letter of Marshall Field & Co.:

"Recent reports from Washington indicate that at the next session of Congress, in December, a determined effort will be made to secure the passage of a bill, providing for some system of parcels post. It is also suggested that each political party, believing that such legislation should be popular on the eve of a presidential election, will thus bid for public favor. This subject is of such vital importance that we feel constrained to urge each one to work diligently in order to prevent the enactment of a law on this subject. No doubt your work in this direction last year prevented the passage of a parcels post bill.

"A conclusive argument against such a law is found in the fact that a parcels post system would produce a large annual deficit. Postal matter of this class is now carried at a loss. With a parcels post law, it would be necessary to enlarge post offices, add new employes and equipe the rural carrier with an express wagon. And why should this loss be incurred in order to benefit one class at the expense of another? We would suggest that during the next few months, while your Congressmen are at home, you call their attention to the importance of this subject, and urge them to oppose such legislation as being a benefit to the mail order house at the expense of the local merchant. If you desire to reinforce your arguments with a petition to be presented to them later, we will be glad to forward blanks for that purpose. Very truly yours—Marshall Field & Co."

Imperial Carpet Co., Limited

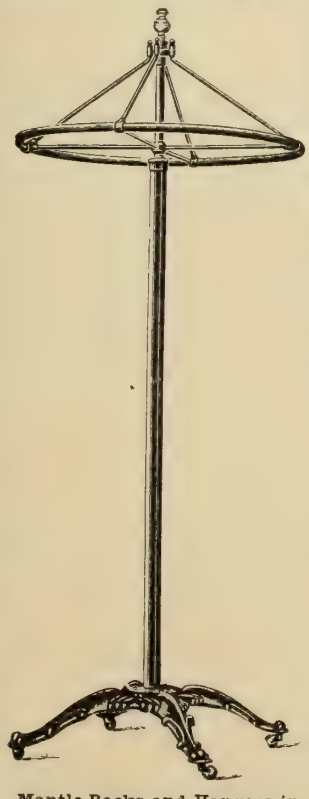
60 Front St. West

TORONTO, - ONT.

OUR new range of samples is now in the hands of our travelers. Carpet dealers will find it profitable to look through our lines before placing their 1908 business. We carry everything in floor-coverings.

The Carpet House of Canada

New Display Fixtures



Mantle Racks and Hangers in great variety.

are necessary to show to advantage your **New Fall Goods**. Our list is complete with many **New Lines**. Our **Fine Wax Figures** are more **Life Like** than ever. **Clothing Forms**, correct shape; **Mirrors, Silent Salesmen, Metal Fixtures** of **unique designs.**

Also an entirely new line of Wooden Fixtures for Gents' Furnishings.

Write for Catalogue.

Clatworthy & Son

38-40 Adelaide St. W.

TORONTO

KING'S

Established 1775

FAMOUS

Sold by leading jobbers.

SCOTCH

Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:

SYDNEY MOSS,

Nordheimer Bldgs., 8 Colborne St., TORONTO

Quality for the Price or Price for the Quality

You will ransack the world's cotton mills to get together a line that competes with the product of the Kingcot mills. And that line will not merely cost you endless bother and expense to acquire, but it will not provide the variety you can choose from

KINGCOT COTTONS

There are colors, fabrics, patterns in the Kingcot lines now being shown the trade that should be a real revelation of how far these Canadian manufacturers have gone toward the highest perfection of cotton-weaving. With the right kind of a stock of Kingcot products you can get the trade that pays—the trade that stays ; and a glance through the line will prove it to you. Every traveller for a first rate house shows the Kingcot samples.

These are the Kingcot lines :

Ginghams
Dress Goods
Apron Ginghams
Saxonys
Flannelettes
Domets, Awnings
Shirtings
Oxfords
Denims
Galateas
Tickings
Cottonades

STAPLES AND RAW MATERIALS

Outlook For Spring—Some Mills Overworked—Good Fall Trade—Wool Values.

The outlook for spring, 1908, is fairly bright, but owing to the tightness of money and the cool season experienced this year, there will be a disposition on the part of retailers to buy more carefully than for the last season or so. The feeling of the trade, generally, is that any tendency toward lower prices will not benefit the purchaser for many months to come. Further, the general cotton prices may advance very sharply if expectations are realized, namely, that heavy purchases will be made for the East, owing to stocks being very light in all the Eastern countries. This is sure to prove a stronger factor in advancing prices for the coming season, notwithstanding any slight reductions which may occur in the price of raw cotton, owing to a very favorable crop.

Travelers Out for Spring.

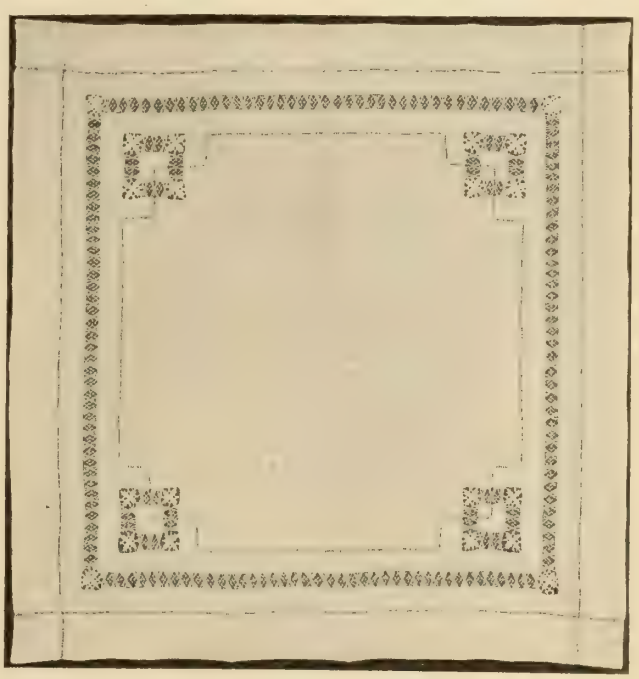
Towards the end of last month travelers were out on sorting trips. At present, in some cases, they are already out with Spring sample lines, although some houses are waiting until later in the month before showing. Samples of prints and a fine range of fancy cotton lines are being displayed. There can be no doubt that there will be a fair business transacted once trade begins in earnest. Jobbers state that samples have been as early as usual, and all are looking for a record season, notwithstanding drawbacks.

Advisable to Order Early.

There are a great many in the trade who never care to place good-sized orders early, but who prefer, rather, to wait until they see whether or not anything is going to happen. Sometimes, no doubt, this is a good idea, but in the matter of staples this year it is advisable that the merchant place his orders early. Naturally, there is no need for reckless buying, nor do we advise plunging, but the wise buyer will order such goods as he is reasonably sure he will need, at once, not putting the matter off indefinitely. A great many feel that there is really no necessity for haste. Neither is there, but it is better to be on the safe side through buying early than to be unable to secure goods when they are most required. Further, it is safe to assume this season that the staple lines will not be any lower. Also through delay, the merchant loses another advantage: he is not able to get the pick of patterns, as is the buyer who sees the first line of samples shown. Most of the large houses contracted for their print cloths many months ago, this when prices were very much easier. As a consequence, they will be obliged, in most cases, to advise as sold out, to their travelers, many of the most desirable patterns as soon as first purchases are exhausted.



Battenberg Centrepiece.



Japanese Drawn-work.

Shown by the W. R. Brock Co.

Mills Are All Busy.

All the mills are very busy. Many of them are booked up to April and some much beyond that date. At present mills are finishing up Fall stuff and commencing on Spring goods.

So far, the possibilities are that deliveries will be slightly better than last year, as manufacturers are somewhat better prepared, but not to any very great extent.

Manufacturers report purchases in all wholesale houses much in excess of former seasons, in spite of which fact it is confidently expected that staple stocks

will be light in November, when he greater portion of the wholesale trade takes stock. This being the case, new prices will be put in force for Spring, which will be materially higher than those asked for present delivery. In many cases, it will mean that lines which were retailed for 10c. will go up to the 2-yards-for-25c. basis.

General Fall Trade Good.

Canadian mills have experienced a good fall trade. All lines sold well from the beginning.

In the jobbing trade, there are very few who are not satisfied with the amount of trade done during the Fall season. Both wrapperettes and flannelettes sold well, while other lines were in proportion.

Dress Gingham Price List.

Dress ginghams for 1908 show practically the same values as a year ago. Staple and fancy patterns show some improvements. In order to avoid slow deliveries of the past season, jobbers are ordering freely. Some pretty new effects are shown, and these goods are manufactured by the Canadian Colored Cotton Mills. The new prices are given below:

G70—25-inch	7¼c
G71—25-inch	7¼c
G72—25-inch	8 c
G73—25-inch	8 c
G74—25-inch	8 c
G75—26½-inch	10 c
G76—26½-inch	10 c
G77—26½-inch	10 c
G78—26-inch	10 c
G79—26-inch	10 c
G80—26-inch	10 c
G81—26-inch	10 c
G82—26-inch	10 c
G84—26-inch	10 c
G86—26-inch	12 c
G87—26-inch	12 c

Wool Values

A few months ago The Review gave voice to the opinion that, for some time at least, merchants would have to revise their preconceived ideas as to the basis of values; they would have to recognize that all dry goods values were now fixed at a much higher level. That this view is a right one, the whole tendency of the present markets for raw materials proves.

Take, for instance, the course of the Bradford top market, which, after all, is only that of raw wool which has advanced a stage in the process of manufacture. Tops, as the following table will show, are now practically at the same level as twelve months ago:

Bradford Tops.

1906	60's Super. d.	46's Med. xb. d.	40's Coarse xb. d.
July 7	28	20	18¼
August 4	27	19	18
September 1	26½	18½	17½
September 29	26	18	17¼
October 6	26½	18	17¼
November 3	26¾	16¾	15½
December 2	27	18¾	17½
1907.			
January 5	27	19	17½
February 2	26	18	17
March 2	26½	18	17
March 23	27½	18½	17½
April 5	27½	18½	17½
May 4	27	17½	16½
June 1	27¾	18	17
June 28	28	18	16¾

Super 60's, it will be seen, are exactly the same price they were a year ago.

In August and September last year an attempt was made to force down the prices of merino wools. Those who engineered this movement are said to have lost heavily through their unsuccessful efforts to sway the market. In October and November a similar attempt was made to "bear" the New Zealand market for cross-breds. This also resulted disastrously, and the old figures again ruled. Cross-breds, however, particularly those of a low grade, are manifesting somewhat of a downward tendency, and it looks as though now that merinos are becoming plentiful, materials made from fine wools will gradually regain their old standing.

Regarding the crop outlook for the season of 1907-08, the Textile Mercury says:

"It is regarded as a foregone conclusion that the wool supply for the year upon which we have just entered will be somewhat larger than that of season 1906-07. Queensland flockmasters are adding greatly to their flocks, and in South Australia and parts of Victoria a good season has been enjoyed. In New South Wales the season has been patchy; good generally over the northern districts, and bad in the southern parts of the state. It is unlikely, therefore, that the increase in the forthcoming clip will be anything like as large as that of last year, especially as it is not expected that New Zealand will turn out any more wool than in 1906-07. At the present time it looks as if an increase of 130,000 bales might be expected in the ensuing Australasian clip, but a good deal will depend upon the weather during the next few months, while shearing is in progress. A proportion of the increase this last year was due to many flocks being shorn with more than twelve months' growth of wool, owing to the late shearing, and something of the same kind may take place again this year if the Spring and early Summer turn out wet.

Will the larger quantity of wool be absorbed with ease, and without any reduction in values? That is the question growers are asking just now, and so far as can be seen at present there is no reason why they should receive a discouraging answer. Consumption is going on at an enormous rate, and there are no indications of any contraction being likely in the near future. The situation is a strong one as regards raw material, for it is expected that stocks of merino will be down to zero again in the industrial centres by the end of the year. The trade has prospered of late from end to end, and buyers may therefore be expected to be in good form when the wool season comes around once more. The outlook for the near future is consequently highly encouraging."

SATEEN RAYEE 11½ CENTS.

Owing to a printer's error in Spring price lists of the Dominion Textile Co., published in the September issue, sateen rayee, one of the specialties of the Magog lines, was quoted at 9c. This should have been 11½c. This cloth is proving an active seller.

Spring Cotton Goods

¶ The Dominion Textile Company have produced for the spring of 1908, easily the largest and most varied range of printed cotton goods in the history of Canadian textiles.

¶ Many novelty cotton fabrics combining the style and color combinations of more expensive cloths are shown. Durability and permanency of colors are more than mere advertising rhetoric.

¶ Values will appeal to the retail trade and the consuming public.

¶ All goods are attractively folded.

Samples are now in jobbers' hands, and in your own interest, order early.

Spring 1908 Lines

MAGOG LINES

PRINTS.

No. LL. Light grounds, Indigo, etc.
No. 2.
No. B.
No. C.
No. DC.
No. GC. Extra heavy Indigo.
Reversible Chambray.
Empire Quilts.

SKIRTINGS.

XXK.
Alberta.
Moreen.

DRILLS AND TWILLS.

H. Twill.
Rock Fast.
Rock Fast Diamond.

DUCKS.

A. Duck.
AA. Duck.
Duck Vestings.

FLANNELETTE

Coat Lining.
Velours.

SPECIALTIES.

Dress Sateen.
Persian Lawn.
Sateen Rayee.
French Dalaine.
Dakotan Linen.

CRETONNES.

Twill.
Oatmeal Cretonne.
Sateen Cretonne.
Flags and Bunting.

ALL GRADES OF SLEEVE LINING.

Spring 1908 Lines

COLONIAL LINES

PRINTS.

No. L. Light grounds, Beige effects.
No. HP.
No. HP. Reversible Chambray.

TICKING, DRAPERIES, QUILTS.

No. 265.
No. 288.
Colonial Quilts.
Art Drapery.

MOLES AND PANTING.

Light Mole.
Light Mole, Aniline and Navy.
Heavy Mole.
Dominion Pantings.

FLANNELETTES.

Downette.
Royal Waist.
Empire Twill.
Outing Flannel.
Saxony.
Cashmerette.

SPECIALTIES.

Challie.
Persian Lawn.

DRILLS.

Rock Fast Aniline.
Rock Fast Diamond Drill.

Bigger Profits

Better Threads

That's the whole story of Dominion threads in four words. They pay a larger profit than Threads made by foreign trusts and combines, because the price to you is less than the "thread trust" dares to quote, and there's no duty to pay.

DOMINION THREADS are home-made and profit-sharing. They are made by the only independent thread mill in Canada. Every spool is guaranteed free of knots and imperfections, and perfect in length and strength. Bigger profits for you, better threads for your customers. Are they not two good reasons for your handling Dominion Threads? Write for prices and free sample spool.

Dominion Threads

Sole Selling Agents, ANDREW H. McDOWELL CO., INC., Montreal and Toronto



Kandy Kitchen, Guelph, Ont.

See Us

Illustrating Confectionery Store Magnificently Lighted right to the very rear, with Luxfer Prisms in front transom. This is the way to show goods to advantage—that is, in a Clear White Light.

LUXFER PRISM CO., Ltd., 100 King St. W., Toronto

30,000

We have purchased 30,000 pieces of English print for Spring, 1908, and these, together with our Canadian lines and English fancy dress stuffs and ginghams, enable us to offer a range of patterns and prices that cannot be obtained elsewhere.

Our traveller is on his way to see you now, and we are sure it will be to your advantage to look through his samples.

The W. R. Brock Company (Limited)

Montreal

**"The burden of error carried,
makes free running impossible"**

Is Your Underwear Department a Drag or a Boost ?



YOUR UNDERWEAR DEPARTMENT can bring and hold customers to your store or it can "shoo" them away. It all depends on the underwear. A man will wear gloves that don't fit him, and a woman will wear shoes that are too tight, and in most cases go back to the same store with their next order. But underwear ! If it doesn't give them the exact comfort they are looking for they blame the store they bought it from and make their future purchases elsewhere. **Pen-Angle Underwear** has a reputation for building business—and there are reasons for it. **Pen-Angle Underwear** fits perfectly, never shrinks, is comfortable to the skin, wears and washes well. It's the kind of underwear that brings customers back for more of the same.

Pen-Angle Underwear

is made in all styles, sizes and fabrics, for men, women and children.

**See the Pen-Angle lines and learn
the reasons you should sell them**

PENMANS LIMITED

OF PARIS IN CANADA



Men's Furnisher and Clothier

THE PERSONAL ELEMENT IN RETAIL TRADE

"I don't know anything about silks. But I'll wager that I could go into Black's store, learn the names and qualities of silks, and in a week sell as many silk goods as any man behind the counter. I know customers."

The gentleman who made this remark has been notably successful in life. He made the wager to illustrate the value of the personal element in business. He knows human nature. It has won him success in his business, and he has had to handle many men, and, also, to meet and do business with leading business men all over the country.

To reduce his idea to everyday practice, let two illustrations of salesmanship from everyday store life be considered.

A customer went into one store the other day for a belt. He asked for "a leather belt."

"Something about $1 ?" said the clerk, reaching for a box, and displaying several belts in it.

"I'm looking for a gun metal belt," answered the customer.

The clerk looked through his belt stock, couldn't find a gun metal belt, and offered a black seal belt, and a tan belt, but neither satisfied the customer, and no sale was made.

The same customer went into another store, and asked for "a leather belt."

"What style would you like ? We have several varieties," said the clerk, showing him to a belt ring, on which a stock of perhaps 100 belts, of many different patterns, were displayed.

"A gun metal belt," replied the customer.

The clerk searched for one, and not finding it, took a quick glance at his customer's suit, and exclaimed, "Here is a belt that will look well with your suit. I do not happen to find a gun metal belt. Lift your coat and try this one on."

The salesman held the belt a moment for the customer's inspection, and then fastened it around the customer's waist. It satisfied.

Then the customer asked the price.

"One dollar," answered the clerk. Then the clerk, as he registered the sale, recommended invisible suspenders for Summer wear, because they made a man feel so well put together.

It is evident that the second clerk was the better salesman, because he made the sale. He sized up his customer. In other words he knew how to handle him, so as to please him. The first salesman merely suggested to his customers the idea of price. "One dollar for a belt," was the idea that he conveyed to the customer's mind. The second salesman impressed the customer that he had a belt that would look well on him, even though it was not the belt called for.

He suggested to the customer something that would improve his personal appearance, and, by keeping the price in the background, he required the customer to ask the cost. He followed up his suggestion of improving the customer's personal appearance by recommending invisible suspenders, and thereby he created an opportunity for a second sale.

In the two above cases, the personal ability was the big factor. Neither salesman had the goods called for. But one salesman made a sale, while the other failed. Anybody can sell goods that are called for if he has them. Even a nickel-in-the-slot machine can do that. But it takes ability to sell something that is not called for, and it is this ability that is building up business today. Selling goods that are not called for does not mean the working off of goods. A customer who is sold goods that he appreciates becomes a good customer. The customer who is worked is sooner or later worked once too often, and he becomes an enemy.

If a salesman studies human nature, or the personality of his customers, he learns many ways to sell goods. Most every customer has his, or her, hobby, fad or peculiarity. By understanding these qualities, the salesman often finds an open road to good sales.

Customers may be divided into two classes—one, the class that demands goods of quality—the other, the class that demands goods for a price. Salesmen who are successful early learn to discriminate between these classes. A person who seeks goods of quality wants to be pleased first, and then asks the price. A person who wants goods at a price asks the price first, and then is pleased afterwards. The person who wants to be pleased has money to satisfy his desires. The person who wants goods at a price must limit his desires to his purse.

The teachers of salesmanship claim that the salesman should first get the interest of his customer in his goods, and should make the price a secondary consideration, to be brought up after the customer has decided to take the goods. This rule applies well to persons who wish to be pleased. But the great mass of shoppers are after goods that will fit their purse. Not many of them admit it, however. Even well-to-do people buy as closely as possible on each article they desire, so that they may get as many articles as possible.

The clerk must rely on his knowledge of human nature to tell him whether his customer has come in for goods of quality, or at a price. If he is not sure of the

classification of his customers he should ask leading questions diplomatically. The display of a few goods, with fitting remarks, often brings from the customer a few words which exactly places him or her. It is usually a good rule to presume that the customer wants the best there is, for it is human nature to want the best. It is usually a mistake to bring up the price first. No person wants to see his money disappear without knowing what is coming back to him. If he, or she, is interested in goods, he, or she, is often eager to exchange money for the goods. Prices are best presented to customers in advertisements, or on price tags. It is the task of the salesman to talk quality.

If a salesman observes his customers, he will find that a particular feature in a line of goods appeals to each individual. Take a line of neckwear, for example. Show it to six men. One will admire the silk. Another will be pleased with the style, or shape. Another will criticize the design. Still another will question the price. And still another will ask if it is easy to fasten. The sixth man will try to match his costume.

This is human nature at work. The particular features appeal to the individuality of the men. It is the same throughout retail trade. If all people liked the same kind of goods, a great many clerks would be digging potatoes down on the farm to-day. The clerk has got to cater to the individuality of his customers, and to cater to it, he must understand it. He must realize what particular feature of an article interests his customer, and then tell him about it.

Some customers like to be taken, too, and told how good the article is which they are purchasing. Other customers hate talking salemen as the average man hates a talking barber. A clerk has got to know to whom to talk, and to whom not to talk, in order to make friends.

The clerk, in order to talk properly, must know what to talk about. He must know his customer. A Boston wholesale merchant has in force a rule, which, in his opinion, should be in force in retail stores of the country. It is, "Learn the name and address of your customer." This merchant meets many buyers from all parts of the country in the course of a year. His first question is not, "What do you want?" He asks, "How are you, who are you, and where do you come from?" He doesn't open up a business conversation by asking what goods the customer is carrying. He asks him how trade is in his section of the country. In many cases he asks for the visitor's family and friends, for he used to be a salesman, and on the road he took a personal interest in his customers. He requires his salesmen to do likewise to-day.

This wholesaler, by the way, is as shrewd and as observant of men, as is Hon. John D. Long, former governor of Massachusetts. When Mr. Long was campaigning, a few years ago, he stopped at a cattle show. A farmer greeted him. The governor ran off his questions in this order:

"How are you?"

"Fine," answered the farmer.

"And your family?"

"Never was better," replied the farmer, delighted that Mr. Long should remember his family.

"And that white horse of yours; how's he getting along now?"

"Good Lord, Mr. Long, do you remember that old white horse?" exclaimed the farmer. "What a memory you must have."

After the farmer left, Mr. Long's companion looked at him and exclaimed, "How in the world did you know anything about that fellow's white horse?"

"Why, didn't you notice the white horsehairs on his clothing?" replied Mr. Long.

No person can conceal all evidences of their occupations, fads or peculiarities. The observant clerk must find, if he looks, some opening to the personality of the customer. Once he begins to develop personal interest between himself and his customer, he begins to create confidence. And when he has the confidence of his customer he has his trade. A very successful business man said the other day: "I've got my competitors beaten because I have the confidence of my customers."—The Apparel Retailer.

Shirts and Collars

Bright Colors in Shirts Expected to Be Leaders—The Review Does Not Agree With This.

It is stated that pronounced colors in shirts will have a big call next Spring. The Review is inclined to doubt it. For one thing, brighter shirt materials will mean quieter shades in nerkwear, whereas, in the latter case, the tendency is exactly in the opposite direction. Livelier neckwear is about due, and to make it possible, shirtings would have to be of the quiet order. However, apart from this consideration, it seems certain that the neat, unobtrusive effects will predominate. In New York the leading colors are expected to be blues, tans, corns, greens, some greys, lavenders and pinks. Blues, tans and corns are the most active sellers at present.

The pleated bosom for dress occasions is becoming stronger. Quite a number were worn here last season and the season before, but there will be many more this year. In reference to this a New York paper says:—"With the comparatively insignificant place that bosom shirts will have in Autumn and Winter stocks, it is significant that pleated garments are in higher esteem than ever. It ought to be understood, though, that men who are particular about their dress are disappointed with purchases when they find a decided proneness to crumple after a few hours' wear. The only safeguard is to sell to such the kind having but little plain space in front. Our laundries are not disposed to be liberal in their application of starch, and unless the pleats be close together, the plain part will muss quickly, with most unsightly results. In a word, the more solid the front, the less will it lose its shape."

Neckwear

Colors Are Richer, but at the Same Time Not Loud—Higher-priced Lines for Holiday Trade.

While the Fall neckwear contains few bright colors, the materials have, generally speaking, more life in them than the Spring lines. The aim has been to produce richer-looking goods, without breaking into the loud shades, and manufacturers have been very successful. The attractiveness of the showing has been strongly appreciated already by the consumer, as evidenced by the active retail business done.

Reds and greens are the leaders. The Review prophesied some time ago that they would be. Brown was spoken of as the big feature this season, but it was not reasonable to expect that it would come up to expectations, although fair sales have been made.

The folded-end derby appears to be a favorite shape. The general width is two and a half inches.

The range of materials includes grain silk, with quarter-inch satin stripe, in contrasting colors, running



TRAVELLERS

are now on the road with a full range of

COLOSSUS

SHIRTS AND OVERALLS FOR SPRING, 1908

"Colossus" covers the best there is in Fine Negligees, Working Shirts, Overalls, and Smocks. If you have not already seen samples, ask to see them at once. Delay will mean loss of business to you. All wholesale travellers carry

COLOSSUS

through the centre. Bar stripes, also, are popular.

The herringbone stripe is a new feature. It is shown in plain and figured designs.

The Review has impressed upon its readers, time and time again, the desirability of selling better lines, as they can certainly do if they try. The holiday trade should offer an excellent opportunity for handling higher grade goods than ever before.

COMPULSORY BOOK-KEEPING.

Our recent leading article on compulsory book-keeping has this week elicited a very interesting letter from a reader, says Men's Wear. He points out that, owing to his method of book-keeping, he was able to trace a loss of £55, but that he could not, except by a shrewd surmise, ascertain how the leakage had occurred. It is pretty clear that the loss might have continued to accumulate by degrees until our correspondent found himself in the Bankruptcy Court. He was saved this ignominy by his knowledge of scientific accountancy. The point to be borne in mind is that a successful trader may incur losses through the dishonesty of an employe, and that the embezzlement may be so skilfully carried out that the trader may erroneously ascribe his losses to bad trade, unless he keeps books to show him in time that there is a leakage somewhere, and that that leakage is not due to ordinary trade losses. One often reads of cases in the criminal courts where dishonest employes have been shown to have carried out an extensive system of embezzlement over many years. They have so manipulated the books that it has been only by a chance that their nefarious practices have been ultimately discovered. One wonders as one reads these cases that such things are possible. The art of efficient book-keeping is to have a system of checking, so that leakages of this character cannot be concealed for any long period. They should be discovered at their early stages. It may not always be possible to find out exactly how the loss has occurred. Our correspondent could not do so. But he achieved his main object in ascertaining the existence of the loss, and was thus in a position to attempt to remedy it before it had assumed dangerous dimensions.

READY-TO-WEAR CLOTHING.

Fall clothing trade at retail is opening up very nicely, and merchants everywhere are in active competition for business. The demand for ready-to-wear goods is growing rapidly, and The Review has seen a great many departments that pay splendid profits. The aim of every retailer should be to stock the best clothing in the market. If this is done, a lot of trade that now goes to the custom tailors may be attracted. With the advent of really cold weather, business will be very brisk

Views From Various Points

CHATHAM.

Business in dress goods is beginning to brighten up remarkably. The spell of cold weather at the end of September came as a very welcome change to the drygoodsmen, and certainly set the trade in heavy goods moving. Even the first cold day or two, the difference in business was noticeable. Prospects look good for an excellent Fall trade. The crops throughout the country are fair, and the shortage in some lines will be pretty well offset by higher prices. On account of the late cold season in the Spring, and the Summer coming immediately on its heels, the people should have their Winter clothes worn so well that the purchase of new goods will be little short of compulsory. A big Fall trade in dress goods is anticipated all along the line.

An important business change recently took place, in the retirement of C. H. Mills from the firm of Thos. Stone & Son, Mr. Mills' interests being acquired by his partner, Spencer Stone. Since coming here from Berlin, a couple of years ago, Mr. Mills has taken an active part in Board of Trade work, having inaugurated the agitation which resulted in the formation of a Board of Trade a few months ago, of which Mr. Mills was the secretary. Mr. Mills returns to his old home in Berlin, where he has accepted the management of the Berlin Leatherette Co., a new concern recently incorporated. Mr. and Mrs. Mills left for Berlin on Sept. 23rd, the former being presented shortly before his departure by the staff of Thos. Stone & Son with a handsome stein, as a token of appreciation. The firm signalized the occasion of Mr. Mills' departure by a widely-advertised dissolution sale.

Jas. Flynn, for the past twenty-five years a member of the staff of Thos. Stone & Son, has been promoted to the managerial position left vacant by the retirement of C. H. Mills.

Fred. Trudell of the 2 Ts (Trudell & Tobey) originated a unique display in Hamilton recently, with a view to advertising the opening of their new store in the Ambitious City, which event took place Sept. 28. In moving in his new stock, Mr. Trudell loaded it upon ten big Hendrie drays and, with a brass band at the head of the procession, and a galaxy of banners announcing that the stock was that of the new 2 Ts store, paraded the principal streets of the city. The display attracted considerable notice.

Ross Hicklin, for several years past in the employ of Albert Sheldrick, recently purchased the tailoring business of Ross & Sons. His place on Mr. Sheldrick's staff is taken by the latter's son, Challis Sheldrick.

J. W. Webb, who for some years has conducted a tailoring establishment on Fifth street, has removed into more commodious premises on King street, opposite the C.P.R. station.

Will Foreman, of Wm. Foreman & Co., has returned from a vert pleasant two weeks' trip through the Eastern States, in the course of which he took in the principal cities, and the Jamestown Exposition.

H. W. Ball & Co. signalized the close of September by evolving another novelty, in the shape of a harvest home sale. The show windows and store were decorated with sheaves of wheat, ears of corn, cornstalks wirh ears, and big, yellow pumpkins, besides other products appropriate to the harvest season. In the heart of a big agricultural community, these adjuncts proved quite a drawing card, and the sale was a very successful one.

The Fall millinery openings are all over, and the millinery business has started in with a rush. The cold snap led people to realize, in a very practical fashion, the timeliness of Winter hats, and as a result, business is everywhere reported brisk.

The show window of the Foreman store looks like a little Edinburgh or a corner of the Grampians. The display of plaids has proven quite a drawing card, particularly to Scots. The display included on one ledge a fine

WOOLLENS AND TAILORS' TRIMMINGS

We are now showing

Samples for Spring, 1908

which comprise many exclusive lines.

¶ Our travellers will call on you very shortly, and we trust you will favor them with an inspection of their samples.

GREENSHIELDS LIMITED

Greenshields Western Limited
Winnipeg, Man.

MONTREAL

Greenshields & Co. Limited
Vancouver, B.C.

Hewson PURE WOOL Tweeds



Hewson Fabrics for Spring, 1908

Have the Style and Quality

that will win the custom of the better class of dressers. Their handsome appearance cannot fail to awake enthusiasm, and you can safely recommend Hewson Fabrics, knowing that they are pure wool through and through, and the colors guaranteed absolutely fast. Those who order their spring cloths from our comprehensive line of Homespuns, Tweeds and fine Worsteds will secure for themselves a commanding position for next spring's high-class tailoring trade.

The Hewson Woolen Mills, Limited

AMHERST, = NOVA SCOTIA

Also Makers of Hewson Unshrinkable Underwear.

S. M. CO. SHIRTS

HAVE BEEN THE BEST SHIRTS FOR 30 YEARS

The "KAPEG" quality for winter wear. This is a flannel shirt made unshrinkable by a small admixture of cotton spun in the yarn. We weave our own cloth and can guarantee it for warmth and wear. Notice the red trade mark on every shirt. ☞

S. M. Co.

REGISTERED

ASK YOUR WHOLESALER OR WRITE TO

S. M. CO., Ltd., - Romaine Bldg., Toronto

or 32 Dantzic Street, Manchester, Eng.

TRESS & CO.

Cables, "Tress, London,"
A.B.C. Code, 4th Edition



3, 5 and 7 Stamford St.

LONDON, ENGLAND

Established over half a Century

Makers of the finest
SOFT and STIFF FELT and SILK HATS
STRAW HATS, CAPS and HELMETS

REVILLON BROS., LIMITED, 134-136 McGill Street, MONTREAL, have made arrangements to take over our selling agency for Canada.

Samples for Spring, '08

To See Them is to Want Them.

Trade Hagen Mark

Our Travellers Have Them.

The Hagen Shirt

It Fits Well. It Wears Well. The Price is Right.

THE HAGEN SHIRT AND COLLAR CO., LIMITED

BERLIN, ONT.



GLOBE SUSPENDERS

Samples of Special Holiday Lines, packed in fancy individual boxes, upon request.
WRITE NOW



Globe Suspender Co., - Rock Island, Que.

J. ALPHONSE OUIMET,
366 St. Paul St., Montreal

L. O. PAQUETTE,
70 Church St., Quebec

SPRING LINES READY

Overalls, Working Shirts

WRITE FOR AN APPOINTMENT.
SORTING ORDERS HAVE PROMPT ATTENTION.

ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

WREYFORD & CO.

ROMAINE BUILDING, TORONTO

Wholesale Men's Furnishers

We are Selling Agents for the following English Manufacturers:

Young & Rochester



Fine Shirts in Zephyr, Oxford, Silk and Wool.
Dressing Gowns and House Coats.
Latest Shapes in Collars.
Novelties in Neckwear.

New Vests for Fall and Spring, '08

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery, Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

Cellular "Aertex" Underwear

ALL WEIGHT NOW IN STOCK



The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

A. L. Thomas,

Glove Manufacturer

WORCESTER, ENGLAND

Let us quote you on Cape Gloves—good $10.50 line stocked in Toronto.

Our travellers are now showing full ranges for Spring, '08, and novelties for Christmas.

Our stock is still well assorted for Fall in Flannel Shirts, Sweaters and Underwear.



Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. Exclusive Patterns.
Measurement Blanks, Samples with full particulars upon request

The Smith & McKeown Shirt Mfg. Co.

LIMITED

16 COTE ST. - MONTREAL

When writing to advertisers kindly mention having seen their advertisement in this paper.

assortment of plaid silks. On a second ledge was a comprehensive assortment of clan tartans, some twenty-five different clans being represented in the display. A third ledge showed steamer rugs in clan tartan designs.

Alf. Stone, for many years associated in business with his brother, W. M. Stone, opened his new men's furnishing store, on King street, opposite the market, on August 31. He is setting out with the motto of, "Cash, and one price."

Madame Skirving, for some years past head of the dressmaking department of Thos. Stone & Son, this season severed her connection with that firm. She is succeeded by Mrs. V. H. Stevens, formerly in the dressmaking business in Toronto.

The alterations to the interior of Stone & Co.'s men's furnishing store have been practically completed, and more commodious premises are the result, the floor space being extended some sixteen feet.

The tailoring firm of Avichouser & Collins has been dissolved. Mr. Avichouser continuing the business. Mr. Collins has gone to Vermilion, Alta., where he intends to locate. During his two and one-half years' residence here he was a prominent member of the 24th Regiment band, and he will be master of the city band in his new home.

Despite unfavorable weather, the Peninsula Fair this year was first-class, being in every way a credit to the directors. The attendance was, considering the circumstances, quite encouraging. A noteworthy feature was the series of fine displays put on by local merchants in the main exhibition building, every inch of available space being taken.

LONDON.

Wholesale dry goods merchants here report conditions eminently satisfactory and payments pretty good. Trade, they say, is ahead of last year, in spite of the fact that prices are from ten to twenty-five per cent. higher. What is equally gratifying is the fact that the prospects are exceedingly bright. The trade, however, is badly handicapped by the difficulty in getting goods, the situation in this respect showing no improvement over last month. So much buying was done on the spot by merchants attracted to the city by the Western Fair, that travelers are finding it hard to get orders.

W. F. Boughner has got into his new premises on Richmond street, opposite the City Hall, and in addition to his usual stock of hats and men's furnishings, he is now carrying a fine line of manufactured clothing. Mr. Boughner has been very successful since opening up in business in London, his former store on Dundas street, near Richmond, having for years been a fa orite spot with good dressers, and there is reason to believe that in his new quarters the business will still be his, and to a greater extent than ever. One secret of Mr. Boughner's success is that he knows how to dress his window, and never allows the same display to remain too long. By means of frequent changes in this respect, he not only advertises his goods, but keeps the public posted on what is newest in his lines. The stock in his new store is fresh throughout.

Slow progress has up till now been made in the construction work on Smallman & Ingram's big store on Dundas and Richmond streets. The demolition of the old buildings has proven a larger task than was thought it would be, and was only completed a few days ago. In these operations the shoring and making safe adjoining buildings formed no small part. Construction work is now going on in earnest, the foundation being well under way, and there is reason to hope that the first section of the new structure will be completed on schedule time.

J. A. CHANTLER & CO.

Sole Agents in Western Canada for

The "Arlington Co. of Canada"

Manufacturers of

Waterproof Collars, Cuffs and Shirt Fronts also Pyralin Dressing Combs

These will be found a profitable line. Ask for samples.

These lines are carried by the leading jobbers, and if you are unable to obtain what you want—write us.

J. A. CHANTLER & CO.

29 Melinda St., Toronto

Oxford Homespuns

and

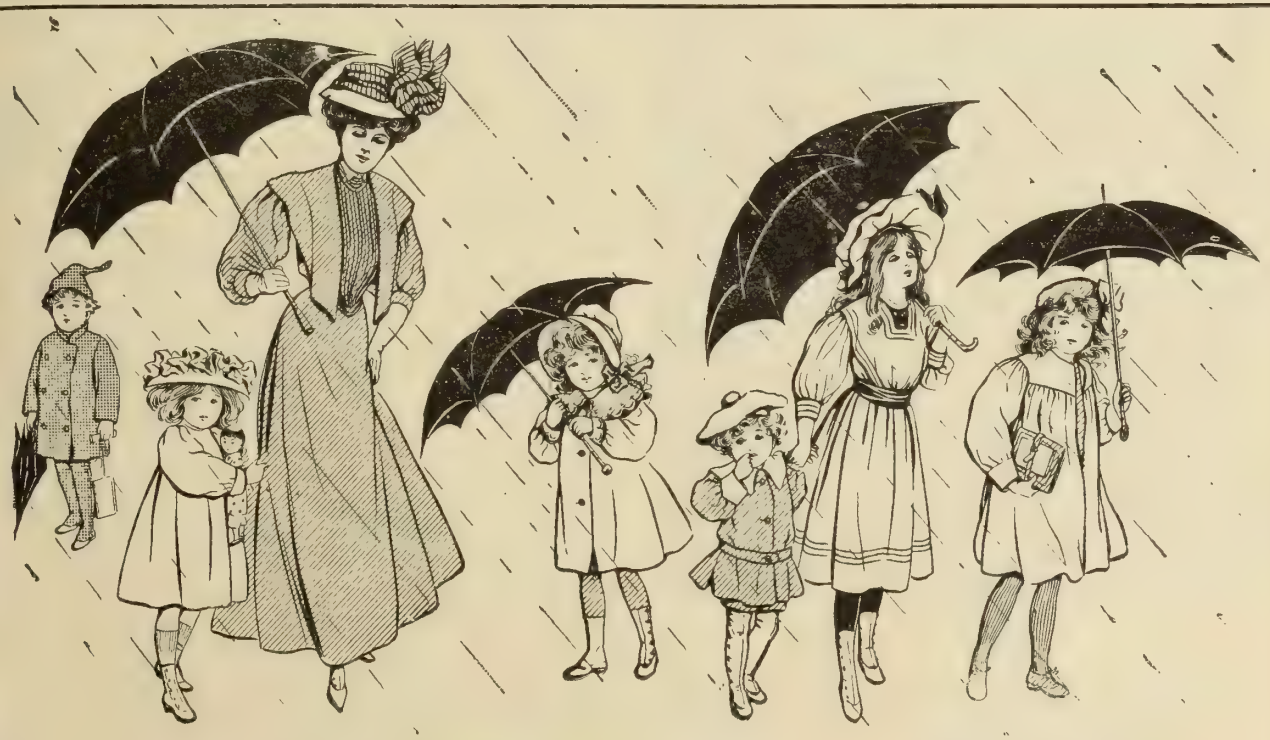
Tweeds

PURE WOOL

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, P.Q.



"IF WE'D HAD OUR 'CRAVENETTES' WE SHOULD HAVE BEEN ALL RIGHT!"

Buyers of Shower-proofs should ask for those proofed by The **Cravenette Co., Ltd.**

BDA (Copyright)

The "CRAVENETTE Co.," Ltd., affix their Stamp only to such goods as are suitable in quality for shower-proof purposes.

Reg'd Trade Mark Cravenette Proofed by The Cravenette Co. Ltd.

Dust-proof as well as Shower-proof.

THE CRAVENETTE CO., LTD., *Proofers to the Trade*, BRADFORD, YORKS.

H.M.

ST. JOHN, N.B.

With the advent of colder weather, which causes the people to think of Fall changes, the retailers have been putting seasonable goods to the fore. Heavy dress goods, underwear, jackets, sweaters, furs and other lines in demand at this season of the year, are now on display. The jobbers have sent their travelers out again and business is reported brisk in all lines.

Several of the wholesale houses say that deliveries from the mills are a little better than they were, but there is still much room for improvement. Looking over the stocks of wholesalers, one is surprised to find how well they have succeeded in working out of Summer lines, which were expected to be stickers when the weather went bad. How the retailers have done with these holdings is another question, but judging by the newspapers there have been some heroic efforts made to reduce stock.

The tourist trade this season has been fully up to the mark, despite the weather drawbacks, and the merchants feel quite satisfied with the result.

The Fredericton Exhibition, which was conducted from September 16 to 21, proved a grand success, both for the promoters of the fair and the merchants at the capital. All previous records for attendance were broken.

About the first of September Macauley Bros. & Co. resumed business in that part of their building which was damaged by fire. A number of changes and improvements have been made and the store now presents a very fine appearance. The big window glass has been replaced with lights of a smaller size, and the remaining space has been filled with prisms which carry light to all parts of the store, so that now it is one of the best lighted in the city. Oak cases have been built with dust proof doors and patent ventilators, so that goods placed in the windows will not be hidden by frost even on the coldest day.

John R. Stevens, for several years on the retail staff of Waterbury & Rising, severed his connection with the firm last month and left for Sydney, C.B., to assume the management for J. W. Ingraham & Co. He was presented by his fellow clerks in Waterbury & Rising's with a handsome gold-mounted fountain pen.

On September 10, an interesting case was heard before Justice McLeod in the circuit court at Newcastle. It was an action brought by Mrs. Mary Curtis of Newcastle, against the Sun Insurance Co. The plaintiff sought to recover $2,000 fire insurance. It appears her millinery stock and shop were insured with the defendant company and some months after the insurance was effected the place and stock were burned. The company refused to pay over the insurance money, asserting that the claim was not filed within the proper time; that the value of the stock had been over-estimated at the time of applying for insurance, and that, subsequently, the stock had been materially reduced. The plaintiff contended that the delay in filing the claim was due to the neglect of the company and denied the other allegations.

Arrangements for a settlement were made the following day, Mrs. Curtis receiving $1,000 in settlement.

Scovil Bros. & Co. (Oak Hall) have added two new departments to their business. A special line of girls' man-tailored coats, very neat and stylish, has been placed on sale in the boys' department, and in connection with the men's furnishings department, a line of furs and fur-lined coats has been secured. The addition of these lines tends to keep Oak Hall to the fore in the men's, youths' and misses' outfitting trade. The travelers for this house are now covering the Maritime Provinces with their samples and report business good in all branches.

An immense signboard placed at Boar's Head on the St. John River by the Dunlop, Cooke Co. was recently riddled with bullets and torn down by some miscreants. Detectives are working on the case and a reward of $100 has been offered for the conviction of the guilty parties.

The Board of Trade has received assurances from the department of railways, at Ottawa, that the changes and improvements asked for in the I.C.R. yard here, will be made in time for the coming Winter's business. The contractors have already started work on the new warehouse and a gang of men will shortly be put at work increasing the track facilities in the Gilberts' Lane yard.

The popularity of St. John as the millinery centre of the Maritime Provinces was again clearly demonstrated last month. The three big wholesale millinery houses, Manchester-Robertson-Allison, Brock & Paterson, and The London House Wholesale, held their Fall openings on September 11 and 12, and their showrooms were thronged from morning until night with buyers from all over the provinces. Sales were reported to be fully up to the average, if not somewhat better.

St. John is having quite a building boom. It is estimated that upwards of half a million dollars is represented in the various structures now being erected or about to be built. Chief among these are the new Royal Bank building on King St., adjoining Brock & Paterson's, and the big cold storage warehouse in the north end, each representing a cost of about $125,000. A new Y.M.C.A. building, costing $60,000, a new home for the Seaman's Institute and various business and residential blocks now in process of construction, bring the total well up toward the $500,000 mark.

DUTY ON WOOLLENS.

At the annual meeting of the Canadian Manufacturers' Association, at the King Edward Hotel, Toronto, the following resolution on the woollen industry was carried:

"Whereas, it has been brought home to the members of the Canadian Manufacturers' Association that some important branches of the woollen industry of the Dominion have languished during the past ten years, throwing many hundreds of work people out of employment, closing up many factories, and causing serious loss of invested capital;

"And, whereas, the recently enacted tariff has failed to adequately provide for the protection and development of these industries:

"Be it resolved, that it is the opinion of this association, in annual meeting assembled, that the Government of Canada should take immediate steps to fully investigate the needs of these industries and to adopt such tariff measures as will again enable them to develop satisfactorily, and to compete on a fair basis with the products of other countries where the scale of wages and the standard of living are far below that of our work people;

"And be it further resolved, that the Tariff Committee and the Executive Council be hereby instructed to co-operate in every possible way with the Woollen Section in properly presenting its case to the Government for attention."

MR. AND MRS. BROCK'S GOLDEN WEDDING.

On September 23, fifty years ago, W. R. Brock, president of the W. R. Brock Co., and Mrs. Brock, were married in Trinity Church, Toronto. They celebrated their golden anniversary very quietly at their home in Queen's Park. Only members of the family were present. Many letters and telegrams of congratulation were received from personal and business friends in all parts of the Dominion, congratulations in which The Review, and, we are sure, its readers, join most heartily.

DOMINION AND PROVINCIAL EXHIBITION AT SHERBROOKE

In spite of bad weather, the Dominion and Provincial Exhibition, held at Sherbrooke, Que., September 2nd to 14th, by the Eastern Townships Agricultural Association, was a distinct success in every way. In keeping with the added importance this year of the exhibition, the directors made many improvements which were appreciated by the vast throngs. A new Arts Building, a new Dairy Building, and an enlarged and renovated grandstand greeted visitors. The grounds were improved



Exhibit of Pearl Mfg. Co.

throughout, and large tents accommodated new displays.

The first week was interfered with by steady downpours of rain, but the attendance was good. The opening of the second week was favored with good weather, and the Governor-General's day witnessed the largest paid attendance in the history of the association, over 30,000 passing the turnstiles. The Governor-General and suite, the Lieutenant-Governor, and many of the Dominion and Provincial Ministers visited the Exhibition.

As usual, the Main Building, containing the various industrial displays, was the centre of attraction, as it was here the displays described were. Dry goods merchants undoubtedly profited from their visit to the Exhibition.

Moore Carpet Display.

Former exhibits of the Moore Carpet Co., Ltd., Sherbrooke, at the annual exhibition were surpassed by the display in the Main Building at the Dominion Exhibition this year. All lines manufactured by the firm, such as Sirdar Wilton rugs, Brussels and Wilton carpets, Togo bath rugs, etc., were tastefully arranged. Carpet yarns, attractive "Made-in-Canada" cards, and photos of the mills aided in making an attractive show.

Sirdar Wilton rugs and Togo bath rugs range in size from 18x36 to 36x63, and are active lines.

The background was formed of Princess Wilton rugs in large sizes, exact reproductions of Oriental rugs. Hall runners formed the centre of the exhibit. Togo bath rugs artistically covered the ceiling. Fawns, blues, greens and reds were the main general carpet colors displayed.

This firm have made steady progress since the reopening of the old Dominion Mills, some few years ago. Their reputation for high-class, well-made carpets and rugs is indisputed by the better class of stores in all parts of Canada. Merchants in smaller centres are rapidly realizing that they can sell Wilton and Brussels carpets, and that "Made-in-Canada" goods are satisfactory.

H. A. Moore, of the firm, who will be on the road more than formerly, was in charge of the exhibit.

It is worthy of note that this exhibit was awarded the Birks (Montreal) medal for the best display of manufactured products. When the Governor-General and suite passed through the Main Building, the Moore carpet exhibit claimed a good deal of their attention, and they were much interested in learning of the processes of carpet manufacture.

Splendid Waist Display.

It has remained for the Pearl Mfg. Co., Bromptonville, Que., to show waist manufacturers the way to active co-operation with merchants for the distribution of their waists. The attractive booth of the Pearl Mfg. Co., in the Main Building, was one of the most interesting to lady visitors and merchants. The lady demonstrator, and L. E. Chamberlain, of the firm, had a busy time of it. Direct sales returns for merchants proved the advisability of this unusual method of advertising for waist manufacturers.

A full sample line manufactured by the firm was tastefully arranged on many Palmenberg forms, and in the good cartoons of the concern. T. DeLisle, the experienced designer of the firm, is deserving of praise for the many exclusive styles shown.

Taffeta and Japanese silk waists formed the bulk of the display, with a good sprinkling of all-over laces. Waists—plaid silk designs and tailored styles—had a representation. Short, three-quarter and long-sleeved models were seen, according to the occasion for which



Exhibit of The Moore Carpet Co.

the waist was designed. Severe to elaborate fancy styles comprised the range.

The firm was organized only early this year, and already has a good and growing connection. They sell direct to retailers, and have four salesmen. Plenty of good help is available in Bromptonville, and their factory building is modern in every way. Twenty-five additional machines were installed this month. Experienced men in the firm, and plenty of capital, seem to assure the success of this venture. The line will be shown throughout the Dominion.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

Greenshields, Limited, Montreal.

There is activity in every department of Greenshields, Limited, at present. Spring lines, in most cases, occupy the attention of the heads of the departments, and the staff is kept busy.

Their ready-to-wear department is having many big repeats for their popular lines shown for this season. They anticipated that there would be a shortage of many lines of piece goods for the making-up trade, and, consequently, have placed orders early and in large quantities, so as to insure deliveries of repeats and late shipments. The range of dress skirts shown by this department for Spring are the best in style and price yet presented to the trade. In all cases, values are better than previous seasons. The many other lines necessary to make a ready-to-wear department complete are shown in an unlimited range. Their business in whitewear for December delivery has been greater than ever, and they have most of the lines now complete so as to insure prompt deliveries.

In Greenshields' E department, business is active in all lines. Stock comprises hosiery, underwear, gloves, handkerchiefs and ribbons. They report a large business in ladies' Wolsey underwear, both in combination and vests. Fall underwear, they state, has been very difficult to get deliveries of, and, as a consequence, merchants should anticipate wants as early as possible.

In hosiery lines, they are showing one of the finest ranges of plain cotton, lisle lace, and also embroidered hosiery. Of the above, they have an exceptionally good range. Further, they are in a position to handle all orders early, but state that repeats will be difficult to procure. They state that Canadian cotton lines will be the same in price as this season. In some of these lines they have some special numbers confined to themselves which they expect to do good business with.

Handkerchiefs for Christmas trade are shown in various varieties. Any repeats on these lines will be 25 per cent. higher than last purchases, with no chance of delivery before next Fall. Irish and Swiss embroidery handkerchiefs are among the lines shown.

About Ourselves

Thoroughly comprehending the growing needs of the dry goods trade, we are exerting ourselves to make The Review more interesting and valuable with every issue. What we have accomplished during the past year has brought us many encomiums from members of the trade. What we hope to accomplish next year is calculated to merit still more the appreciation of our readers.

The strong position The Review has attained encourages us to take a big step in advance, and we can promise that every department in the paper will be considerably improved. A big increase in the number of fashion illustrations used will be one of the most striking features. We recognize how helpful these are to the retailer, and our connection in Europe and the United States will enable us to give a splendid service.

Assistant Editor Wanted.

We want an assistant editor for The Review, preferably a young man with some dry goods experience, who has an ambition to become one of the leading authorities in the trade. Must have the ability to write clearly. The right man can make a position for himself worth, in time, $5,000 a year. State experience, etc.

Many New Western Readers.

R. J. Gay will return in a few days from a very successful four months' trip through the West, in the interests of The Review's subscription department. There has not been a new store opened, on the main or branch lines between Port Arthur and Vancouver, which Mr. Gay has not visited. He returned to Winnipeg by way of the Canadian Northern from Edmonton. As a result of Mr. Gay's trip, The Review's list of readers in the West has been very materially augmented.

To the Trade.

Dear Sir,—During the assorting season—the months of October and November—our regular travelers are concentrating their energies on the placing of spring goods. Realizing the importance of quick shipments during the assorting season and how much easier it is to ship goods bought personally than through travelers' orders, owing to the fact of goods being sometimes sold out before the travelers' orders come to hand, we believe it would be to our mutual advantage for customers to visit our warehouses and place their orders with us personally. Never before have we had such a large and well-assorted stock as at present, and, taking into consideration the state of the market, have never shown better value.

Yours very truly,
JOHN MACDONALD & CO., LTD.

The W. R. Brock Co., Toronto.

In Xmas handkerchiefs, the W. R. Brock Co. have an immense stock. All kinds, prices, styles, designs, etc. Fancy boxes containing ½ dozen hemstitched handkerchiefs can be retailed for 25c. each. Covers of boxes have hunting, kindergarten or Saratoga pictures. Picture handkerchiefs in endless variety for the youngsters. They are amusing, useful and instructive, just the thing for Santa Claus. They can be retailed at two for 5c. and upward. Scores of patterns, all new, in Excelda handkerchiefs. Initial handkerchiefs for ladies and men, put up in ½-dozen boxes for Xmas gifts. Lace edge, embroidered handkerchiefs, including some clearing lines, are all new and A1 sellers. Silk handkerchiefs, in brocades, hemstitched, initial, fancy borders, all at old prices and direct from Yokohoma Japan, to retail at 25c to $1.25 each. Also Japanese silk handkerchiefs, with lace edges. See "Bouncer" and "Eye-opener" embroidered handkerchiefs, put up in five-dozen cartons. See lace-trimmed handkerchiefs, "Belfast," "Dublin," "Cork," "Aberdeen," etc., to retail at from 5c to 25c each.

Three new lines of ice-wool motor scarfs, just passed the customs from Germany. Black and ivory white, can retail from 75c to $1.25. A line of men's grey reefer jackets to retail at $2 each; also some good sellers in ladies' and men's rainproof and waterproof coats and mantles. See their new skirt and waist holder—keeps the waist down and holds the skirt up.

Four thousand dozen bought in one crack. Hemstitched linen handkerchiefs, splendid value, put up in 10 dozen cartons, to retail at 10c. to 25c. each. All linen, and 20 to 25 per cent. below to-day values.

Five hundred dozen job cashmere hose, picked up for cash for October trade. Plain and ribbed women's and children's.

Flannelette embroideries just passed into stock, all colors, at three popular prices. These goods are scarce.

Travelers' samples are all in shape for sale. All new lines, and the best are sold out first. They will be offered at a big trade discount to clear, just the thing for bargain baskets.

For the sorting trade, Brock's men's furnishing department is of-

TO THE TRADE



ALL PRINTS sold by the leading Wholesale Importers which bear the above stamp or ticket are

GUARANTEED

by

The Calico Printers' Assn. Ltd.

Manchester, England

to be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

Canadian Representative: J. E. BIZZEY, 78 Bay St., Toronto.

fering some very special values in the following lines: No. 22, unlined grey doeskin glove, to sell at $1; "Empire" kid glove, to sell at $1; "Royal," silk lined, $1.25; S75, lined mocha glove, 75c.; S64, lined mule mitt, 50c; S65, 50c.; 133 men's elastic rib shirts and drawers, all sizes, to retail at 75c.; "Imperial," $1; two specials in black cashmere ½-hose to sell at 20c. and 25c; a clearing purchase of boys' and men's Ringwood gloves, 20 per cent. less than regular prices; a line of boys' sweaters, all sizes, can be sold at 75c., regular $1. For the holiday trade they are showing men's neckwear and braces in fancy single boxes, to sell at popular prices; also a very attractive range of men's fancy vests, dressing gowns and smoking jackets.

Granby Manufacturing Co.

An evidence of the development of the comb industry in Canada is furnished by a visit to the comb factory of the Granby Mfg. Co., Granby, Que. M. Kelly, the proprietor of this factory, has a good organization and many exclusive machines are installed. Although the factory was started only this year, the concern already numbers the leading Canadian jobbers as its customers. They turn out a comprehensive line of plain and fancy back and side combs in shell, amber, black and pearl grey, besides a general line barettes, etc.

This firm is alive to the value of novelties, and just now their line of staple combs is enhanced by a wide variety of "Spanish," or high-back combs. Brilliant-set combs are still proving active sellers, and the new initial combs have a fair demand. Accuracy in every detail of manufacture and quality in material is their watchword.

The "Frechette" comb is their latest novelty, and fulfills that "long-felt" want. The "Frechette" comb, which is patented, is simply the addition of a band of celluloid between the top of the comb and the teeth. This band is simple in construction, and absolutely prevents the comb from falling out. This patent is attached to all styles of combs retailing from 50c. to $5. This comb will prove an active Fall seller, and needs to be seen to be appreciated. Jobbers will soon show the range, but samples may be had by applying direct to the manufacturers.

Michael Phelan.

Michael Phelan of Lindsay Buildings, Montreal, has received a full line of samples from Lee, Behrens & Co., Limited, and is showing same to his firm's customers. The silk and wool tapestries, antique silks and brocatelles, damasks, chintzes and cretonnes, embrace designs which are rare and beautiful.

Among the antique silks and tapestries are found Italian, French and Portuguese designs, reproduced with the most wonderful exactitude, in Old World colorings that are most effective.

Debenhams (Canada), Limited, Toronto.

Debenhams (Canada), Limited, are now showing a large range of silk velvings in all the different styles and colors. This firm also carries a very complete stock of dress nets and laces. They are showing a splendid range of all-overs in plain nets and laces, including filet guipure and all the other laces of the season. They would draw special attention to their fine showing of lace robes in black and white.

Velvets are carried in a large range of colors, both in plain and couche. Particular attention is drawn to Debenham's special makes. "Premier" and "Century," for millinery and costume purposes; also to their special quality D 55 velveteen, dyed and finished by J. & J. Worrall. This cloth is carried in all street and fancy shades. This firm is now showing a fine range of dress materials, including satin amazons, venetians, panamas, voiles, etc. In silks and ribbons, Debenham's stock is complete in all scarce and up-to-date colorings. Mail orders or requests for samples for any of these numbers will be given the very best attention.

Ladies' Wear Blouse Factory.

Ladies' Wear, Limited, have now in working order a new and up-to-date plant, totally separate from their neckwear factory, for the making up of ladies' waists and blouses. A competent designer and operative staff has been engaged, which is working under the direct supervision of the heads of the firm. The early line for January delivery is now on the road, and has met with a most encouraging success, particularly in the higher numbers.

Robt. C. Wilkins.

Robt. C. Wilkins, Montreal, manufacturer of Rooster Brand lines, has ready for immediate delivery a superior showing of Scotch flannel vests in a variety of new patterns. These lines are low-cut, buttoned by three large pearl buttons, with two flat pockets. Prices range from $15 a dozen up. Travelers are now showing complete lines of Spring goods.

Harold F. Watson.

Harold F. Watson, 6 St. Sacrament street, Montreal, has been appointed to look after the Canadian interests of E. Ploton and J. Martel, Yokohama. He is showing their complete lines of Jap silks, handkerchiefs and kimonos. Jobbers and manufacturers interested in these lines are invited to write for current quotations.

Salesmanager Wanted

A large general importing house, specializing in Dry Goods, but having a wide range of Merchandise, wants a salesmanager who can organize and handle a force of salesmen.

Address :—

"Salesmanager"
P.O. Box 495, Montreal

Fairbairn's Pleated Skirts.

On another page is given a cut of the latest New York styles in pleated skirts. This skirt is made by Rhys D. Fairbairn. It is properly tailored and finished, and the fit is perfect. Merchants should remember that customers' goods can be made up by this firm in either this or in any of the now popular pleated styles.

Show Card Talk.

It is unnecessary at this enlightened day and age of mercantile progressiveness to offer any argument for the use of show cards; they are a recognized necessity in the modern store. But the question that confronts the merchant is how and where to get up-to-date cards at a reasonable price, and in the quickest time possible. An attractive offer is made on another page of this issue by a St. Louis firm, which is making a special effort to reach the dry goods trade. Dealers who are using, or expect to use, show cards, will do well to look up this proposition and give the manufacurers a trial order.

Delfosse & Co.

Delfosse & Co., Canada's greatest fixture factory, Montreal, are well prepared to look after all fixture requirements for Fall trade. They call special attention to their pure wax heads, which, at present, are having a large sale. This firm's caalogue will be gladly sent on request.

Mechanical Santa Claus.

J. R. Palmenberg's Sons invite you to write for particulars, prices, etc., respecting their new wonder-worker. This is a mechanical Santa Claus, operated in a simple way by electricity. There are lifelike actions of the head, eyes, chest and hand. The face, hair, eyes, complexion and expression, wonderfully lifelike, are the acme of success in making wax figures. In stature and proportion this Santa Claus is ideal, and as an attraction for the holiday season should prove a veritable marvel in window or department.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.

Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor

RENFREW, - - ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL
Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal

MERCANTILE REPORTS AND COLLECTIONS

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,

Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favorable terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.

Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of

Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO

Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal

SPECIAL LINES IN

Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

DIECKERHOFF RAFFLOER & CO.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal Winnipeg
301 St. James St. Sylvester Willson Bldg.
Toronto—70 Bay St.—Head Office

Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HAROLD F. WATSON
Manufacturers' Agent
6 St. Sacrament Street - MONTREAL

GLOVES, SILKS, RIBBONS,

Laces, Embroideries, Hair Nets, Waists

Cable Address "Kingsons, Toronto" Phone Main 6158

W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC.
74 YORK STREET - TORONTO
Canadian and Foreign manufacturers' lines solicited on favorable terms.

S. W. STEVENSON & CO.
DRY GOODS
COMMISSION MERCHANTS

TORONTO — 218 Stair Bldg. — Phone Main 7130
MONTREAL — 42 Victoria Sqr. — Phone Main 4843

MANUFACTURERS' AGENTS.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO

MANUFACTURER and IMPORTER of Covered, Ivory, Pearl and Metal Buttons.
Complete stock always on hand.

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

Condensed Advertisements

AGENTS WANTED.

RELIABLE AGENT thoroughly understanding the trade in wools, tops, noils, wastes and yarns, and well introduced at the mills throughout the Dominion, is wanted for the sale of these articles. Write to "WOOL DEPARTMENT, SHARP, SONNENTHAL & CO., LTD., BRADFORD, ENG.

EXPERIENCED AGENT WANTED—To represent up-to-date London manufacturers in the sale of down quilts, cushions, bedspreads, etc.; Toronto or Montreal preferred. Apply, giving full experience, Russell & Woollven, 28-30 Christopher St., London, E.C., England.

FOR SALE.

FOR SALE CHEAP—Latest improved National Cash Register, four drawers, used only eighteen months. The Wilson Grocery Co., Gananoque, Ont.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

Past Due Accounts.

We have just issued an eight page booklet regarding our Collection Department. If you have not received one write us. It will interest you.

The Beardwood Agency

Claims, Collections and Commercial Reports

313 New York Life Bldg., MONTREAL

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block and 422 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

ALPHABETICAL INDEX

A

Page.

Accountants' Directory 128
Alexandor, A. J. 97
American Stocking Co. 52
Australasian Draper 15

B

Baldwin, J. & J., & Partners 10
Barry, W. H., & Co. 84
Bastin, Merryfield & Cracknell, Ltd. ... 12
Beardmore Agency 129
Bell Telephone Co. 14
Berlin Robe & Clothing Co. 98
Berlin Suspender & Button Co. 122
Bradford Dyers' Ass'n. 11
British America Assurance Co. 14
British-American Dyeing Co. 34
Brock, W. R. Co. 18, 74, 113
Brock & Paterson 129
Brophy Cains, Limited 21
Burton, Spence & Co. 73
Business Systems, Limited 35
Busy Man's Magazine 14

C

Calico Printers' Ass'n,, Ltd. 127
Canada Haircloth Co. 129
Cartwright & Warners 54
Chantler, J. A., & Co. 123
China & Japan Silk Co. 47
Chipman, Holton Knitting Co. 54
Clatworthy & Son 107
Claflin, H. B., & Co. 82
"Colossus" 117
Confederation Life Association 15
Cosbie, R. H. 13, 46
"Craftana" 54
"Cravenette" Co. 123

D

Davis, T. C. 38
Debenhams (Canada) Limited 70
Defiance Button Machine Co. 15
Delfosse & Co. 38
Dieckerhoff, Raffloer & Co. 16, 129
Dominion Textile Co. 110
Dominion Thread Mills 112
Dominion Wadding Co. 9

E

Eagle Knitting Co. 49, 50
Ellis Mfg. Co. 52
Empire Mfg. Co. 86

F

Fairbairn, Rhys D. 85
Fisher, Mark, Son & Co. 99
Flaws, R., & Son 129
Fownes Bros. & Co. 76
Francois & Co. 67

G

Garland, John M., Son & Co. 17
Gill, W. P., & Co. 60
Glovine Mfg. Co. 84

Page.

Granby Mfg. Co. 44
Globe Suspender Co. 121
Great Western Fixture Works 33
Greenshields Western Limited.....5, 6, 7, inside back cover.
Greenshields Limited 1, 2, 119

H

Habben, H., & Co. 28
Hagen Shirt & Collar Co. 121
Harris & Co. 75
Harris & Sheldon 28
Haworth, Richard, & Sons 10
Hees, Geo. H., Son & Co. 106
Hermsdorf, Louis 51
Heason Woolen Mills 120
Horrockses, Crewdson & Co. 4
Hitchcock, Williams & Co. 8
Hotel Directory 129

I

Imperial Carpet Co. 107
Irving Umbrella Co. 76
Ishikawa, K., & Co. 9

J

Jaeger, Dr., Co. 57
Japan Trading Co. 46

K

King, John, & Son 107
King, W. P. 129
Kingcot 108
Kirk, Sam., & Sons, Ltd. 13
Kleinert, I. B., Rubber Co. 9

L

Ladies' Wear, Limited 83
Lamson Consolidated Store Service Co. 34
Laurentian Whitewear Co. 91
Law, Russell & Co. 16
Lee, Behreus & Co., Ltd. 100
Legal Directory 129
Lennard, S., & Sons 54
Liddell, William, & Co. 46
Luxfer Prism Co. 27

M

Macdonald, John, & Co. outside back cover
McCall, D., Co. 60
McComber & Cummings 98
McDougall, A., & Co. 112
McDowell, A. H., & Co. 129
Menzie Wall Paper Co. 103
McRae & Walker 14
Merchants' Mercantile Co. 129
Metropolitan Bank 14
Milbradt Mfg. Co. 35
Mishkin, L., & Co 86
Moulton & Co. 139

N

National Rubber Co. 86
Nazareth, Waist Co. 56

Page.

Newey Bros., Limited 47
Nicklin, J., & Co. 14

O

"Old Bleach" Linen Co. 13
Oxford Mfg. Co. 123

P

Paton, J., Son & Co., Ltd. 55
Palmenberg's Sons, J. R. 33
Paquet, The, Co., Ltd. 94
Parker, R., & Co. ..... inside front cover
Peck, J. W., & Co. 94
Penman Mfg. Co. 114
Perrin, Freres & Cie. 76
Pewny's Kid Gloves 84
"Pirle" Finish 75

R

Raven, W., & Co., Limited 54
Revillon Bros. 3
Ripley, Edward & Son 75
Rock Island Overall Co. 121
Russell, A. N., & Son Co. 34

S

Saie, Julian, Leather Goods Co. 46
"Salesmanager" 128
Siberian Fur Co. 98
Silver, M., & Co. 98
Simpson, J., Sons 48
S. M. Co., Limited 120
Smith, J. Sproule 129
Smith, McKeown & Co. 122
Southall Bros. & Barclay 15
"Spero" 10
Standard Cloak & Skirt Co. 92
Stanfields Limited 55
Staunton's Limited 105
Stevenson, S. W., & Son 129
Storey, W. H., & Son 84
Swift, Couland & Co. 97

T

Toronto Brass Mfg. Co 35
Toronto Feather & Down Co 105
Tress & Co. 121
Turnbull, C., Co., of Galt 57

V

Vyse, Sons & Co 63

W

Walsh, E. H. 54
Walsh, W. E. 129
Watson, Harold F. 129
Watson Mfg. Co 51
Watson Foster Co. 104
Weir Wardrobe Co 33
Western Assurance Co. 14
Weverstall, Alfred 129
Wilkins, Robt C. ..... inside front cover
Wonsey Underwear Co 51
Wrexford & Co 122

CONTENTS

Art of Display 29
Australian Wool Trade 93
British Letter 37
Business Notes 85
Carpets 101
Dominion and Provincial Exhibition 125
Dress Goods 71
Dress Accessories 77
Editorial 58
Early Saturday Closing 41
Furs 95
Fancy Goods and Notions 45
Good Advertising 23
House Furnishings 101
Hints to Buyers 126
Items from All Canada 69
Knitted Goods 53
Men and Methods 19
Millinery 61
Men's Furnisher 115
New York Mode 63
Paris Fashions 66
Ready-to-Wear Garments 87
Show-card Writing 36
Store of Smyth Bros., Berlin 42
Staples and Raw Materials 109
Trade Inquiries 62
The Exact Cost of Doing Business 39
Wall Paper 102
Views from Various Points 118
What Advance to Add for Profit 22

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Prices Still Soaring

Latest advices to hand from manufacturing centres indicate further advances in almost all classes of goods.

Our buyers have just returned from their semi-annual trip to all the chief manufacturing centres in Europe and the United States. We are therefore prepared to offer a huge stock for your inspection.

Staples— Newest Designs for Spring.
Prints— Range as large as usual and a big range of prices.
Dress Goods Tartan Plaids and Plain Cloths are Leaders.
House Furnishings— A huge Stock.
Men's Wear— Right up to date.
Laces, Ladies' Knitted Goods, Embroidery Notions —Everything that's new is here.
Ladies' Ready-to-wear Goods— Perfect fitting.

SEE OUR LINE BEFORE YOU BUY ELSEWHERE.

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street

To the Trade *October, 1907*

PARTICIPATION IN PROFITS

WE OFFER a special inducement to merchants and their buyers to visit our warehouses during the months of October and November, 1907.

TO PARTICIPATE in the benefit of this offer it is necessary to visit our warehouses, where we will explain the object we have in view, which we believe is for our mutual benefit in general Dry Goods, Men's Furnishings, haberdashery, Carpets, House Furnishings, Ready-to-wear Goods, Woollens, and Tailors' Trimmings.

JOHN MACDONALD & CO.

LIMITED

TORONTO

Dry Goods Review

November



MacLean Publishing Comp
Limited
Montreal
Toronto
Winnipeg
London, England

Modes Chapuis

Patron Felix, Paris

Dyeing for the Dry Goods Trade

R. PARKER & CO.

Toronto, Can.

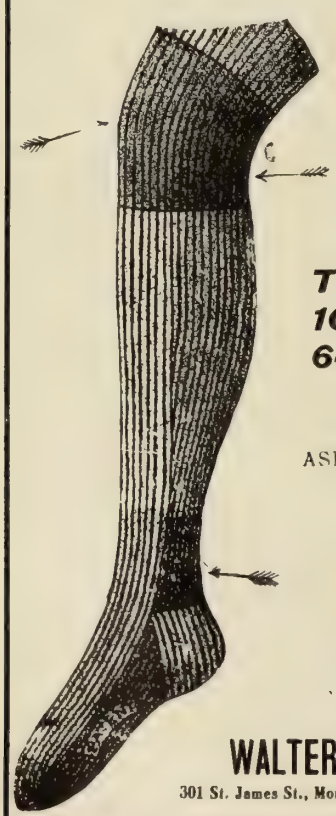
have for over thirty years given studious attention to the dyeing and finishing of off-color fabrics that will accumulate in the best managed stores and despite every care. Leading merchants in all the Provinces are among our customers.

We're skilled in all the ways of treating finest plumes and feathers.

Head Office and Works, Toronto, Can.

ADAMS LOCKSTITCH HOSE

Will win and hold your trade.



An unrivalled reputation for wearing qualities.

NOTE
The Lockstitch
10-fold Knees
6-fold Ankles

ASK YOUR JOBBER FOR THE RANGE.

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS
WALTER WILLIAMS & CO.
301 St. James St., Montreal 33 Melinda St., Toronto

ROOSTER BRAND



BEST MADE

See Spring Samples for the latest in

Scotch Flannels and "Hewson" Homespuns
Two-piece Suits
Fancy Wash Vests
Outing Trousers Flannels, Homespuns, Cream Serges, Ducks, etc.
Boys' Wash Suits Knickers with Buckled Knee
Men's White Coats and Bar Vests
Negligee and Working Shirts
Men's Working Pants
Overalls and Jackets

ROBERT C. WILKINS
MONTREAL

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads. on pages 5, 6, 7 and and inside back cover.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited
Winnipeg

Greenshields & Co. Limited
Vancouver

Before Stocktaking

(November 30th)

¶ We have a number of clearing lines in all departments to offer at special prices.

¶ It will be to your advantage to visit our warehouse during this month, or see our travellers' samples.

¶ We want to make room for new Spring Goods.



The Public Knows **PRIESTLEYS' "CRAVENETTE"**

PRIESTLEYS' "CRAVENETTE" is a Process, not a Cloth

and back of it stands as good a guarantee as has ever been given since the days of Adam and Eve. No argument on the part of the retail salesman is required to sell a

"CRAVENETTED" CLOTH or GARMENT made from it

Any reputable manufacturer of garments can have his own clothes proofed by the ***"Cravenette"*** process and stamped with the ***"Cravenette"*** circular registered trade mark IF THEY ARE UP TO THE STANDARD.

A garment made of a ***"Cravenetted"*** fabric should not cost the retailer any more than the same garment made from any other (so-called) waterproof cloth.

GREENSHIELDS LIMITED

GREENSHIELDS WESTERN LIMITED
WINNIPEG, MAN.

MONTREAL

GREENSHIELDS & CO., LIMITED
VANCOUVER, B.C.

THE MERCHANDISE OF QUALITY
THAT BUILDS
SUCCESS

Revillon Brothers, Limited
134-136 McGill Street, Montreal

Paris
Moscow
London
Nijni
New York
Nicolaeiv
Leipzic
Rhabarosk
Shanghai
Bokhara
Edmonton
Prince Albert

WHEN VISITING MONTREAL THIS MONTH YOUR INSPECTION IS INVITED.

SILKS, DRESS GOODS, RIBBONS, LACES, AND MANY EXCLUSIVE HOLIDAY NOVELTIES. QUALITY IRREPROACHABLE. PRICES RIGHT.

'SPERO'

"SPERO" MAKE
Regd

The quality alone of 'SPERO MAKE' Flannelette is sufficient to guarantee a wide popularity for these famous goods. 'SPERO MAKE' Flannelette is most carefully manufactured from the best quality cotton ; it has a close, even pile, is firmly built and very durable. Moreover, it is offered in a great variety of most attractive designs and colourings. ¶ 'SPERO MAKE' Flannelette is practically fireproof.

Ask your Wholesale House to show you a complete range of samples of 'SPERO MAKE' Flannelette

See that the words 'Spero Make' are stamped on the selvedge. *'Spero,' Manchester.*

FLANNELETTES



¶ The success of all Mohair Business and of every Mohair Business is built on the Dye and Finish given these fabrics by the Bradford Dyers' Association.

¶ Every new shade and combination and pattern are brought out in this iron-wear fabric. Just now fashionable shops are showing Black Mohairs with quarter-inch stripes of green and violet—one of the most stunning color schemes of the season.

¶ These sell all winter for the smart little dresses to wear under fur and cloth coats.

¶ For Spring there are still more novel styles in stripes and checks.

¶ You are sure of standard quality in Mohairs only when you insist on getting those Dyed and Finished by the B. D. A.

THE BRADFORD DYERS' ASSOCIATION

OF

BRADFORD, ENGLAND



GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

STOCKTAKING

We are cleaning out a number of lines in our Men's Furnishing Department in

Heavy Winter Goods

preparatory to stocktaking, and would solicit your orders for the following either through our travellers or by letter order :

SWEATERS

Special lines in, plain and fancy, at reductions of from 10 per cent. to 20 per cent. which you can retail from 50c. to $2.00 per garment.

LEATHER MITTS AND GLOVES

in an endless variety of styles, both lined and unlined, at great reductions.

HEAVY WINTER UNDERWEAR

in natural wools, in all the leading makes, "Wolsey," "Western," and Penman's, etc., etc. Heavy ribbed wool goods, to sell anywhere from 65c. to $1.50 per garment. Fleece lined goods in great variety all at special low prices.

SOCKS

in all makes, particularly in Fancy Cashmere, Heavy Wool, Black and Fancy Heather Worsteds and Black Cashmeres.

Snaps in Fur-lined Caps, Sheep Coats, Mufflers, Neckwear, etc., etc.

Mail orders promptly attended to

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Dress Goods Department

Although we have always made a specialty of dress goods, we have never before succeeded in securing such a magnificent collection as we are showing for Spring, 1908.

Priestley's have excelled themselves this year in turning out a range of novelty fabrics, such as few manufacturers are able to produce. For style, durability and values their materials surpass any previous season. A few of their new fabrics are :—

Shantung resilda (colors)

Medina cloth (colors)

Queen's cloth (colors)

Bute costume tweeds

Classic stripe tweeds

Erroll suitings

Sifton suitings

Hiawatha suitings (black only)

Wool stripe voiles (black only)

Velat cord suitings (black only)

Resilda stripe voiles (colors)

This is the month you will want to sort up your stock with lines for fall trade. We can handle all your orders satisfactorily.

MAIL ORDERS RECEIVE PROMPT ATTENTION.

54, 56, 58, 60 **Arthur Street** | **Winnipeg** | 53, 55, 57, 59 **King Street**

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Carpets and House Furnishings

This department is one where values and assortment are particularly strong this season. We are now showing our Spring range of Carpet Squares in Tapestry, Brussels, Wilton, Axminster, Wool and Union. Those who have seen this range and compared it with others tell us we have the best in the West. These goods will be ready for delivery December 1st.

Art Draperies

Our range of Art Draperies is tremendous. We have in stock a complete assortment in all colours of Art Sateens, Art Cretonnes, Art Silkalines, Art Muslins, Art Crepons, Tinselled Crepons, Art Denims for furniture covering, wall covering and Drapery. Prices to retail from 5c. per yard up.

Frilled Curtains and Curtain Netts

A good range of staple patterns in these fast selling lines. Our prices are right.

Special attention to orders by letter or wire

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street

Kleinert's

FAVORITE

Expressions heard by wearers: "*Simply Perfect, in future will wear no other.*" Does away with all Pins, Sewing On and Heavy Snap Fasteners.



Ask your Jobber for this latest *Pad Belt Hose Supporter with Hook Attachment*, and if not obtainable from them write to us direct.

PATENT PENDING ON HOOK

I. B. KLEINERT RUBBER CO., SOLE MANUFACTURERS, TORONTO



BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

LATEST SPECIALTIES:

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

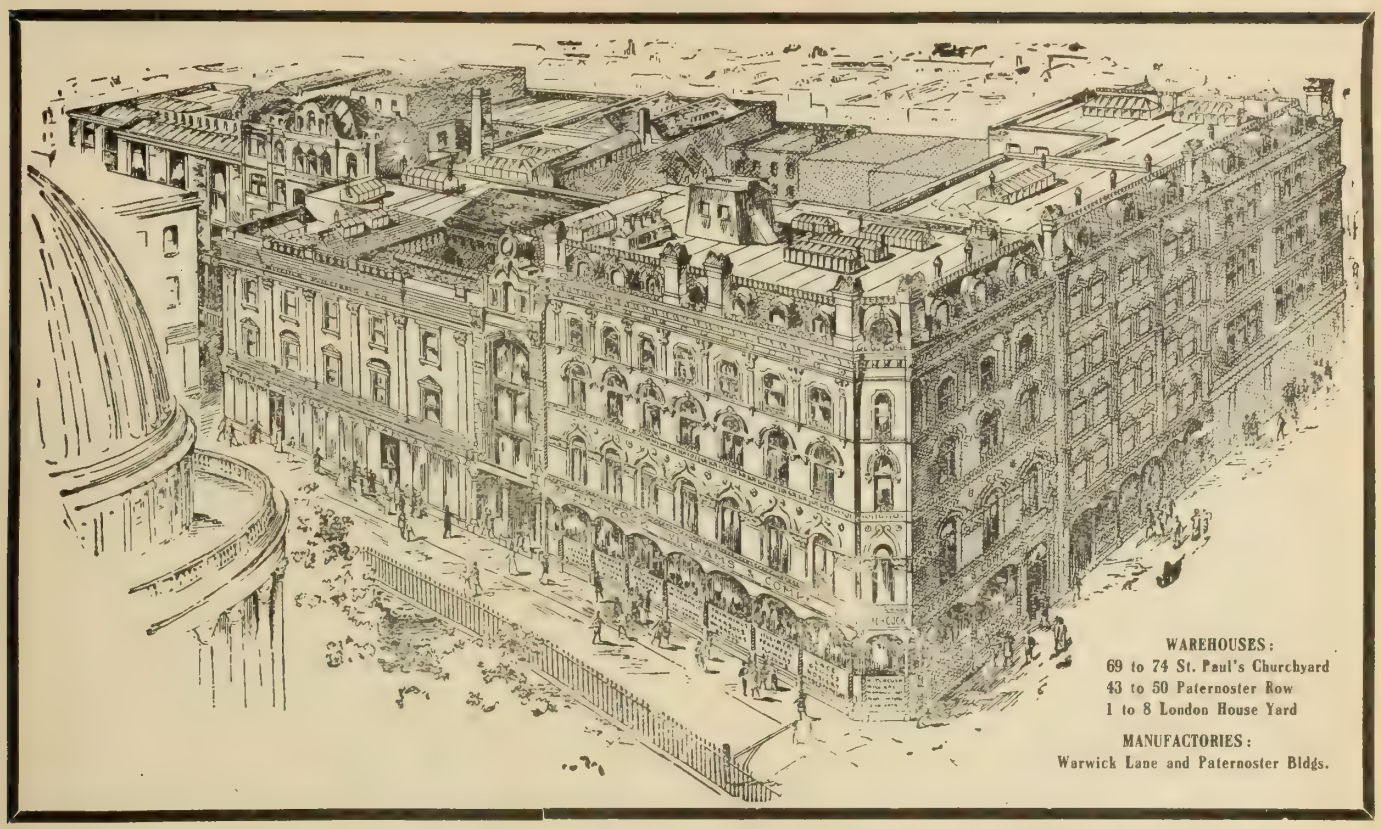
Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND
Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO
Please Send for Samples.



HITCHCOCK, WILLIAMS & CO.

Mantle, Costume and Millinery Manufacturers

ST. PAUL'S CHURCHYARD

LONDON, ENGLAND

Telegrams—"CHURCHYARD LONDON"—A.B.C. Code
Telephone—No. 162 G.P.O. Central.

Represented by Mr. A. W. Cliffe, Central Quarters, Windsor Hotel, Montreal, from March 31st to June 20th, and from October 1st to December 10th. Our representative carries a fine range of samples in Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton Dresses, Silks, Velvets, etc.

Canadians, when visiting London, are invited to inspect the above departments and our Showrooms for Mantles, Costumes, Ladies' and Children's Millinery, Felt Hats, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, etc.

Established 1832

Cable Address:
"LAW," Bradford

SPRING 1908

"Lawrus" Fabrics.

(Registered)

These Goods are rolled on Special boards and stamped "Lawrus" every five yards.

MOHAIRS

In all the Latest Weaves

¶ Mr. Haley will be at the King Edward Hotel, Toronto, and the Windsor Hotel, Montreal, during the months of October and November.

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Law, Russell & Co.

Converters of Bradford Goods LIMITED

BRADFORD AND LONDON

Whenever you want
the latest and smartest
Creations in Blouses,
Costumes, Millinery,
Robes, Chiffons, Tulles,
Laces and Veils,
write Bastin
Merryfield and
Cracknell Limtd
of 12,14,16 Great
Portland Street
London, Eng.
Canadian Agent
E. DeBoeck Montreal.
43 St. Secrament St.

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - - -	$1,400,000.00
ASSETS - - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29.833,820.96

Make Your Unused Funds

bear interest at the highest current rates. Amounts of $1 00 and upwards are received in the **SAVINGS DEPARTMENT** of **THE METROPOLITAN BANK.** Interest is allowed from date of deposit, and compounded every 3 months. No delay in withdrawal.

ALL DEPARTMENTS OF BANKING ARE CONDUCTED WITH ABSOLUTE SATISFACTION AND SECURITY.

The Metropolitan Bank

Capital Paid Up:	Reserve Fund and Undivided Profits:
$1,000,000.00	$1,183,713.23

Cable Address, "MACKER," Winnipeg. Office, 511 Ashdown Block

McRAE & WALKER

Manufacturers' Agents and Wholesale Jobbers

WINNIPEG

Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

329 FOR THE PRICE OF 1

Last month three hundred and twenty-nine magazines and periodicals reached the Editorial Department of the **BUSY MAN'S MAGAZINE.** Each of these was carefully ransacked by a competent editorial staff, and the most **interesting, live, up-to-date** articles selected and reproduced in the

Busy Man's Magazine

Think of the value of this single number of the **BUSY MAN'S** to you—containing, as it does, the cream of the world's periodical press.

You will not have to turn over a dozen pages to get one that interests you. Every article is interesting, selected as it was from a leading magazine because it was the best in that publication.

Yet this many-in-one magazine is only $2 per year.

We have a special offer which will interest you.

Write us to-day. **A post card will do.**

THE BUSY MAN'S MAGAZINE
10 FRONT STREET EAST : : : TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

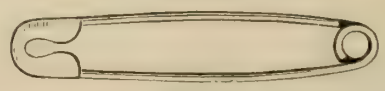
HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

This is an illustration of another

ENGLISH MADE REGISTERED **SAJONIC** TRADE MARK **SAFETY PIN**



Size 3

NICKELED STEEL DUPLEX in 7 Sizes.

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

	1903	1904
Socks and Stockings	£1,162,449	£1,236,743
Towels and Handkerchiefs	281,194	390,821
Cosies, Cushions, etc.	117,125	159,856
Curtains	74,050	92,446
Frillings	13,019	18,836
Piece Goods (various)	4,826,523	6,134,389
Sewing Silks, Twists, Threads and Cottons	261,160	275,085
Umbrellas, etc	42,842	54,536
Boots and Shoes, etc.	702,543	767,581
Carpets and Rugs	329,610	489,454
Hats and Caps	372,133	427,876
Yarns	74,442	106,585
Feathers	21,546	34,825
Trimmings	215,984	247,279

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

You may obtain advertising rates and secure space by communicating with the American representative, I. L. Cochrane, 29 Broadway, New York City, who will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Co. 8th St.,
NEW YORK, U. S. A.

SPRING, 1908

For General Dry Goods,
Fancy Goods,
Ladies' Wear,
Men's Furnishings and
All Domestic Goods,

GO TO

L. HIRSHSON & CO.
JOBBERS

PHONE MAIN 2715. Montreal

See Page 126, and Hints to Buyers.

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT
And Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED

BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can in ert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW
10 Front St. East, TORONTO
232 McGill St. MONTREAL

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROOKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

H.M.

"Old Bleach" Linens



Bleach Green (100 acres) Randalstown.

are the Sweet, OLD-FASHIONED LINENS of our Grandmother's Day. They are made of PURE FLAX YARNS and are BLEACHED ON THE GRASS by the Sun without the use of Chemicals and so retain the FULL STRENGTH of the FIBRE and its NATURAL LUSTRE.

TOWELS, TOWELINGS, DIAPERS.
PILLOW OR EMBROIDERY LINENS.
ART LINENS IN FANCY WEAVES.
DRESS AND SHIRT WAIST LINENS.

"*Old Bleach*" on every article and every yard of goods.

ALL FIRST CLASS DEALERS KEEP THEM.
Before buying your Linens, be sure and see "OLD BLEACH."
Ask your traveller for them. ***Booklet sent on request.***

See Towel designs in our advertisement in July number of Dry Goods Review.

R. H. COSBIE IRISH LINEN AGENCY **Toronto**

BATTING

Guaranteed free from threads and other weak and lifeless stock.

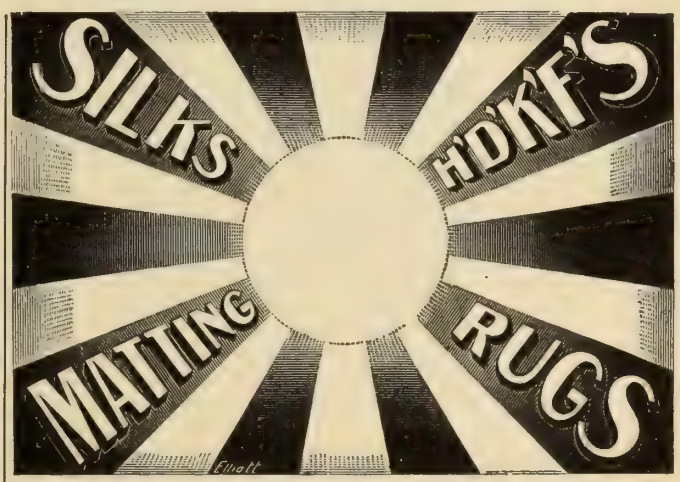
NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.



Samples of High-Class
Fur Illustrations

Drawn and Engraved by
The Toronto Engraving Co.
Limited
92 Bay St., Toronto

John M. Garland, Son & Co.

We are showing a full line of the three Special Brands as shown below, and believe them to be the best for the price. Sample orders of these goods will be filled with care.



HERCULES RIB

The Limit of Strength



ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



PRINCESS RIB

The genteel stocking for Boys and Girls.

Made of fine double Egyptian Lisle Yarn.

WE HAVE THE RIGHT GOODS FOR

Lumbermen's and Railway Contractors' Supplies

Strong Work Shirts
Double Sweaters
Cardigans
Sashes
Leather Mitts
Home-made Mitts
Home-made Socks
Storm Caps
Camp Blankets
Horse Blankets
Pillows
Special Weight Underwear

QUOTATIONS FURNISHED FOR QUANTITIES

OTTAWA - - CANADA

The W. R. Brock Company. (Limited)

TORONTO

STOCK-TAKING

During the month of November, clearing prices will be given on all broken lines in every department.

We take stock on the 30th inst. and must have all odd lots sold before that date.

In the face of an advancing market buyers will find it advantageous to visit our warehouse to pick up some of these bargains.

Men and Methods

A CO-OPERATIVE STORE.

Dunnville has a co-operative store, a branch of a concern whose headquarters are in Hamilton. It was opened last January, and the manager states that some progress has been made. The stock comprises general dry goods and groceries to the amount of about $9,000.

Shares were sold to farmers of the district at $5 each, and The Review was informed that the working capital is $4,000. The prospectus guaranteed 7 per cent. on the investment, and promised shareholders a division of profits over and above that, according to the amount of their purchases. In this rebate lies the advantage which the concern claims for its system of doing business. They do not pretend to sell cheaper than their competitors, but the profits, after the expense of operating is met, go back to the customers. For the first six months, The Review was told, this rebate amounted to five per cent. However, it was found that more capital would be needed, and subscribers were told that each one would be required to hold not less than three shares. In the case of those owning fewer than this number the profits were retained to be applied on the extra shares. It is expected that earnings will show an increase during the last half of the year.

Shareholders have the privilege of withdrawing at any time upon giving due notice.

The business is operated on the strictly cash system.

Similar stores have been opened at Bismark, Wellandport and Silverdale. The buying for all of them is done at Hamilton. The Review would consider this a disadvantage, for in purchasing stock there are always local conditions to be taken into consideration. The needs of one locality are generally different from those of another.

Clothing has been carried, but this will be dropped.

The Review has a copy of the firm's prospectus and will go into fuller descriptions of this business if any of its readers wish more detailed information.

SPLENDID OTTAWA STORE.

In this issue The Review shows a cut of Charles Ogilvy's splendid new store at Ottawa. The building is quite imposing, and, as may be seen, is constructed on the most modern lines. A series of spacious show windows provide for plenty of effective display, a very important factor in successful merchandising at the present time. The lighting facilities throughout are excellent. The interior fittings and arrangement are right up to the minute.



Chas. Ogilvy's New Store, Ottawa.

Charles Ogilvy started business in 1887 at 92 Rideau Street, in which thoroughfare no dry goods store had before been conducted. He had previously spent twelve years with the late firm of Elliott & Hamilton. It was soon seen that the location was a good one. In 1892 No. 94 was added, and later on Nos. 96 and 98. The premises were made into one, and an extension of twenty-five feet built to the rear of Nos. 96 and 98. Departments were laid out in modern and convenient form, and business increased until it had attained double the volume done

at the time this extension was made. Then the present premises were projected.

Mr. Ogilvy attributes a great deal of his success to the staff which he has gathered round him. The policy of the house has always been strict attention to business, good values, one price, clean stock and a close study of customers' needs and convenience.

On the first floor are located the ready-to-wear, boys' clothing and housefurnishings departments. The children's section is to be made a specialty. Part of the second floor is given over to dressmaking rooms.

BEAT CATALOGUE PRICE 20 PER CENT.

Rowe & Jackson, of Dunnville, carry general dry goods, ready-to-wear garments, furs, millinery, housefurnishings and clothing. Both members of the firm are diligent readers of trade newspapers, from which they extract a great deal of valuable information. To even the casual observer their window and interior decoration furnish evidence of the fact that they are in touch with progressive ideas.

Different from many retailers elsewhere, they find millinery a line that pays a splendid profit. This may be credited in part to the presence of several good-sized industries in the town employing upwards of five hundred girls, who earn good wages and purchase freely. However, the chief credit undoubtedly belongs to the management. It is worthy of note that all the buying is done by Mr. Jackson himself, although, of course, the head milliner is always present. Formal openings are the rule. Any accumulation of stock that is not really staple in character is never taken into account at inventory time.

In the ready-to-wear department only mantles and skirts are handled. There is no trouble in regard to alterations. This condition is maintained through close attention to assortment of sizes.

Business is conducted on the cash and credit basis, although credits are small. At the outset, the intention was to stick to the cash system. This, however, was afterwards considered inadvisable, for the reason that both Mr. Rowe and Mr. Jackson were well known in the community, and many old friends, including farmers of considerable means, expected credit, and there was a chance that some of them might have been offended at a refusal. "Nevertheless," Mr. Jackson told The Review, "it might have been just as well had we stuck to our original resolve."

Mail order houses send considerable quantities of goods into the town, although local merchants are well aware that these concerns offer few better prices than they do. As a matter of fact, instances can be quoted where catalogue prices were considerably higher. A short time ago a lady brought to this store some dress goods samples procured from a Toronto mail order house. The material that took her fancy was not in stock when she wrote in for it. She was able to procure it at Rowe & Jackson's for $1 per yard, whereas, the Toronto price was $1.25.

Furs are prominently displayed on a table running down the centre of the store.

CARRIES NO MILLINERY.

F. R. Lalor, of Dunnville, has a large trade. His stock occupies three floors. Groceries are confined to an altogether separate store. Clothing and tailoring are two active departments. The knitted goods section also is prominent. No millinery is carried. Business is done on the cash and credit system. Notions are well displayed at the front.

SELLERS, GOUGH'S FINE PREMISES.

The Sellers, Gough Fur Company, Toronto, have probably the best equipped retail fur store in Canada. An exterior and several interior views appear in another section of this issue. While the cuts show the premises to have a rich appearance throughout they really do not do justice to the actual conditions.

The frame of the store front is of marble, surmounted by copper cornice of ornate design, and the entrance is inlaid with marble mosaic.

The color scheme of the ground floor is red and green, the walls and carpets of the former and the fixtures of the latter in weathered oak. On each side are displayed cabinets with heavy green pulsh curtains.

In the ladies' waiting-room the woodwork is done in white enamel, the paper being a light green, and three large mirrors mounted with electric lights are set in the wall. The furnishings are of mahogany, and the carpet is mauve to match the several settees.

NOTIONS PRACTICALLY SELL THEMSELVES.

Shier Bros., of Dunnville, conduct a strictly cash business. They have been established only about seven months and seem well satisfied with the results so far. Not a cent's worth of credit is given to anyone. People are well aware of this fact and there is no difficulty experienced in carrying out the system. The lines handled are general dry goods, millinery, mantles and skirts. Millinery has been good.

An excellent feature is the display of notions, just inside the entrance. By this arrangement it is found that the goods practically sell themselves. They are located where everyone going into the store must see them.

DUNNVILLE'S OLDEST DRYGOODSMAN.

When F. J. Ramsey started business in Dunnville, thirty-three years ago, he was quite a young man. None of his competitors of that time are in the field now, so that he can claim to be the oldest active drygoodsman. At that he appears to be just in the prime of his life.

The lines carried are general dry goods, ready-to-wear garments, housefurnishings, clothing and boots and shoes. The cash and credit is followed.

Clothing occupies an exclusive store that is up-to-date in every respect. Boots and shoes are a good paying department. Carpets, rugs, oilcloths, linoleums, wall papers, curtains, etc., are located on the first floor.

Mr. Ramsey stated a good many mail orders are sent from the town, but he knows that local stores sell as cheaply in most lines as the catalogue houses, without taking into consideration freight, express or postage.

NOTES.

J. A. Bicknell, of Dunnville, carries general dry goods and groceries.

L. Werner, of Dunnville, carries general dry goods, clothing, furs, housefurnishings and groceries.

Galbraith & Bell, of Dunnville, conduct a general store, with dry goods on one side and groceries on the other.

F. Schofield, of Dunnville, carries general dry goods, ready-to-wear garments (mantles and skirts) and furs. He gives very little credit. Ready-to-wear and furs are both active lines.



SPRING DRESS GOODS 1908



We have taken exceptional pains to have our assortments absolutely correct to the minutest detail. The range is easily the largest and most creditable in our history.

Our travellers are now showing Spring samples. As they exemplify the very best in styles and material for the new season inspection will amply repay you.

Values will commend themselves to the largest and closest buyers. Our standard staple lines are all at old prices.

Wash Goods 1908

This department was never better prepared to render effective service.

Laces and Embroideries 1908

Our range not only comprises staples in all lines but everything new in the filet or square mesh effects.

Special Lines for Xmas Trade

Handkerchiefs

Swiss Embroidered lines in all prices from $1.25 to $4.50 per dozen. A special range of Handkerchiefs in appropriate fancy boxes.

Two Special Values

Ladies' Hem-Stitched Handkerchiefs, The "Corker" to retail at 5c. Men's Handkerchiefs. The "Tip Top" to retail at 10c. Ask to see these when visiting the warehouse this month.

Novelties for Xmas

Fancy comb sets, boxed singly, newest Paris styles at popular prices. Inlaid effects, prominent.

Fancy Bags in new styles.

Novelty Belts, Beaded and Dresden effects.

Handkerchief Sachets in floral effects, all colors to retail at 25, 50 and 75c.

The Dry Goods Economist says "Embroidered Linen Collars continue one of the big items and there is a heavy call for little bows and other pieces to go with them."

We have the collars, bows and bosom frills to supply this assured demand.

BROPHY-CAINS, LIMITED

Victoria Square, MONTREAL

WHOLESALE DRY GOODS. **QUICK SHIPPERS.**

Good Advertising

How to Produce It

Brief Talks Given Monthly By T. J. Tobin

TELL THE PEOPLE WHAT THEY WANT TO KNOW

It would be well worth every ad. man's while to have that little line printed on a good-sized card, framed and hung up where it would look him squarely in the face every time he sat down at his desk.

What is the purpose of an ad., if it is not to tell the people what they want to know?

If you bought space in a paper to advertise a house for sale, you wouldn't merely state that it was a stone, brick, concrete or frame structure, as the case might be, and that you were willing to transfer the deed for so much. No, certainly not. What you would say would probably run something like this:

> Three-storey, red brick dwelling, on Gladstone Avenue, in a pretty residential district; on a lot 60 x 100 feet; set back thirty feet from the street line; brownstone trimmings; splendid lawn; spacious verandah, front and back; twelve rooms; all conveniences; open plumbing; polished floors; hot water heating; electric light. $8,000.

If you were strongly confident that the house would command the price asked, you might like to run a cut of it as well.

You would endeavor to give prospective purchasers a good idea of just what the house looked like. You would tell them exactly what they wanted to know about it. A desire would be created in their minds to possess such a property as you offered, and nine out of every ten would be round to inspect it for themselves. The ad. would have done its work and it would be up to the house to make good.

* * *

From a pile of retail ads. I have just picked up one in which this line appears:

$3 Waists for $1.50.

Note the difference between that item and this one taken from another ad. that has been received for criticism:

> Pretty white waists, of fine Swiss lawn, back trimmed with 4 rows of hemstitching and 6 rows tucks; 4 rows ½-inch tucks and three rows ¼-inch tucks down each side; wide box pleat of medallion pattern embroidery down front; trimmed on each side with a row of 1-inch val. insertion; open front; ¾ sleeve, with hemstitched cuff; sizes 36 to 40; a dainty, pretty waist, and excellent value at $2.

Which of these two paragraphs is likely to sell the greater number of waists? Certainly the one which gives customers a word picture of the goods. The selling power of the other is practically nil. Its writer labors under the erroneous impression that people will rush to purchase just because an article is advertised at a reduced price. Let him put out two lines of waists and describe one of them fully, treating the other in the manner shown in the first quotation above. I venture to say that there would be five to ten times as many inquiries for the former as for the latter.

* * *

The most eloquent illustration of the value of descriptive advertising is to be found in the growth of the retail mail order houses. They send catalogues from one end of Canada to the other and customers order without seeing the goods. The system must be generally satisfactory, for the business of these concerns has expanded wonderfully during the past few years. To good advertising—descriptive advertising—their success is mainly due.

A lady several hundred miles from, say, Toronto, wants a skirt. She picks up the local paper and sees that a home store advertises some at $5. They are set down merely as skirts of certain colors, with the promise of large assortment added. She has decided in her own mind what kind of a garment will suit her taste, but there is nothing in this ad. to excite her interest. A mail order catalogue is consulted, and in a moment she runs across a full page description of the style of skirt she has in view. The details of make and appearance are given in such a way that she can almost see it. A mail order is forwarded, and the skirt comes from Toronto. It might easily happen that among the $5 garments referred to in the local ad. was one of the same sort, which she would have purchased had she known it was there.

I have often had retailers tell me that they sell as cheaply as the catalogue houses, but that, at the same time, the big city concerns take a lot of business away from them. Why is this? I am convinced that the class of advertising matter used by the majority of local merchants has a lot to do with it. "If we could only get the people to come in and compare prices, we could overcome this competition to a large extent,' I have been told time and time again. These men have not yet come to a full realization of the power of good advertising. By utilizing their newspaper space in the proper manner they can attract the people to their stores and incite all the price comparison that they desire.

* * *

Describe your goods with the idea of creating in the minds of your public a desire to possess them. The line, "$3 Skirts for $1.50" conveys no definite intelligence to a reader. She wants to know a whole lot more about

these skirts, and the most successful retailers are recognizing this condition and framing their advertising policy accordingly.

* * *

I have before me a neat sample of the advertising of Hodgens Bros., Goderich. It is well written and well set up. I don't know whether chief credit for the latter feature belongs to the firm or to the printer. Very likely it should be divided equally. If a merchant insists upon good typography, and provides the right kind of copy, he will generally find his printer equal to the occasion. It must be remembered that the best compositor cannot get satisfactory results from poor copy.

I like the way Hodgens Bros. try to excite interest in their goods, even before the scope for descriptive work is very limited. Here is a paragraph which illustrates what I mean: "Broadcloth at $1.50. This broadcloth is exceptionally fine, and has a handsome finish. We import it ourselves, and can recommend it to any person wanting an extra fine costume. It is made from pure Australian yarns, and is 50 to 52 inches wide. We show it in navy, brown, light shades and black."

"The store is bright, handsome, comfortable, the attendants courteous and anxious to please; the service prompt."

This is taken from an ad. of the Duncan, Ferguson Co., Stratford. If the claims made are not exaggerated the excellence of premises and service is sure to exert a strong, attractive force upon the people of Stratford and vicinity. The paragraph appears with several others under the heading, "Sound reasons for coming to D., F. Co.'s."

* * *

Perry & Alport, of Orillia, are grasping the descriptive idea. No doubt they are finding that its employment makes their advertising much more profitable than it ever was before.

* * *

R. H. Knight, Limited, of Sault Ste. Marie, send in a folder which was distributed at the annual Fall fair. It is devoted almost entirely to mantles. Several good cuts, with descriptive matter, are used. The paper is of excellent quality, and I have no fault to find with the typography. However, I am not a believer in this form of advertising. If the folder had been mailed to a select list of people I would look for results, but utilized as it was I consider that its cost was practically so much waste money. The same class of matter in newspaper space should be effective. Here is something that will appeal to the public: "Our golden rule is to right a wrong as soon as sighted, and we will refund the purchase price on any garment not satisfactory."

* * *

Madill Bros., Napanee, had an attractive Fall opening announcement. Splendid effect was lent by a 10x7-inch half-tone illustrating a late Paris gown designed by Bechoff-David.

* * *

The publicity methods of a general store can scarcely be dealt with in the same manner as those of an exclusive dry goods store. A. Sweet & Co., of Winchester, Ont., carry a large variety of lines—dry goods, hardware, boots and shoes, furniture, etc. So many items are used in their ads. that very little descriptive work is possible. I would advise that dry goods, particularly ready-to-wear garments, be described more, even if it is necessary to speak of fewer lines. This ad., however, is a pretty good one, and I feel sure that the writer will see the force of my suggestion above.

Three ads. have come to hand from Prowse Bros., Limited, Charlottetown, P.E.I. They were run in connection with a clearance sale in August. Each occupied a


DAVID SPENCER, LTD | THE GREAT EMPORIUM OF THE GREAT WEST | DAVID SPENCER, LTD

The Mantle Dept. Now In Full Swing With Women's Fall Apparel

THE Costume and Suit section is a busy place now in preparation for fall business. Tailor-made suits and coats are going to be the most marked feature in women's wear and some highly pleasing effects await your inspection. Our present display of new models is extremely diversified. The most eminent style artists from the fashion centres of the world being represented in types of the highest excellence.

Ladies' Double Breasted Coats Worth Special Notice

LADIES' DOUBLE-BREASTED COAT, of black cheviot, 50 in. long, fitted back, self straps, cuffs and pockets, button and velvet trimmed, collar inlaid with velvet, yoke mercerized lined. Price . . . $17.50

LADIES' DOUBLE-BREASTED BOX BACK COAT of black chevoit, 50 inches long, wide stitched, self strap down back, patch pocket, self cuffs and flat collar, trimmed with fancy design in silk braids, body and sleeves mercerized lined. Price $17.50

Ladies' Fall Suits Economically Priced

LADIES' MILITARY SUIT of black chevoit, neat smartly tailored jacket, twenty five inches long, fitted back and front, fastened with hooks and eyes, front sleeves and collar braid trimmed, mercerized lined throughout, nine-gored pleated skirt, braid trimmed to match jacket. Price $25.00

LADIES' DOUBLE-BREASTED SUIT, in French wool, tweed effects, shaped basque jacket, 22 inches long, neatly trimmed with fancy braid, self flat collar and cuffs, trimmed to match, mercerized lined throughout. Smart fifteen gored pleated skirt, with stitched self fold. Price $20.00

White and Unbleached Turkish Towels at Special Prices

WHITE TURKISH TOWELS 20x40 inches. Each . . . 10c
WHITE TURKISH TOWELS 20x40 inches. Each . . . 20c
WHITE HUCK TOWELS, hemmed ends. Each . . . 25c
UNBLEACHED TURKISH TOWELS 15x30 inches. Each . . . 10c
WHITE TURKISH TOWELS 20x40 inches. Special . . . 15c
WHITE TURKISH TOWELS 22x44 inches. Special . . . 25c
WHITE HUCK TOWELS, fringed ends. Per dozen . . . $4.50
WHITE HUCK TOWELS, hemstitched ends. Each . . . 50c
UNBLEACHED TURKISH TOWELS 15x30 inches. Each . . . 15c
UNBLEACHED TURKISH TOWELS 18x40 inches. Special . . . 20c
BATH MATS from 75c to . . . $2.00

Open Handed Economies in Children's Coats

CHILD'S DOUBLE BREASTED, LONG TWEED COATS, stitched box pleat from yoke at back, self collar and cuffs, piped with cloth, and tied with tassel braid, made in sizes 4, 8, 10 and 12. Prices ranging according to size, from $6.75 to . . . $12.50

CHILD'S DOUBLE BREASTED LONG COAT, with inverted pleat down back, collar and sleeves trimmed with fancy braid, patch pockets, shades navy and white and brown and white mixtures. Made in sizes 4, 8, 10 and 12. Prices ranging according to size from $2.50 to . . . $8.50

ATTRACTIVE WEEK END SPECIALS FOR TOMORROW

Special Prices on Screens for Tomorrow

Two Fold Screens, fancy hardwood frame, with fancy filling of sateen and chintz for tomorrow . . . 75c

Special Line of Men's Trousers at Irresistible Prices

Men's Trousers in Canadian Tweeds, in striped and mixed effects, all sizes, Tomorrow at $1.00 $2.50, $1.50, $1.25 and . . . .

New Arrivals in Denims, Sateens and Art Muslins

The new drapery and covering materials are here, fresh and crisp. Just the thing for the summer cottage and bungalow at modest prices. See Government street window for samples.

Special Showing of Moquette Hearth Rugs

We have just received a large shipment of Moquette Rugs, and purpose making a special leader for this week as follows:
Size 27 in. x 54 in., at, only, each . . . $2.50
Size 36 in. x 63 in., at, only, each . . . $3.75

Advance Showing of the Latest in Ladies' Footwear for Fall

We are Sole Agents for the Edwin C. Burt Co., of Brooklyn, New York, Famous Footwear—the most comfortable shoe made

WOMEN'S COLLEGE BLUCHER PATENT COLT LACE BOOTS, welt sole, military heel. Per pair . . . $6.00

WOMEN'S BLACK SUEDE BLUCHER OXFORD TIE, turn sole, military heel. Per pair . . . $6.00

WOMEN'S TAN RUSSIA CALF BLUCHER LACE BOOTS, welt sole, military heel. Per pair . . . $6.00

WOMEN'S CORDIVAN BLUCHER LACE BOOTS, heavy leather sole, welted. Per pair . . . $6.00

WOMEN'S SPECIAL PATENT COLT LACE BOOT, matt kid top, 10½ leather heel, opera toe, hand turn sole. Per pair . . . $6.00

WOMEN'S SPECIAL DEMIE PATENT KID LACE BOOTS, 10½ leather heel, opera toe. Price $6.00

WOMEN'S PATENT COLT BUTTON BOOT, dull kid top, welt sole, Cuban heel, opera toe. Per pair $4.00

WOMEN'S GUN METAL CALF BUTTON BOOTS, welt sole, military heel. Per pair . . . $6.00

WOMEN'S VICI KID LACE BOOT, welt sole, military heel. Per pair . . . $6.00

WOMEN'S HAND TURN FRENCH KID LACE BOOTS, military heel. Per pair . . . $5.50

WOMEN'S PATENT COLT LACE BOOTS, tan cloth top, welt sole, military heel. Per pair . . . $6.00

WOMEN'S PATENT COLT BUTTON BOOTS, welt sole, dull kid top. Per pair . . . $6.00
Widths from A to E.

See Window Display, Government Street

Fine Dress Fabrics Very Economically Priced

AMONG our magnificent display of fine Dress Fabrics are many very handsome effects in all the newest fall styles. Of course it is understood that our buyers are privileged persons when they visit European looms, there is the favor to pick and choose, and which you will find by visiting this department has been well carried out, and adding considerably to the attraction of their loveliness is the agreeably surprising moderation of prices.

FANCY TWEED SUITINGS, in fancy check effects, for ladies' suits and separate skirts. 54 in. wide. Per yard . . . $1.25

COLORED POPLIN suitable for shirtwaist suits and separate skirts, 36 in. wide. Per yard . . . 50c

COLORED PANAMA fine canvas weave, a very popular fabric, full range of colors, 40 to 700 wide. Per yard . . . 65c

FANCY TWEED, medium and dark colorings in very mixtures, plain brown, fawns and cardinals, 42 in. wide. Per yard . . . 50c

COLORED CREPE DE CHENE in navy, brown, cardinals and purple, 42 in. wide. Per yard . . . 50c

TWEED SUITINGS in fancy stripes, all the leading colorings for tailor-made suits, 44 inches wide. Per yard . . . $1.00

WOOL CHEVIOTS pure wool, rough finish, especially adapted for tailored costumes, coats etc. in navy, cardinal, brown, myrtle and black, 44 in. wide. Per yard . . . $1.25

FANCY PANAMA TWEEDS, smart stylish effects in check and plaids in medium and dark colorings, 44 in. wide. Per yard . . . $1.00

COLORED FRENCH VENETIAN, smooth satin finish, good heavy weight, suitable for tailored suits, complete range of shades, 52 in. wide. Per yard . . . $1.25

COLORED BROADCLOTH, fine chiffon finish, will not wear rough, all the popular shades, 63 in. wide. Per yard . . . $2.00

DAVID SPENCER, LTD.

full page space. There is one of them that I would like to reproduce, but, unfortunately, it is badly printed.

* * *

These ads. are as good as will be found anywhere in Canada, so far as the typographical arrangement goes, though, as mentioned above, the paper printing them does poor press work.

Prowse Bros.' adman provided the store's customers

with a lot of interesting matter in the body of the ads., but became too enthusiastic in preparing the introduction to one of them. He used such expressions as "Hurricane of wondrous bargains," "Low prices will hold high carnival," "Fast and furious bargain-giving." However, he almost redeems himself in another introduction which reads this way: "Such bargain-giving is rare—such bargains are rarely available. We anticipated the crowds—the sales—the enthusiasm. We knew the people would respond as they have responded. Our reputation of doing as we advertise to do we guard most carefully. We make no statements—no claims—that we cannot substantiate. That's why our sale has been so successful. * * * We cheerfully refund the money where purchases fail to please." This is quite neatly put.

In some cases I am inclined to believe that admen use extravagant phrases because they know their employers still believe them effective.

* * *

The ads. of David Spencer, Limited. Victoria, B.C., and the Northway Co., Orillia, are reproduced because they provide some splendid examples of the descriptive idea. The latter is particularly good. Among its other points of merit is the fact that all headings, while neat, stand out and command attention. It provides one of the best contradictions I have seen of the claim that a lot of descriptive matter makes an ad. too heavy to be readable. The heads and little introductions excite the reader's interest, and the paragraphs below supply word-pictures of the goods.

* * *

Qua & Patterson, Collingwood, have sent in a good sample of their publicity. The ad. looks well but considering that the store specialize on ready-to-wear garments, it is distinctly lacking in the descriptive quality. With some improvement in this respect Qua & Patterson's advertising would rank well with that of many city stores.

* * *

I have on my desk a number of other ads., submitted for criticism, but lack of space requires that I leave them over till next month.

Interesting Extracts and Ideas

"Always the best of everything for the least money" is the motto advertised by Gray & Parker, London.

These $12 waists will be sold Saturday for $9. Just as a leader for Saturday, so don't expect us to sell you one of the waists next week for $9. Must come Saturday if you want one. They are made over ivory silk. One in elegant eyelet lace, with handsome applique trimmings. Another in fine net lace, trimmed with guipure insertion and ribbon. Both with short sleeves, and open at the back.—Gray & Parker London. This is fair descriptive work.

"One of the biggest glove bargains ever offered in this city. Extra fine skins. Perfectly made. Every stitch neatly done. Shapely cut, perfect fit. Black, white, tan, slate, mode, white with black stitching, and black with white stitching."

"These $5 skirts of ours are going to make a pronounced hit. Splendid all-wool materials. Four handsome plaid designs. Two different styles. One with eleven gore, pleated panel front and tailored seams. The other is seven gore, pleated side panels, finished with strappings. Also navy and black vicuna skirts. One of the most graceful and shapely styles in the store. Pleated front and side gores."

"The cash basis is our method of doing business. One price and always the lowest. Every article and material marked in plain figures, no bartering. We ask one price and stick to it. That method always wins. It has succeeded in Sturgeon Falls because you see the fairness of it. Perhaps we do not make as much money as we might but we are getting a reputation for fair dealing, and people call us obliging because we look after their interests. It pays. . . We have tried to be most generous in our dealings, giving money back when goods are not to your liking, and endeavoring each day to see what a thoroughly good store this can be made. We have been doing ourselves permanent service by adding new customers daily."—Michaud & Levesque, Sturgeon Falls. This is good stuff, though somewhat lengthy. The subject might more effectively have been spread over several ads., only a short paragraph being devoted to it in each. Your customers don't want to read wordy introductions.

"Come one, come all to the great slashing sale during this month."—The West Nipissing Dry Goods Co. I do not like that word "slashing" or a number of others that are often used to express wholesale slaughter of prices.

"Visitors welcome. Visitors to the city are requested to make use of the many advantages afforded by this store, with the distinct understanding that the acceptance of our hospitality entails no obligation to buy. Free telephone service, free checking of parcels, etc. Above all, a cordial welcome and the most courteous of treatment will be accorded all who will favor us with a call."—J. H. Chapman & Co., London.

"Of course it is understood that our buyers are privileged persons when they visit European looms. Their's is the favor to pick and choose."—David Spencer, Ltd., Victoria, B.C. A great majority of this store's customers will refuse to swallow that statement bodily, and do you wonder at it?

"Ladies' double-breasted, box-back coat, of black cheviot, 50 inches long, wide stitched, self strap down back, patch pocket, self cuffs and flat collar, trimmed with fancy design in silk braids, body and sleeves mercerized lined."—Good descriptive paragraph, the kind that, with the price mentioned, sells goods.

"Well dressed boys are generally brighter and more manly, largely because they feel equal to any of their fellows, and it develops a spirit of confidence in them."—Allan's, Montreal.

"Our clothing not only looks good; it makes men who wear it look good."

"Variety the spice of life. If this be true, we may safely say that with nearly three hundred silk waists to select from, variety is the life of our silk waist department."—Sinclair's, Belleville.

"You will find that every Right House suit has that smart distinction in style and fit that marks the apparel of the well dressed woman."—Thomas C. Watkins, Hamilton.

"Our showing of blouses reveals the prettiest and daintiest of refined styles that are at once practical and moderately priced."

"Don't be careless about your clothes. If your fortune is made and all your ambitions realized you can afford to dress as poorly as you please. The great majority of us have our fortune still to make and our ambitions still to realize. Our success will depend largely upon the impression we make upon those about us. Good clothes are a great help. The stranger you meet seans

your clothes more closely than he does your business card. They tell him more."

"Bargain coupon sale, beginning October 14. Cut the coupons from the advertisements and bring them with you. Each one represents a genuine bargain. To the lady presenting the largest number of coupons we will give free $10 worth of any merchandise in the store. To each of the two ladies presenting the next largest number of coupons we will give free $7.50 worth of any merchandise in the store."—Glanville's, Limited, Calgary.

"Ladies' double-breasted suit, in French wool, tweed effects, shaped back jacket, 22 inches long, neatly trimmed with fancy braid, self flat collar and cuffs, trimmed to match, mercerized lined throughout. Smart fifteen-gored, pleated skirt, with stitched self fold. Price $20."—Good descriptive paragraph.



"The new Autumn dress goods and common sense. Should schools teach economy and good taste in dress? A European fashion writer claims they should. For forty-seven years the John White Co.'s store has been a university of the Art of Fashion. Year by year it has shown the best practical examples of weaving in the world. Common sense is the guiding hand which leads the way to our decisions as to what shall be sold here season after season—a common sense which shall be equally common sense to the wealthy woman; to the woman of moderate means who wishes quality; to the woman of small purse who wishes beauty and service at the minimum of outlay."—The John White Co., Woodstock.

"The new Peter Pan waist at Fraser's, $3.25. Made of fine white muslin in one of the prettiest styles you could wish to see. Has short sleeves with turn-back cuffs trimmed with pleated ruffle and edged with val. lace. Has wide box pleat down front in pleated ruffle effect trimmed on each side with val. lace. Four rows of one-half inch tucks and five rows baby tucks down each side in front. Eight rows one-half inch tucks in back. Open front, hemstitched linen collar. Sizes 34 to 40. In every way a lovely waist and very fashionable."—A. C. Fraser & Co., Brandon, Man. Good descriptive paragraph.

Business Notes

ONTARIO.

L. Taillefer, dry goods, Ottawa; assigned.

Moody Bros., woolen mills, Orangeville; burnt out.

W. Verville (late), general store, Ignace; assigned.

Flossie Oliver, milliner, Sunderland; sold to Clara Thompson.

John Sadler, general store, Dundas; succeeded by Chas. Durrant.

H. B. Dawson & Co., dry goods, Port Arthur; sold to Campbell Bros.

T. S. Trenmouth & Bros., general store, Callandon, trustee appointed.

Broddy & Porter, general store, Uxbridge; dissolved, Broddy continues.

Tremouth Bros. & Bone, general store, Powassau; trustee appointed.

Estate of James Canning, general store, Dublin; succeeded by Peter Dill.

E. F. Ely, Toronto and London; sold London business to Frank C. Hooper.

W. F. Brown & Co., general store, Mount Brydges; sold out to L. A. Welch.

Hollinraker & Son, general store, Milton; succeeded by Galbraith & McDougall.

E. & S. Atkinson, general store, Haileybury; (Seigfried Atkinson only) assigned.

T. T. Caster, general store, Aurora and Schomberg; sold Aurora business to Fred Underhill.

Trudell, Fobey & Wilson, men's furnishings, clothing, boots and shoes, Wallaceburg; sold out.

The new men's wear store of The Mason Clothing Co., Bowmanville, is fitted with fine show cases and wardrobes.

QUEBEC.

Clark & Lebrecque, milliners, Quebec; dissolved.

The Quebec Mail Order Company, Que,; registered.

Chevrier & Parayre, dry goods, Montreal; assets sold.

J. A. Provost, dry goods, Shawinigan Falls; assets sold.

Arthur Gobeil, general store, Riviere du Moulin; assets sold.

Smallman & Vass, general store, Cazaville; burnt out, insured.

P. Laterreur & Co., general store, L'Anse au Beaufils; assigned.

S. De Morasse, general store, St. Pierre Les Becquets; assets sold.

Charles Pearson, general store, Sayabec; voluntary assignment.

Chas. Charlebois, wholesale tailors' trimmings, Montreal; deceased.

A. E. Clement, manufacturers hats and furs, Montreal; consent of assignment filed.

Lawson & Bro., dry goods, Montreal; Mayer Lawson and Samuel Lawson registered.

The American Silk Waist Manufacturing Company, Limited, Montreal; incorporated.

S. Moses & Son, manufacturers ladies' garments, Montreal; Benjamin Moses registered.

Frechette & Son, general store, East Angus; Ls. Israel Frechett and J. A. Frechette registered.

H. Levy, Sons, Limited, wholesale tailors' trimmings, Montreal; David Levy, president, registered.

Kawaja & Jureidin, importer of silks, etc., Montreal; Alexander Kawaja and Kaffa Jureidin registered.

The Progress Manufacturing Co., manufacturers blouses, etc.; Geo. H. Harrower, president, registered.

The Textile Commission Co., manufacturers' agents, Montreal and Sorel; Samuel M. Pearson registered.

The Canadian Fur Industry, Montreal; Abraham Matty, Jacob Goldberg and Samuel Matty registered.

THE WEST.

A. Handley, general store, Valley City; sold out.

R. J. Thompson, general store, Gunton; assigned.

Brown Bros., general store, High River; assigned.

F. C. Baker, general store, Prince Albert; selling out.

John Kerr, general store, Neepawa; out of business.

Brown Bros., dry goods, etc., High River; assigned.

C. E. Gutterridge, general store, Neudorf; loss by fire.

Borden Trading Co., general store, Borden; dissolved.

Campbell Bros., general store, Yellow Grass; sold out.

Gillandus & Dunbar, general store, Paswegin; dissolved.

George Clark, general store, Hague; bailiff in possession.

Halprin & Wasserman, general store, Ridgeville; loss by fire.

Dickson & Co., general store, Bannerman; sold to H. Davis.

Finkelstein & Muscovitch, general store, Ethelbert; sold out.

George Zeman, general store, Kenaston; giving up business.

Hiebert & Loewen, general store, Lowe Farm; sold to M. Rosner.

W. Perkins, general store, Lavenhain; succeeded by Henry Bros.

Fehr & Leoppky, general store, Halbstadt; succeeded by C. C. Fehr.

Cameron & Brown, tailors and men's furnishings, Lacombe; fire loss.

D. J. McIntyre, dry goods and boots and shoes, Lacombe; fire loss.

Colin McArthur, general store, Sunnyslope; succeeded by Edward Graf.

A. B. Hoaglin & Co., general store, Taber; succeeded by Vickery & Co.

Turpin Bros., clothing, etc., Medicine Hat; succeeded by Wm. H. Turpin.

Union Trading Co., general store, Prince Albert; slight loss by fire, insured.

Miss E. M. English, milliner, Carberry; succeeded by Miss Norma Pressey.

J. V. Smith & Co., clothing, shoes, etc., Neepawa; removed to Saskatoon.

P. McCaughan, general store, St. Francois Xavier; sold to Black & Francis.

Burdick Bros., general store and hardware, Stettler; sold hardware business.

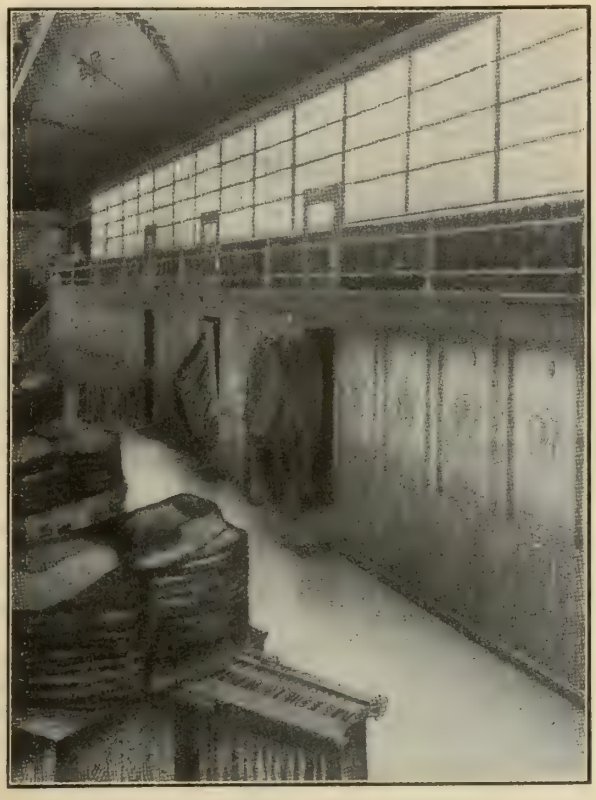
Drysdale, Gordon, dry goods, Vancouver; incorporated as Gordon, Drysdale, Limited.

R. S. McKenzie, men's wear, Portage la Prairie; opened general store at River.

R. S. McKenzie, men's furnishings, Portage la Prairie; opened general store at Rivers.

Sealand & Mallett (estate of), general store, Wetaskiwin; stock advertised for sale.

G. S. Davidson & Co., general store, Indian Head; W. J. Davidson admitted partner.



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: **Mount Forest, Ont.**

U. S. Factory: **Mason City, Iowa**

DO YOU KEEP PROPER BOOKS?

"Any man who fails and who has not for five years before his failure kept proper books, shall be liable to a fine of $800.00 and one year's imprisonment."

That's the law.

You will notice that the law makes distinctions— it assumes that there is a difference between properly and improperly kept books.

The law distinctly specifies that a man must keep proper books.

* * * * *

Business Systems mean proper bookkeeping.

Business Systems prevent errors creeping in, and make it possible for a man to tell where he stands at a moment's notice.

Business Systems form the line that separates failure from success—show you how everything is going and enable you to provide for any contingency which may arise.

* * * * * *

You can ask us more about this without having to buy.

A post card will bring you detailed information.

BUSINESS SYSTEMS LIMITED

83 SPADINA AVENUE

TORONTO - - - CANADA

861



Buckingham Skirt Rack



THE MOST PRACTICAL SKIRT HOLDER EVER MADE. HOLDS FIFTY SKIRTS. THIRTY INCHES DIAMETER, FIFTY-TWO INCHES HIGH. DOES NOT OBSTRUCT YOUR VIEW

Buckingham Skirt Rack

Price $16.50 F.O.B. Toronto

Displays Your Garments

Does Away with All Single Hangers



Saves Space

Saves Time

Head removed to show arrangement of clock spring steel hangers.

MANUFACTURED FOR CANADIAN TRADE BY

Toronto Brass Manufacturing Co.

17-21 Temperance Street

Toronto, - Ont.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

The Building of Window Trims

No Set Rules Can Be Laid Down — Mainly a Matter of Individual Method—Some Useful Hints for Young Trimmers.

No set of men work more variously than do the window trimmers. Their methods are, in most cases, unique and individual. No two approach their problems in quite the same way.

One trimmer will make out sketches, often of high merit, and even in colors, showing the effect of the finished window. He who can do this, and who has the stock to draw from to properly work out these schemes, is, as a general rule, in the advanced rank of decorators.

Many excellent trimmers are not able to set their ideas on paper in this fashion. From experience, however, and from their knowledge of the stores they serve, and the class of trade each one attracts, they are able to put in telling displays without any great amount of preparation.

Some draw out rough plans on papers, while still others arrange displays in a small room, and when the desired effect has been attained, they are transferred bodily to the windows.

There is no hard and fast rule governing the production of good window displays. Each trimmer has to work out his own standing, along the lines that suit his own individual case.

Study Trade of Store.

Perhaps the most important element that enters into success is careful study of a store's trade, and a grasp ofthe best meehod of selling goods to that store's clientele. The introduction of the right amount of novelty, of the right kind, is a consideration. There must be no haphazard work ; every move should be the result of methodical study.



Xmas Fur Window, by A. A. Garon, for Z. Paquet, Quebec. Entered in The Review's Xmas display competition.

When the nature of the display has been decided upon the trimmer should carefully size up the goods he is going to show, and in his own mind weigh the points he wishes to bring out most prominently. His drapes must all show the goods to the best advantage—just how they best fall and fold, how the play of light and shade affects them, the beauty of color or colors, etc.

He must do more than this ; he must be a close student of fashion and never lose sight of the style value

of the goods. In putting in a window, he should keep before his mind the manner in which the materials are to be made up. Thus at the present time his work is influenced by the fact that simplicity is the rule, both for dressy gowns and those for street wear. Plain effects with long lines, and showing deep pleats and folds, are the style idea. In keeping with this the trimmer is constructing drapes that show long lines, with plenty of plain spaces and groups of long pleats.

Before starting to work on the window the trimmer will do well to choose some scheme of arrangement. Take a few pieces of goods into your workroom, provided it is large enough and light enough, and experiment with them until you are satisfied that you have struck the best method of showing them.



Fall Millinery Opening Window, by Balfour Dickson, for Ogilvy's, Montreal.

Color Combinations.

Having decided upon the nature of the drapes, color combination comes next. Have a table placed in a quiet but well lighted corner of the store, and carry several bolts of materials there. These should be opened up, for a yard or two, and arranged and re-arranged until the desired combination is arrived at. A plan of the window can be made, and the position of each color marked in. This is best done by giving each material a number.

The colors selected, plan and put in the background and floor covering. Also select fixtures and get everything handy.

A common mistake among beginners is that of building trims up from the front. The trimmer should start from the background and work to the front.

A young display man cannot do too much experimenting in combination of colors. Red and yellow are two colors that he will have to be careful with. These should never be made too strong, but used mainly in touches. Red, in some shades, shows up well in monotone windows. Lemon is good with white, and also—used sparingly—with lavender. Black and white is favored by some, but the contrast is too strong to be altogether artistic. Green and yellow do not combine well, but lavender and grey do. Champagne is good with many colors.



Fall Dress Goods Opening Window, by Balfour Dickson, for Ogilvy's, Montreal.

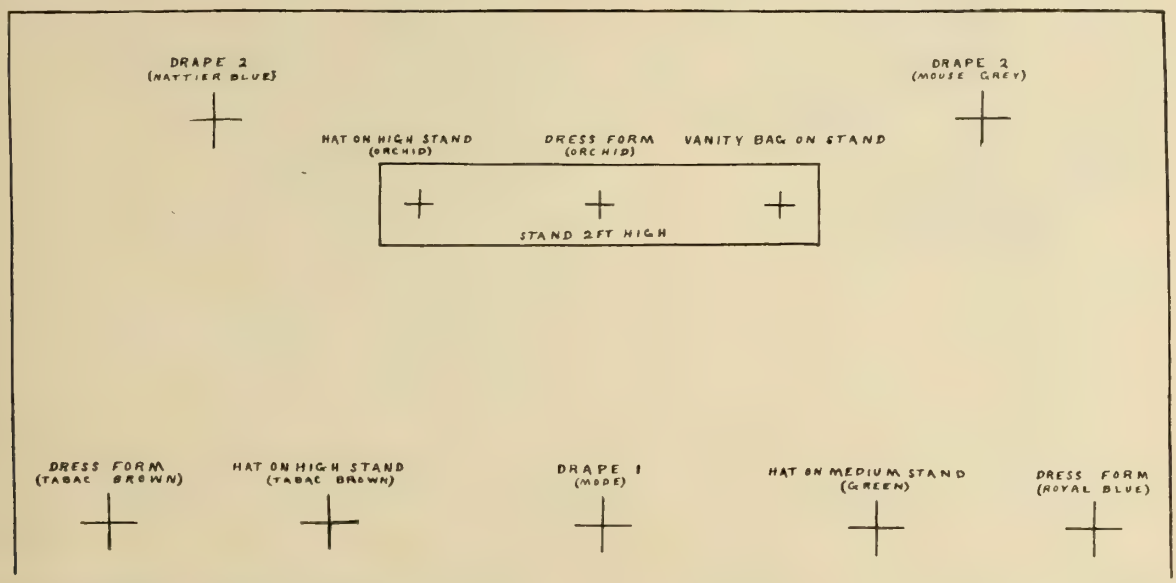
Trimmers in high-class stores use few colors in a window—often only two or three. After all, shades vary so much that no set rules for combinations can be of much guidance.

Toronto Windows During the Month

Hangings Taking the Place of Fancy Backgrounds—Plain and Color Scheme of a Dress Goods Window.

Toronto decorators have been putting in some very rich windows this Fall. The displays form a good illustration of the tendency toward better goods that has been such a marked feature of the trade during the past few years. Rich silks, glossy broadcloths, with their accessories, need little in the way of background. Trimmers are, therefore, dropping elaborate fancy effects for background for the various displays, but are in beautiful contrast to the mahogany panelling forming the permanent background. This firm pays extra attention to display and their windows have been wonderfully attractive this Fall.

The T. Eaton Co. are just about finishing the new portion of their building, and the new windows are all in, though not fitted up yet. They will give, when finished, a very large addition to the existing available window space, and the whole series will keep A. E. Apted and his staff busy. The drapes given this month are from a fine dress window put in for this firm. The display illustrated so aptly many of the salient points taken up in the first article this month that The Review is also presenting a working plan of its lay-out, with color scheme. Counting mode and grey as neutrals, the colors used are only three—brown, blue and violet in the new orchid tone. As in the Murray windows, the stands and fixtures were very handsome. The latter were made of square, satin-finished brass tubing.



Rough Plan of Window Display, Showing Color Combination. In the Actual Trim the Dress Forms, Hats and Drape at Front were not in a Straight Line, and the Stand Which formed the Centrepiece was set on the Oblique.

plain but rich hangings. Displays are handsome and dignified, and make their appeal through the beauty of the goods.

W. A. Murray & Co. have, with few exceptions, always followed this style of window trim. The firm enjoys an exclusive trade, and fancy backgrounds are of little use in their displays. For the whole series of opening windows had backgrounds of deep green plush hangings, falling in straight folds from a heavy brass rod. To mark the dividing line between displays a plush-covered pillar, topped with an electric light in a large frosted globe, was used. Festooned from each of these pillars was a heavy gilded chain. The monogram of the firm, cut out of wood in artistic design, and gilded, was placed at the centre of each festoon. Very handsome fixtures of satin-finished brass were used, and they added not a little to the distinction and attractiveness of the trims.

The Robert Simpson Co., who are steadily developing the higher class end of their trade, have also dropped elaboration in backgrounds, except for special occasions. They are using this Fall hangings of rich brocaded silk, in a soft biscuit tone. These not only form a telling

Montreal Displays

The Big Stores Insist Upon a High Standard of Decorative Work—A Good Window Described.

Of late years Montreal window trimming has undergone a very marked change. The art of draping color combination artistically has superseded the practice of crowding the displays with about as great a quantity of goods as could be gotten into them. There was so much shown that when one looked at it there was nothing to stand out and command attention. The fine effect of color and the distinction of style were points that no attempt was made to develop.

Now Montreal can pride herself upon having some of the best window trimmers in America. Several stores, notably Murphy's, Ogilvy's and Scroggie's, are making big strides in the matter of both window and interior decoration.

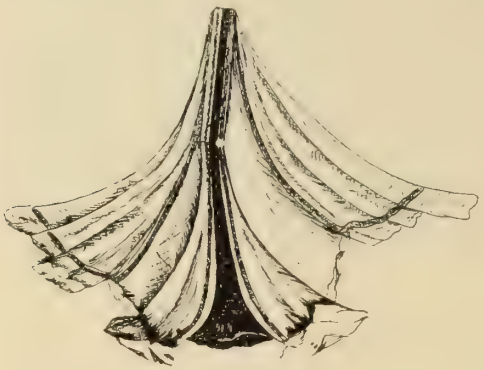
Fall opening windows were particularly good. The millinery display reproduced this month is by Mr. Dickson, Ogilvy's trimmer. The frames of the mirror background were covered with chiffon, while the bull-

rushes in one corner gave a dash of Autumn color. In the top of a birch stump, with daisies entwined, were three Tiffany lights, which lent a pretty effect, especially at night. The other corner contained three wreaths of daisies, four, three and two feet in diameter. The display of merchandise was confined to two costumes and twelve hats.

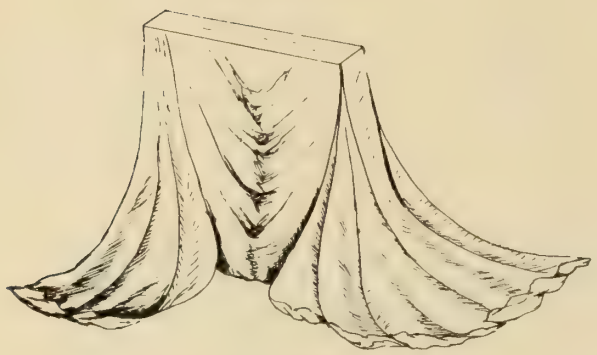
Scroggie's had a uniform white and green background, hung with maple leaves, in all of their windows.

GARON'S XMAS FUR DISPLAY.

The Christmas fur window reproduced was decorated throughout in the style of Renaissance curved work, in gilt and dead white. The curtains were Nile green velvet, and the floor was covered with white felt, with a single



Drape No. 1.



Drape No. 2.

width of velvet running diagonally across it. Small frosted electric lights were arranged along the border, and between them were small bows of gilt tinsel. The two side sections of the background had mirrors set in them, and on small shelves in front were placed hollyhocks in natural wood jardineres.

Greater Interest than Ever

There are More and Better Trimmers in Canada Than in Any Previous Year, so Xmas Competition Should be Greater Success.

During the past year a great improvement has been made in the quality of Canadian window displays, and the number of capable trimmers has increased very materially. Therefore The Review hopes to find more interest than ever manifested in its Christmas window competition.

The prizes to be awarded are : First $15, second $12, and third $8.

Photos to be entered in the competition must reach this office on or before February 1, 1908. The only trimmers in Canada who are barred are those with Eaton's and Simpson's.

The Review expects to receive photos of many displays of merit, outside of the three prize-winners. Some of these will be reproduced also, and for each one so used the sum of $5 will be paid. Each photo must be accompanied by full description of the trim.

TRADE INQUIRIES.

1130. Rugs.—Yorkshire firm makes inquiry for Canadian purchasers of their high class traveling and motor rugs, hearth rugs, mats, etc.

1146. Belting.—Leeds firm wishes to introduce to Canadian manufacturers their belting suitable for the textile trades.

1159. Shop Fittings.—A Midlands firm, manufacturing every description of article used in the fitting up of shops and stores, is desirous of getting into touch with interested parties in the Dominion.

1162. Hosiery.—A Midlands manufacturer of hoisery (women's and men's stockings and socks of all varieties) is desirous of appointing an experienced man possessing a good connection as their resident Canadian agent.

1177. Gloves.—A skin manufacturer of gloves in Annonay (Ardeche) wishes to be represented in this country.

1178. Bottoms and Clasps.—An important manufacturer of bottoms and clasps in Grenoble wants to be put in touch with Canadian buyers.

1179. Dry Goods.—A manufacturer of dry goods (cotton) in Saluxures sur Moselotte (Vosges) wants a reliable agent in Canada.

1182. Dry Goods.—An important firm of dry goods in Paris wishes a good representative in this country.

1199. Raw Wools.—A Well-known Yorkshire firm inquires for Canadian buyers of raw wool.

1236. Woollen Shawls.—A Belgian manufacturer of woollen shawls wishes to come in touch with Canadian firms dealing in those goods.

1252. Representative for General Tapestry Goods.—Firm in the north of England manufacturing muslins, casements and general tapestry goods, inquires for a representative in Canada with a sound agency organization behind him.

1257. Silesias, Cambrics, etc.—Cumberland firm of bleachers dyers and finishers of beetled silesias, pocketings, cambrics, etc., invites inquiries from actual Canadian purchasers. No agents required.

1258. Woollen Yarns.—North of England firm wants to get in touch with a Canadian manufacturer or syndicate who can take the whole of the consumption in high-class woollen yarns, suitable for the manufacture of Scotch tweeds or other combinations.

1266. General Tapestry Goods.—British firm manufacturing muslins, casements and general tapestry goods inquires for Canadian wholesale buyers.

1268. Cotton Duck.—A Birmingham firm wishes to purchase large quantities of cotton duck.

1319. Cotton Goods.—The owners of a first-class equipped mill in the north of England desire to correspond with a Canadian cotton goods manufacturing firm with a view to undertaking to weave their best fancy stuff for them.

1330. Agent.—Bradford woollen merchant desires to get in direct communication with spinners or wool manufacturers in Canada for the sale of wool tops and noils, and is open to appoint an agent for Canada.

Salaries of Salespeople

Minimum According to Age Fixed by Law in Australia —Some Employers Welcome This Plan.

Elsewhere in this issue, says the Drapers' Record, we give full details of the award of the Arbitration Court in the matter of the dispute between the Shop Assistants' Union of New South Wales and various retailers in Sydney. The legal machinery available in Australia allows of a body of strikers appealing to an Arbitration Court to settle a dispute, and the judgment of the court becomes law. The award given in this particular dispute does not apply apparently to all drapery firms in Australia, but to such a large and important number of them that its limited application is a subordinate matter. In any case, other bodies of employes can appeal to the court for similar "awards" in the future, and these will doubtless be granted on somewhat the same lines. Briefly, then, we find that in Australia a minimum wage has been fixed for assistants. The wage is on a sliding scale, and varies according to age and length of service. The ultimate result is that a male assistant on attaining the age of 24, becomes entitled to a minimum wage of £2 10s a week; a lady assistant of the same age becomes entitled to £1 7s 6d a week. Various other conditions are laid down in this award in regard to employment generally, and the paternal interest of the state in the interests of the assistants is so minute in detail, that the state may almost be said to be a partner with the employer in the organization of his business. "Socialism" is a very wide term which is variously interpreted by many people, but in this award we seem to have an example of practical Socialism. It is early days yet to consider the effect the award will have on the drapery trade of Australia. According to advices received, the award has met with a very mixed reception, but it is only fair to state that one or two prominent employers of labor have cordially welcomed it. We need only observe a little patience, and we shall be able to find out from experience whether the principle of a legal minimum wage in the Australian drapery trade can be pronounced a definite success. If that should prove to be the event, labor agitators on this side will have good ground for pressing for a similar reform. The history, however, of labor legislation in Australia has not so far taught us any very valuable lessons. Indeed, many intelligent and broad-minded people in Australia state that this legislation has been carried to an absurd degree, and that a reaction against it is inevitable. In regard to this particular award we have at the moment only one important observation to make on the broad issue; and that is, that legislation against sweating is one thing of which we can all approve almost with unanimity, but that legislation fixing the wages to be paid at the different ages of employes is certainly open to controversy as an unnecessary interference with the natural movements of the labor market. So long as those movements are checked from a descent into sweating, we see no reason why they should be arbitrarily diverted by the state into one fixed groove.

C. M. ASSOCIATION NOTES.

The Canadian Manufacturers' Association will take steps to acquire information as to the exact demand in the different trades for skilled help.

It was reported at a recent meeting of the executive, that the new tariffs to be issued by the railways for the territory in Ontario and the east as a result of the order of the Board of Railway Commissioners, in the international rate case, will become effective on Nov. 15. Mr. Walsh, manager of the Transportation Department, has just returned from attending the conference of shippers at Washington, where they waited upon the Interstate Commerce Commission in the interests of a uniform bill of lading.

Associations of shippers in the United States have secured the unanimous backing of the American Bankers' Association, with the result that it is confidently expected the Interstate Commerce Commission will recommend the adoption of a simple form of bill of lading, which will be merely a receipt for the goods and an undertaking to deliver them safely at destination.

The association's interest in the subject of technical education is steadily increasing. The further the matter is studied the more convinced are the members of the association that it is one of the biggest problems before them to-day. It would appear from the answer given by Sir Wilfrid Laurier to the deputation from the Toronto Reform Association, who waited upon him, that the desired commission of enquiry cannot be appointed by the Dominion Government unless the proposition has the endorsement of all the provinces. The association is now taking steps to secure the acquiescence of the provincial premiers to its request

On the recommendation of the Reception and Membership Committee, the December meeting will be held in Ottawa, to be followed by a dinner in the evening, to which a number of prominent speakers from public life will be invited.

It is the intention of the association to arrange for a series of dinners during the coming Winter in the larger towns and cities throughout the country.

The annual meeting of the association for 1908 will be held in Montreal.



Circle 30-in. Diameter, Nickel or Oxidized.

This Giant Rack for 30 days $10.00

There is no doubt about the quality and fine finish of our

Fixtures and Wax Heads.

Give us a trial now Catalogue on Request

Delfosse & Co.

Canada's Greatest Fixture House

5 Hermine St., - MONTREAL



Signs easy made with

DAVIS' AUTO SHADING PENS

One set of six widths, two colors of ink with Alphabets, sent post paid for $1.00. Descriptive circular free.

T. C. DAVIS, Decatur, Illinois

INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage and showing him examples of fine work. A subscription costs $2 per annum. Write for a sample copy and subscription blank.

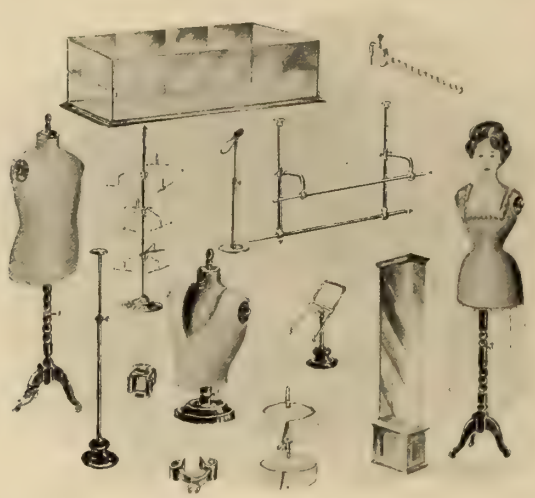
THE CANADIAN PRINTER AND PUBLISHER

Montreal Toronto Winnipeg

HARRIS & SHELDON LTD

THE ACTUAL MAKERS OF STORE FITTINGS OF EVERY DESCRIPTION

ILLUSTRATED CATALOGUE MAILED FREE ON APPLICATION



ENGLISH BRANCHES

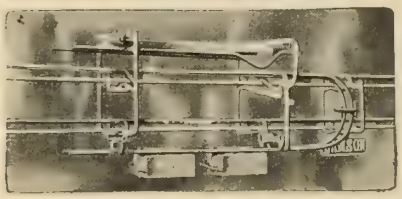
LONDON
70 Wood St.
MANCHESTER:
38 Thomas St.
GLASGOW:
71 Queen St.
DUBLIN:
15 Wicklow St.

DEPOTS

CAPE TOWN:
94 Hout St.
JOHANNESBURG:
102 Fox St.
BERLIN:
40 Krausenstrasse

SHOPFITTERS, BIRMINGHAM.

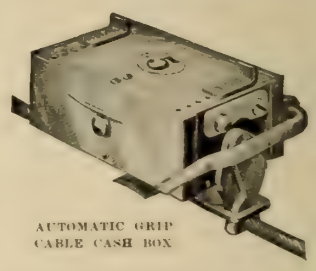
ENGLAND



SALES STATION

LAMSON PERFECTION CABLE CASH CARRIER

A modern cash centralizer for **QUICK SERVICE** in active stores. Unites all floors with cash desk, which may be located anywhere. Plans and estimates free of charge. Ask for booklet N. 1.



AUTOMATIC GRIP CABLE CASH BOX

LAMSON CONSOLIDATED STORE SERVICE CO.

126 WELLINGTON ST. WEST, - - TORONTO, ONTARIO

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

Did You Ever Buy Cardboard for Making Show Cards?

Did you ever realize what a job it is to make good-looking up-to-date signs on cardboard? We are in a position to furnish the complete signs, delivered to you (charges prepaid), at the prices you have heretofore paid for the cardboard. We established this business in 1898 and now have customers in all parts of this country as well as Canada. Are you one of them? If not, you will want to know something about us and our cards, therefore we have arranged to send you 8 signs, 11 x 7 inches (all different), specially made up for your business, and our large **Sign Book** (with nearly 300 photographic illustrations), post paid for 25 cents (coin preferred). We are offering to mail you these cards at actual cost of postage and packing, so you may see their value.



The **Sign Book** (the only one of its kind ever published) alone is worth more than this amount to any business man, and we know you could not duplicate the equal of this offer from any other concern for several times the amount we ask of you. We will also allow you to deduct the 25 cents from your first order. Thereby you will receive this sample order entirely **Free.** Please remember that these cards are specially made up for your business, and you may have exclusive use of same in your city if you answer at once.

All cards mailed same day order is received. If we have the pleasure of serving you once, you will place more business with us.

H. Habben & Co.,

340 Chestnut Street, - - - St. Louis, Mo.

Below are copies of voluntary letters of praise such as are being sent us almost every day.

"Signs received to day. They are all right."—Commercial Bank, Longmont, Colo.
"Are very well pleased with the cards, which are very effective."—Bank of Ybor City, Tampa, Florida.



Kandy Kitchen, Guelph, Ont.

Illustrating

Confectionery Store magnificently lighted right to the very rear with

Luxfer Prisms

in front transom.

See Us

This is the way to show goods to advantage—that is, in a Clear White Light.

Luxfer Prism Co., Ltd., 100 King St. W., Toronto

"DO NOT MOVE"



If you need more room, simply build your shelving to ceiling, which you can conveniently utilize by installing a system of the

Milbradt

Rolling Step Ladders

They cost but little and enable you to utilize space now vacant.
Save your goods and fixtures.
Save time and clerk hire.
Add to the beauty of your store.
We make ladders to order and to fit any shelf arrangement. A fully illustrated catalogue will be sent on request.

Milbradt MFG CO.
1450 N. 8th St.
St. Louis, Mo., U.S.A.



No. 93 T L

WORTHY WAX——

ONLY KIND WORTH WHILE.

Inferior Figures are an Abomination.
They Mar Effect of the Smartest Display.

We are supplying many of the best trade in Canada. Why not you?

Write for particulars respecting our life-like magnificent creations in finest grades of wax. Our figures are fashion figures and made for the latest mode models in gowns, suits, fur garments, etc.

Our new catalogue, No. 15L, Window Dressing and Display, will tell you all about our wax goods, in handsome pictures and descriptive text.

Write promptly for full details prices etc. of our mechanical Santa Claus.
A Town Winner—One to a Town

J. R. Palmenberg's Sons,

FACTORY 89 and 91 W. Third St.

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED 1852)

PROFITABLE DISPLAY FIXTURES

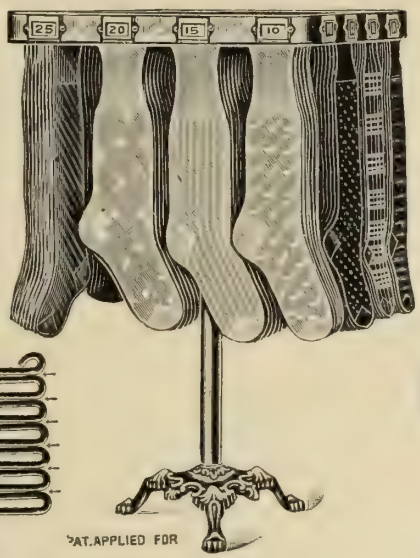
PRACTICAL HOSIERY RACKS

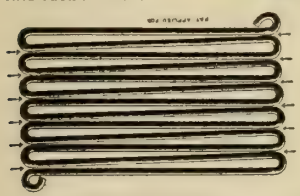
Made of steel, nickel-plated.

Slip the stockings in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.





The Spring

PAT. APPLIED FOR

No. 1 34 ins. high, 16 ins. wide. Has 4 springs. Capacity 72 pairs hose **$5.75**

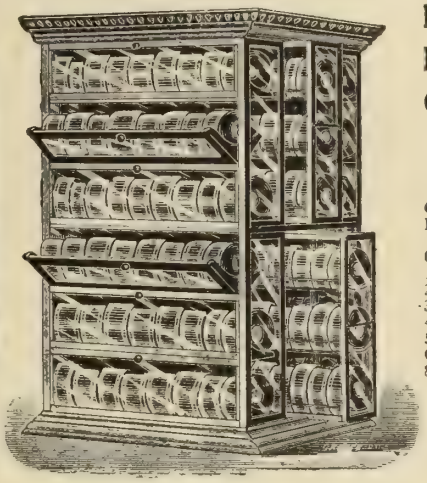
No. 2 34 ins. high, 17 ins. wide. Has 8 springs. Capacity 120 prs. hose **$6.75**

No. 2—Price, $6.75

Sold by the Leading Jobbers of Dry Goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers.



No. 3 Ribbon Cabinet.

Practical Piece Goods Fixtures.

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50

Practical Floor Fixture, height 5 feet. Price.....$7.50

For full description of the practical Display Fixtures send for a Catalogue to the manufacturers.

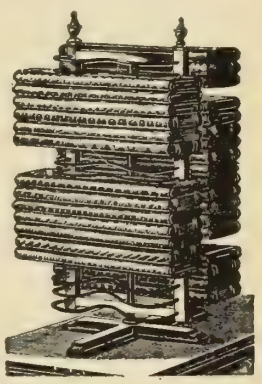
PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¼x14 x26	100	10 00
2	28¼x14 x38	150	13 50
3	28¼x18¾x38	250	18 50
4	28¼x23¼x38	325	23 00
5	28¼x27¼x38	400	26 00
6	28¼x32½x38	475	30 00
8	28¼x42¾x43½	700	42 00

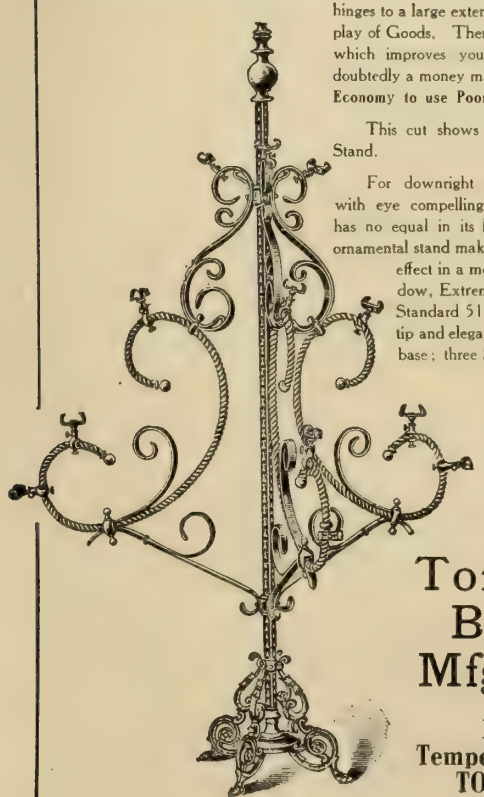
MADE OF OAK

Sold by the leading jobbers of dry goods and notions.



A. N. RUSSELL & SONS CO., Ilion, N. Y., U. S. A.

Success In Business



hinges to a large extent on proper display of Goods. Therefore, any fixture which improves your display is undoubtedly a money maker. It is **False Economy to use Poor Fixtures.**

This cut shows our Scroll Shoe Stand.

For downright utility combined with eye compelling attractiveness, it has no equal in its line. This highly ornamental stand makes a very striking effect in a moderate sized window, Extreme breadth 34-in., Standard 51-in. high; fancy tip and elegant 12-in. Grecian base; three Scroll Arms with 12 Universal Shoe Holders.

Send for Catalogue

Toronto Brass Mfg, Co.

17-21 Temperance St. TORONTO

The Way to Beat Your COMPETITOR

in the fascinating game of business is to excel him in display of goods. In the millinery and costume departments, which offer the widest field for development, the merchant who displays his stock the best gets the cream of the business every time. Hence the great importance of

Life-like Wax Figures

I am the sole manufacturer in Canada of these and other

Business-booming Fixtures

My designs are original and exclusive and my lines so extensive that I can suit every store's requirements.

TELL ME YOUR DISPLAY NEEDS AND LET ME QUOTE YOU A PRICE.

A. S. RICHARDSON

103-105 ONTARIO ST. TORONTO

239 ST. JAMES ST. MONTREAL

Illustrations and Signs

By Craftsman

(Continued from October Issue.)

If you have a design that is printed, drawn or painted in lines or masses of black, red, dark yellow, dark green, brown, medium blue, or gold, you can have an enlarged or reduced photo-engraving made from it without any additional expense. All these colors will photograph black, and it will not be necessary to pay an artist to make a drawing unless you require the engraving in a size which will be out of proportion to the original design, either in length or height.

For instance, if you were drawing a figure standing on green grass, with a yellow coat, red tie, brown pipe, with gold ferrule or trimmings, and a black hat standing against a dull blue background, each of these colors would represent different tones or shades of black if reproduced in a photo-engraving. This simple explanation may prove valuable to any business man if he wishes to know color effects when reproduced in half-tone, and a reference to this article may save much trouble and expense.

Wash Drawings.

Line engravings are made from designs having all of the lines drawn distinctly in individual pen or brush strokes. Wash drawings, however, have the designs painted with a brush in black and white, or brown and white, and the shading and tones washed or blended together with water resembling somewhat the effect of an unfinished photograph before it is burnished. Half-tone engravings are made from wash drawings or photographs.

Tint Paper.

In the illustration given last month, the firecrackers are shaded in beautiful parallel lines. The largest cracker in its original size before reduction, was 1 inch wide and 4 inches high, and the others in proportion. To draw all these lines by hand would require several hours, and they could not be so uniform in distance. The artist buys paper "tinted" with narrow parallel lines. It can be had with lines of various thicknesses and distances apart, being uniform on each sheet, and also with lines having graduated distances between them, besides having the lines gradually thicker, so that when reduced in engraving one end will appear very dark and the other very light. Other tint papers have their entire surface covered with small dots, either all of one size and shade, or graduated in both size and density. These are called stippled backgrounds.

Stippling by hand with pen requires great care and an enormous loss of time, as each dot is made by a separate touch of the pen point. The firecrackers being indicated in outline on the original design, they are copied on tracing paper and transferred to the printed surface of the tint paper, the stems, of course, being omitted These shapes are then cut out with a pair of scissors and pasted in the proper positions over the original drawings, and the stems, curved lines and shadows are then drawn. The white (high light) lines are then painted.

You often see light, uniformly ruled or stippled backgrounds in magazine and newspaper advertisement having either plain white letters or white letters with black outlines across these tinted backgrounds. Such engravings are quickly made by lettering over the tint paper in white and then outlining with black, and the photo-engraver does the rest.

Black lettering, with white outlines, makes another attractive design on these tinted papers.

By cutting out cloud effects from magazine pictures (that is, in line engravings) and lettering on them, some excellent contrasts a reproduced. Other beautiful backgrounds can be originated by using printed cottons, like percale, calico, sleeve linings, and painting in black on these. Only such colors as are mentioned at the beginning of this article should be used, and the engraving will be perfect.

Oilcloth Signs.

The best material for this purpose is plain white. If this is not available the "marble" oilcloth, with white ground, may be used. Stretch your oilcloth on frames measuring at least 42 inches across, unless you want narrower ones. Plan out your sign in miniature on a small piece of paper.

Divide this design into squares by ruling across its face. These squares may be any size you desire, but must represent a reduced scale of the proportion which you require on your oilcloth sign. Suppose you call every half-inch on your paper one foot on your sign. If your paper design is one foot long, your sign would be 24 feet long. If your scale is one inch, the sign would be 12 feet long. Now number the squares on your design, beginning at the left top one. You may stretch as many frames of oilcloth as will conform to the height and width of sign required, and mark out the squares on each with charcoal, colored chalk, or lead pencil. Then number your squares on the oilcloth and you will be surprised how quickly and readily you can insert any letter or part of letter or design exactly when you require it, no matter what section of the sign you are working on. There are several other methods for doing this work, but for non-professionals we feel positive this is the best.

After your color is thoroughly dry you may use a sponge or rag and water to wash off chalk or charcoal marks.

RUSSIA'S COTTON MILLS.

In 1890 there were over 2,000,000 spindles in the Moscow district in Russia. From 1890 to last year, the output of the cotton manufacturing industry rose from 300,000,000 rubles per year to 600,000,000, and the progress made was of the most satisfactory sort.

America will learn with subdued interest of dividends varying from 20 per cent. as an ordinary return, to as much as 80 per cent.

Of late national jealousy and the fact that Russia has largely learned what she has employed them to find out has led to the disappearance of the English foremen, who a few years ago were common in Russian mills.

One other matter in connection with cotton in Russia calls for attention. Most of the raw material comes from America and Egypt. But in Turkestan, Russia has come into possession of a cotton growing country of great possibility. Last year over 350,000 bales came from there, and this is favored by escaping the heavy duty which foreign cotton has to pay. In the near future, probably the greater part of the Russian cotton industry will be supplied with the native raw material.

Some Book-Keeping Points

Learn the Principles that Govern Correct Systems — Who Should Pay Exchange — The Draft System and Its Advantages — Very Useful Information.

By Howard R. Wellington

It is much more important to learn the principles that govern correct systems of bookkeeping, than it is to learn any particular form according to which books should be laid out. Any intelligent man may learn bookkeeping by acquiring the fundamental principles of scientific accounting, and draw up his own forms according to those principles, the idea being that no one set of books and forms is applicable to every business. For this reason a knowledge of the principles and methods that are used by the best bookkeepers in any business will enable anyone to vary the forms so as to apply them to any other business.

In a general way, those forms are best which require the least copying, the fewest entries, the least ruling; which require the books of original entry to be posted direct to the ledger, and in which the journalizing is done by means of ruled columns. The best forms should also facilitate, so far as possible, taking balances and ascertaining losses and gains. If the bookkeeper criticizes his forms on these six lines and finds them satisfactory, while they show all the results that the proprietors wish to ascertain, he may be satisfied with his work. Although the merchant's accounts are his private records, they also partake of the nature of a trust, and should bear evidence of being kept honestly and in good faith.

If errors are made, they should be so corrected as to show the original error, and the reason for its correction. Account books should be so plain and clear as to be understood at once by a stranger who sees them for the first time, and explicit and ample enough for the guidance of an outside party who comes in to take off a statement.

When an error is made in posting, above all things never erase the original amount entirely. Some bookkeepers do this, but it should be avoided, for the reason that if someone is called in to audit the books, no trace of the amount is found, although it can readily be seen that an erasure has taken place, the impression being left that something is wrong. Then again the same bookkeeper who makes the erasure, although familiar with it for a short time, will likely lose track of the instance in time, and become confused as to the cause.

The object of bookkeeping in any establishment is primarily to know the proprietor's financial condition—what he owes, what he owns, and what is due him. If goods are sold, the record should show: (1) That the goods are actually delivered; (2), That the correct charge is made against the buyer; (3) That he receives proper credit when the account is paid. Modern bookkeeping is trying to reach these ends in the shortest possible way, and with the least expenditure of time and labor.

Exchange—Who Should Pay It?

You may say that exchange on drafts and cheques is a small matter anyway, and it really is immaterial who pays it. As a matter of fact, the exchange item in a large house collecting the bulk of its accounts by drafts runs up into the hundreds of thousands. The question is, who should pay the item—the buyer or seller?

The practice, largely in the United States, on drafts to Canada and also to some points across the line, is to add exchange charges to the draft in payment of an account, thus making the receiver or purchaser stand this expense. This seems a reasonable custom, as goods are purchased in a certain city and should be paid for in the funds of the same place. The reason why this plan is not general in our own country is probably on account of the fact that wholesalers find it necessary to adopt some systematic method of collecting accounts, and as the draft system supplies this need, rather than leave accounts outstanding indefinitely, a wholesaler would prefer to stand the exchange on each draft sent out to a customer, and have accounts collected when due.

Of course on a small account, where the goods are sold on a close margin, sometimes there is actually a loss involved, when it is necessary to make a draft for from $8 to $10 and pay exchange. Suppose an article costs $6 and is sold for $7.50, leaving a gross profit of $1.50. The cost of selling would be about 10 per cent., or 75 cents; the inside expense, including stationery, postage and cash discount, on an average about 8 per cent., or 60 cents, and the exchange on draft or cheque in payment of the account to 25 cents, or a net cost of $1.60, with an actual loss on the transaction.

It is hardly fair for a merchant to remit by cheque on his local bank, when the account is a small one, nor is it right that the seller should be obliged to pay exchange on a draft. Of course in a large amount, there is a difference, for the reason that a large account can be put through at practically the same expense.

The Draft System.

Most merchants to-day prefer to settle accounts by draft rather than by cheque or money order remittance. There are a number of reasons why the draft system has become so popular:

First: Because the buyer has no difficulty in looking after his cash discounts, as the seller makes the draft (unless otherwise advised) so as to enable the merchant to take advantage of his cash discounts every time.

Second: Because it saves a great deal of labor in making up remittances of cheques or money orders and mailing the same so as to reach the seller before the cash discount period has expired, for all that is necessary is to sign the draft and keep a record of the amount and due date.

Third: Drafts accepted, and honored at maturity, are a good advertisement for a merchant's credit. Of course we expect some dealers to take exception to this method of settling accounts, but these cases are very rare to-day, and only occur when a merchant is not convenient to a bank, or, in the case of larger houses, a certain day or days are set apart each month as "payment days," when all "passed" accounts are paid by cheque.

A very good plan for keeping a record of all acceptances or notes payable is by the use of a small diary, entering on the due date of each acceptance the amount due and the names of the parties making the draft. The bill must, of course, be recorded in the bill book for posting in the ledger, but the diary will keep the mer-

chant informed from day to day of certain accounts payable becoming due, and preparation can be made several days ahead of time to take care of the paper, rather than have it returned. This small diary may be bought at a very low price and may be used for innumerable purposes as well.

REGAL SHIRT CO.

An Ontario charter has been granted the Regal Shirt Co., Limited, Hamilton, with a capital of $200,000, divided into $100 shares. The object of the company is "to manufacture and deal in clothing and wearing apparel of all descriptions for men, women and children." The incorporators were, Robert B. McGregor and E. Hendery, travelers; Wm. J. Carroll, grocer; Mary H. Carroll, bookkeeper, and James W. Lamoureaux, manufacturer, all of Hamilton.

THE TAYLOR-ANDERSON CO.

An Ontario charter has been granted the Taylor-Anderson Company, Limited, Lucknow, with a capital of $40,000, divided into $100 shares. The object of the company is "to manufacture fine wearing apparel for men and women, and to buy and sell woolens and tailors' trimmings." The incorporators were: John G. Murdock, merchant; John G. Anderson, exporter; David C. Taylor, gentleman; Robert McAlpine, merchant tailor, and George H. Smith, bank manager, all of the village of Lucknow.

The Department Store Buyer

Good Men are in Great Demand—A High Order of Ability Required — Must Take Big Risks in Order to be Successful.

Most patrons of the great department stores overlook the fact that in the head of a particular department the patron is looking upon a graduate merchant.

With the cutting up of the great store into minute divisions, each under its responsible head, the passing customer of the old school is likely to imagine that the cutting up process, with its attendant systematizing, has reduced merchandising to a mere system of routine. A department has its counters and show cases filled with goods. Attending salespeople are at hand to make sales. An overwatching authority in some manner directs the activities of these salesmen, many of whom may be novices at the business. The salesman has his five, ten or twenty feet of floor space to serve, and the exhibiting of the goods asked for by the customer, with the making out of a cash slip and effecting change when the purchase is made, seems to constitute the day's work of the department.

It is forgotten, however, that there are single lines in these great departments which represent as much money invested as was used in stocking one of the old time general stores of a generation ago, that in the choosing of a department manager for such a place as much responsibility is shouldered upon him as fell upon the old-time country merchant who may have had a general line of goods on display and a stock in reserve in a neighboring warehouse. This head of a department in such a house may be only the manager of the department, but his salary of $5 000, $9,000, or $15,000 a year as his department warrants, suggests an income that might have satisfied the old-fashioned merchant owner of a general business.

This salary naturally becomes possible through the turning over of department stock in the course of a year. To buy stock that will sell and to buy it on terms that will insure a profit are points to be observed by this head of the department. He may be the chief buyer for the department, or the department may be such that half a dozen buyers are necessary to keep it going. In any event, however, the responsibilities of the buyer are his and the success of the department rests upon him.

To meet these responsibilities this head of the department needs all the wisdom possible for the merchant. Out of his experience he must know his department needs. If sales of a certain volume are to be anticipated for that department, goods in approximate quantity must be supplied for sale.

This knowledge never can be exact enough. The manager has his sales reports of a season before him. The goods with which his shelves are stocked have been lying before him through a certain period. He makes it a point to observe how they sell. One line may drag, perhaps, and he seeks to know the reason; another line may move actively with the least resistance, for which he seeks the reason, also.

But having these reasons for and against the sales in certain lines, the manager still is without a guide line upon the future.

It is this anticipating the future of trade which calls for the judgment of the merchant. Many things are salable according to the feeling of prosperous conditions. Under the influences of good times many lines will sell, when under reverse conditions they are drugs on the market. It is part of the manager's duty to anticipate the kind of a market which will meet his display and the success of his venture may be determined wholly by an unexpected condition of public confidence.

When the department buyer has decided upon his lines of goods and has gone into the markets for them his knowledge of men no less than his knowledge of goods may avail him. He has the unlimited commission of his house and he is to buy goods in a way to make profits for his employers. His purchases may be delivered to him in thirty days, or he may have to wait a year, two years, or five years for delivery. In the rug departments of some of the great stores it is not uncommon for a buyer to purchase rugs which will not be free of the loom for three to five years. He has found a silk rug of a certain pattern which only one family knows how to make. If he buys that rug he must wait for it, and, waiting for it, there are chances that before it is delivered changes may come in financial affairs that will leave it little in demand.

"The buyer who doesn't take risks never accomplishes anything." is the philosophy of a State street manager and buyer according to Jonas Howard, writing in the Worker's Magazine. "The buyer who doesn't make mistakes is no good, for the reason that he is afraid to risk

anything. He must count upon making his reasonable mistakes, but his successes must overbalance them year after year if he succeeds. And to succeed in the end the manager must be a merchant in the full sense of the term."

With the world for his market place, the buyer's knowledge of men never has been and never will be wide enough. Manufacturers' agents will sell—that is their business. But there are all kinds of manufacturers and agents. If one of them shall be a trickster, anything in the experience of the buyer which will mark that fact to him is an asset as a business man. Any of the arts of the "mixer" which will enable the buyer to lead the seller in his direction for a favoring sale are a buyer's capital.

"Take the buyer in the Chinese markets," said a State street man. "He might have bought goods a hundred years in the United States and be at sea in the yellow kingdom. They tell you the Chinese are honest in filling their contracts, and I suppose they are. But you never know whether the Chinaman is giving you his lowest rate. He feels justified in selling to one man at one price and to another man at another price. He merely delivers the goods at the contract prices, and if the man who has bought at a lower rate than you have chances to be your competitor at home you have a problem on your hands."

In the opinion of this manager the successful buyer is born quite as much as he is made by merchant routine. He must have a head for merchandising. As to where he gets it and how, nobody questions.

"It is a problem of the individual," he says, "and it always will be an individual qualification. I would not know to-day what qualifications to ask for in a buyer. So many men of so many types and temperaments are successful buyers that the idea of choosing a buyer to suit is impossible. I know men as buyers who cannot be honest and open enough; I know others who hug the element of foxiness within them, never dealing squarely if they can avoid it. But when both types are successful, how can you choose?"

"I recall the time we took a young man in here as buyer," said another State street department manager. "It was imagined that he knew his business. He had experience enough in years of service, but even as an assistant he found his knowledge lacking. He came to me one morning, saying, 'I wish you would put me on to this work.' When I told him there wasn't a man living who could do that, I'm sure he felt that I had given him a slap in the face. But it was truth, and he knows it now.

"We are growing men right here for such positions. If the man won't grow there is nothing more to be said or done. The opportunity is here and his chances for mastering the knowledge of the merchant are on every side. When a young man asks me a question about the business which I am unable to answer it always attracts my attention to him. There's something he wants to know and I am unable to tell him. But I find out for him, and in answering the question for him I am answering it for myself. The whole department is benefited in this manner."—New York Commercial.

CANDIDATE FOR PRESIDENT D.C.T.A

Although nomination of officers of the Dominion Commercial Travelers' Association, with headquarters at Montreal, does not take place until November 9, and the elections during the first week in December, rumors are going the rounds concerning the probable candidates for the principal offices of this strong organization. One of the most persistent is to the effect that the numerous friends of R. C. Wilkins, the "I Crow" overall manufacturer Montreal, have slated him as a candidate for the presidency.

As Mr. Wilkins is one of the oldest members of the association and has held important offices, this is not at all surprising. He has been a member of the association for 26 years, and his faithfulness may be judged by the fact that during that time he has missed but one annual meeting and banquet. He has served two years on the Board of Directors, and was elected twice by acclamation as treasurer, an office held for two years.

He has well fulfilled his duties to the organization, and undoubtedly would make an enthusiastic president. Since he is living in Montreal he seems peculiarly well fitted for the office. He is a member of the Executive Council of the Canadian Manufacturers' Association, and also a member of the Montreal Board of Trade.

DO YOU WANT A NEW CUSTOMER?

A family resident in the United States are looking for some place to locate a summer home, and have asked the MacLean newspapers for advice. They want, they say, one in which they can live from May to November, preferably in Canada, near a lake, if possible, and within easy reach of good trout fishing, not nearer to a post office and telegraph station than twelve miles, nor farther than forty, not too far north to prevent the raising of vegetables for their own use. If they could find trout, partridge or pheasants and deer, elk or moose, each in its own season, so much the better. They desire to build a comfortable log house, and would need one for the man and his wife whom they would leave there the year round. The family is well known and highly respected in the public and social life in the United States, and in Great Britain, where they at one time had a temporary residence. Being also wealthy, they would become valuable customers for the retail trade in any locality where they may decide to settle. If any of our readers or Boards of Trade have a place that fills the requirements described above, will they kindly send particulars to the editor for transmission.

BUSINESS MEN FROM FRANCE.

Hon. L. P. Brodeur, Minister of Marine and Fisheries, has returned to Ottawa after a six months' leave of absence in Europe, with Hon. Mr. Fielding, conducting negotiations with the French Government for a new commercial treaty. As announced, the treaty has been signed and Hon. Mr. Brodeur, while unable to discuss the details before it is laid before the French and Canadian chambers, is sanguine that under it there will be a large commerce development between Canada and France.

Mr. Brodeur states that the Dominion is becoming better known in France, and that country has considerable respect for the manner in which Canadian advantages are advertised at international exhibitions, and for the manner in which Canadian products are marketed abroad. As an indication of the increasing interest which Frenchmen take in Canada, Mr. Brodeur stated that "Le Comite Republican du Commerce, de l'Industrie et de l'Agriculture," which is similar to the united chambers of commerce of Canada, will visit Canada next Summer. Last Summer the meeting was held in London during the time the Colonial Conference was going on and there were a hundred and fifty French representatives in London. Mr. Brodeur states that there will be as many representatives visit Canada next Summer. They will not only visit Montreal, but western Canada as well

Winning Comb Lines for the Holidays

WE SET THE PACE IN COMB STYLES

Never before have we had such an excellent showing of Combs for the holiday trade.

WE SET THE PACE IN COMB STYLES

¶ Bright, new styles and snappy designs that will boom your comb trade make up the range.

¶ Authoritative styles in high-back and initial combs that will show you what is to be worn.



Spanish back comb, scroll design, six patterns. The greatest 25c. comb ever shown in Canada.

The line is broad enough to please all.



Spanish back, scroll design, hand carved, inlaid with high-grade Rhine stones. Retails for $3.00.

We also have a complete line in the above style combs to retail at 50c., 75c., $1.00 and $1.50 each.

If your jobber can't supply you write us direct.

R. B. McComiskey & Co.

THE OLDEST ESTABLISHED COMB FACTORY IN CANADA

GRANBY, P. Q.

Our Samples are shown in Winnipeg by
DIECKERHOFF, RAFFLOER & COMPANY, of Canada, Limited

Fancy Goods and Notions

Every dry goods store carries some notions, for the community cannot get along without a certain number of articles that come under this head—needles, pins, etc. As a matter of fact, too many merchants despise the small things. Five and ten cent articles, they argue, in effect, if not in fact, are not worth bothering about.

Do you ever size up the fact that you get a very good rate of profit from notions, better, in fact, than from some lines that you think of much greater importance and go to a great deal of trouble over? Do you ever realize that there are stores which make a fat living solely by selling 5c. and 10c. articles, the greater number of which are straight dry goods notions?

The man who started the first chain of ten cent stores realized that here was a line that was, comparatively speaking, neglected by the majority of retail merchants. It is really out of notions, and by applying modern selling methods to their distribution, that the 10c. man makes his profit, and just in the same manner, but not, perhaps, on such a large scale, can the dry goods merchant make his notion department a big money-maker.

Indications are that trade in the fancy goods section in retail establishments will be bigger than ever, in spite of the tight money situation. Preparations, at retail, are at present being made for the holiday trade. These preparations include the stocking of all lines of ladies' fancy leather goods, belts, leather bags, mesh bags, buckles, combs and Japanese fancy goods. Just now deliveries for holiday trade are coming along promptly and window displays will be in order shortly.

Leather Bags in Demand.

The trade in leather bags is active at present. It is expected to improve as Christmas draws near. A popular style shown is the regular bag shape with metal frame. The college, and also a large variety of vanity also finger-strap bags are to the fore. Fancy colors are not selling as well as formerly. The demand seems to be running on staple shades. Various grained leathers, such as morocco, seal and walrus, and also genuine morocco, seal, walrus, alligator and pig skin are shown in large variety. In novelty leathers velvet seal and velvet morocco are now strong favorites. The puffed alligator bag is also selling well. In very expensive lines the hornback alligator bag, made from the whole skin, heads and claws, are shown in one or two cases for the holiday trade. These bags, outside of being exceptionally pretty, are shown in useful shapes, and will retain their appearance indefinitely. They retail as high as $37.

The demand for mesh bags is only fair at the moment. The styles shown are gunmetal, gilt and silver. Retailers' price is from $1.50 to $10.

Buckles Active.

Buckles are selling better this Fall than ever. A lot of oriental effects, reproduced in the United States, are now finding favor here. There is also quite a feeling for cut steel buckles in which many effective designs are shown.

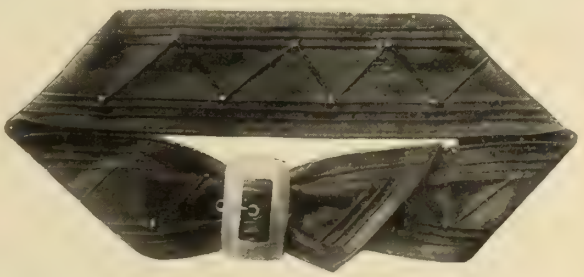
The Belt Trade.

An exceptionally good season in the belt trade is expected, especially in elastic trimmed with cut steel, as of late the plain leather belt has been largely worn and the public is now looking forward to something with more effect. The silk belt is coming into favor again. Some very pretty effects are shown. All kinds of leather belts will be strong. The soft, crushed styles are favored in staple shades.

The Fluffy Ruffle belt, while some time on the market, is still in good demand. This is a plain belt with, usually, five metal pieces at intervals, running from end to end. The two-inch width seems to have preference at the moment.

Comb Styles.

The comb trade continues a prosperous one with demand active on the better quality lines. Not so long ago it was the 25c. comb that the trade banked upon, whereas now it is the 50c., 75c. and the $1.00 combs that are the sellers. Nor is there any great persuasion necessary to sell attractive goods at higher prices. This is a fact that can be most strongly pressed when holiday buying is in progress, and merchants will do well to make a strong feature of these better lines. The brilliant-set comb will prove a good seller, also the plain and carved highback comb. There is also quite a feeling for cut steel. Engraved and plain combs, with brilliant mountings, are well to the front. Combs with carved jet tops are also to the fore.



Corded Gilt-Studded Leather Belt, with Pearl Buckle. Shown by Rhys. D. Fairbairn.

Among the novelties shown for the holiday trade, the high Spanish back comb is meeting with success. There is also quite a feeling for cut steel ornaments and initial combs. The holder comb is rapidly coming into prominence. The blacks are having an increased sale. Celuloid combs, with celluloid mountings, are among the novelties for Christmas.

The Fluffy Ruffle comb is also a novelty in the popular priced goods. This easily retails at 50c.

Japanese Fancy Goods.

Japanese fancy goods for the holiday trade are numerous. All lines are active. Initial orders are coming in, and everything is running smoothly. All lines, including lacquer ware, antimony novelties, fancy baskets, and tea sets are to the fore. A merchant cannot go wrong in handling this line of goods.



Japanese Holiday Goods

JAPANESE WARES ARE PROFITABLE TRADE BRINGING HOLIDAY LINES. A LARGE STOCK OF XMAS LINES READY FOR IMMEDIATE SHIPMENT.

Fancy Lacquered Boxes, and Baskets — **Chinaware**

PRICES RIGHT

THE CHINA AND JAPAN SILK CO., LIMITED

Desbarats Building Beaver Hall Hill, Montreal

Canada—Montreal, Toronto — Japan—Yokohama, Kobe — China—Shanghai, Hong Kong

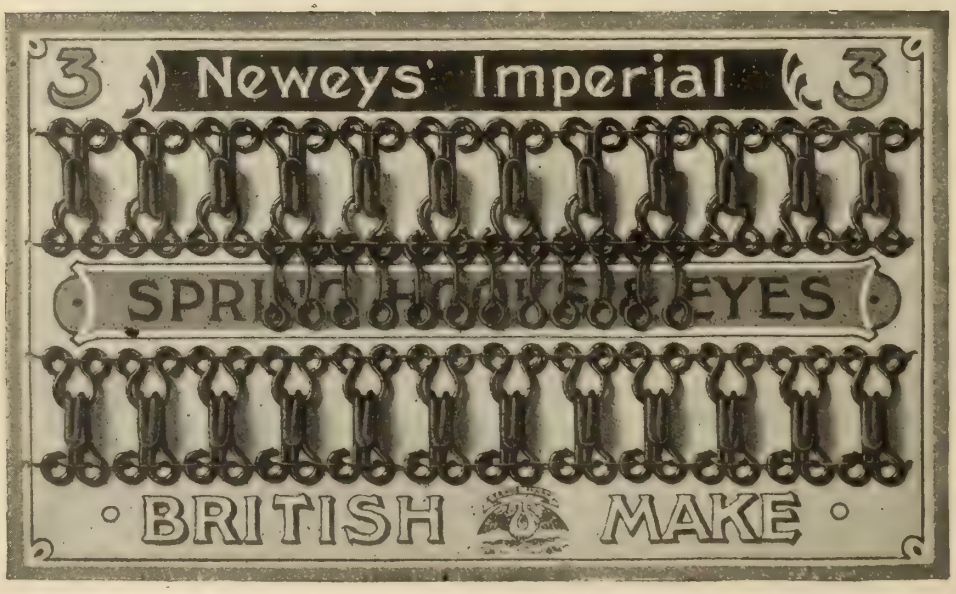
ANTIMONY WARE
BAMBOO
BASKET
CHINA
MATTINGS

BRONZES
BRUSHES
IVORIES
SCREENS

BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

NEWEY'S SPRING HOOKS & EYES.

IMPERIAL QUALITY





Made in 5 sizes, black and white.
A Centre Spring Hook with a Swan Bill.
Made from hard drawn Brass Wire.
Beautifully finished and Machine carded.
Each card has one dozen extra loops.

OUR NAME IS A GUARANTEE OF EXCELLENCE. Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS. & CO., *Brearley St.*, BIRMINGHAM

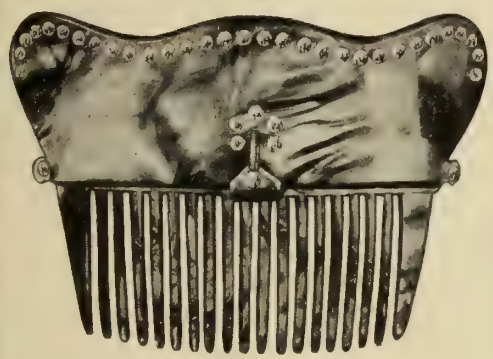
You Can't Lose It!

IT HAS COME TO STAY!

The

"Frechette"

Comb



Showing a "Frechette" Comb and Holder.



Showing the Holder that does the work.

A Snappy Seller for the Xmas Trade.

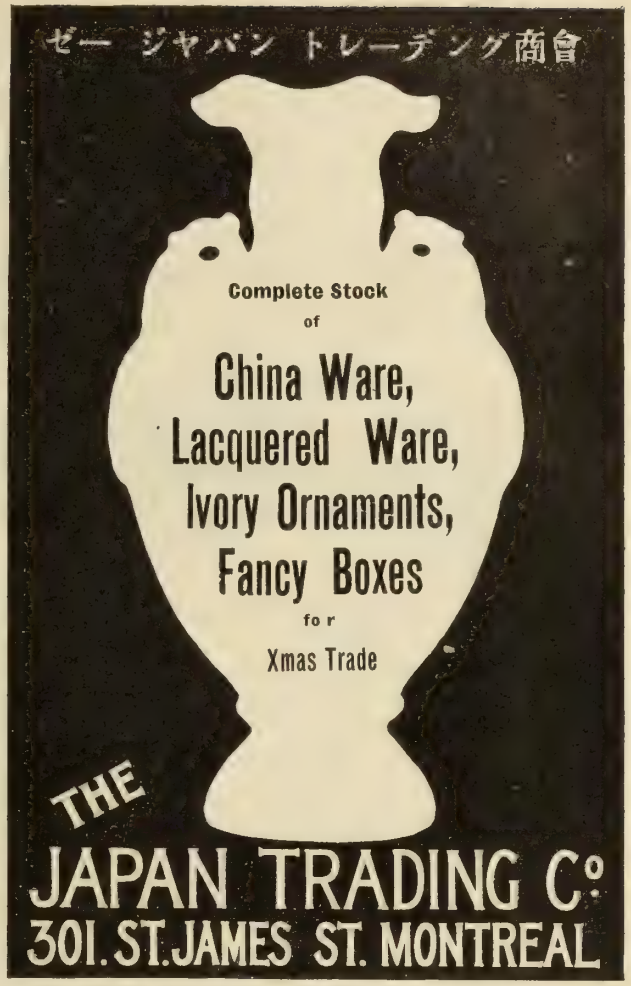
¶ The "Frechette" Patent Comb, made in all styles, to retail from 50c. to $5.00, will win every woman's attention.

¶ A long list of good merchants believe they cannot afford to do without the "Frechette" Comb.

Samples if you say so. Your jobber has or can get the line.

The Granby Mfg. Co.

Granby, Que.



A PERFECT MARCEL WAVE!

THE MAGIC CURLER

waves and curls the hair in 10 or 15 minutes, without heat, while you are dressing or travelling.



This hair was waved in 10 minutes without heat by the MAGIC CURLER.

Curling irons burn the hair, and are dangerous. Other curlers take all day or night to do their work and are therefore never ready when wanted.

PER LARGE CARD (5 CURLERS ON CARD) 25 CENTS.

THE MAGIC CURLER CO., - Philadelphia

CANADIAN FACTORY: TORONTO

SOLE AGENTS:

DIECKERHOFF, RAFFLOER & CO., of Canada, Limited

TORONTO, MONTREAL, WINNIPEG

The Latest Shapes in

NON-COLLAPSO HAIR FRAMES

"Patent"

This Label is on Every Box



are specially adapted to meet the requirements of all the "UP-TO-DATE" Coiffures, and at the same they conform to, and aid the smart appearance of the coming Parisian millinery.



"THE GIBSON"

NEW NUMBERS

"THE LATEST," covered with fine invisible net.
"TORPEDO," " " " " "
"POMPADOUR," " " " " "
"PRINCESS," " " " " "
"COUNTESS," " " " " "

One Dozen Assorted Shades in Each Box.

PRICES AND PARTICULARS ON APPLICATION TO

BURTON DIXON,
301 St. James Street,
MONTREAL

SOLE MANUFACTURERS AND PATENTEES:

BURNET AND TEMPLE,
FITCHETT'S COURT,
LONDON, E.C.,
ENGLAND

WM. LIDDELL & CO., Ltd.

BELFAST

CHRISTMAS LINENS

Complete new range of Samples

DAMASK CLOTHS and NAPKINS

IRISH HAND EMBROIDERED

D'Oylies,
Bureau Scarfs,
Bed Spreads,
Shams,
Sheets,
Pillow Cases,
Afternoon Tea and
Dinner Sets, etc.

☛ASK FOR LINEN EXHIBIT

R. H. COSBIE

30 W. Wellington Street, - - TORONTO

IRISH LINEN AGENCY

To Drapers and Outfitters

HAS IT EVER OCCURRED TO YOU that you would save time and money by placing your orders in the hands of a competent buyer in London, who, being on the spot and in close touch with all the leading manufacturing and wholesale houses, is in a position to buy the most up-to-date goods at the closest market prices, and to keep you supplied with the latest samples? This, in a business where the fashions are ever changing, is of the utmost importance and the commission paid for the execution of your orders must be saved many times over.

All indents placed through me receive my personal attention, and having had many years' experience in buying Dry Goods for the Colonies, and having a competent staff well versed in shipping, I can despatch goods with utmost promptitude.

Highest Bankers' and Commercial References.

T. W. BESTALL, Export Shipping Merchant
12, 14 and 16 Tenter Street
LONDON, E. C. - - ENGLAND

YOU MAKE YOUR MONEY

when you **buy** your goods.

It is therefore important that you buy in the **best** market.

If you do not visit Great Britain, you cannot possibly know the best channels through which to buy, unless you have expert buying agents in London acting for you.

We make purchases on commission terms for many leading colonial houses, and we know the best source of supply for all kinds of dry goods. Our twenty years' experience should be useful to you. We shall be glad to correspond with you on the subject.

MACKINLAY & CO. 2 Coleman St. E.C. London, England.

Among the Retail Associations

Secretary of the Ontario Organization says Retail Merchants have been the Softest Class of Men in the Country—Chatham Merchants Make a Good Move.

At the annual banquet of the Galt Retail Merchants' Association, Secretary Trowern, of the Ontario Association, was one of the speakers. He said that the retail merchants had been organized only a short time, but the membership had become very strong. It is strong enough to occupy a prominent place in Canadian affairs.

The retail merchants, Mr. Trowern continued, were paying the largest amount of taxes in the Dominion; they were the largest commercial body; owned more premises; employed more clerks; owned more horses; used more light, etc., than any other class in Canada. Yet in the past they had been the softest lot of men on the face of the earth, pulled here and there by everybody. In Montreal a tax was being placed on retail merchants, when someone suggested that it was too high, only to bring forth the remark that the merchants were the easiest to collect from. And such was really the case. The farmers, who are organized, go to Ottawa and demand certain legislation and they get it, so do the manufacturers and the labor men, simply because of organization. The retail merchants had not been getting anything simply because they had not asked for it. There was a live department of labor at Ottawa and yet the department of commerce was as dead as a herring. The department of agriculture was very much alive, all because those interested had got busy and made their demands in one body. The retail merchants must wake up and realize their importance. The association stood for all that was fair and right in retail commerce. Yet how were they to get retail laws if there was no organized body to present their claims to the Legislature. The Mayor of Galt was a good man in the right place, and yet his was one of the most thoroughly organized professions. If anyone elected men to office, it was the merchants. They stood behind their counters and met hundreds of people every day, and thus had an opportunity of boosting or knocking any candidate. What did the majority of the members of parliament know about retail commerce? It was the duty of the association to be in a position to lay before their representatives their claims in a clear manner, and then request them to see that they were justly treated. They could get nothing by going to parliament alone. The plan of the association was that if the merchants of Galt had an idea that certain legislation would be beneficial they should get together and send their plan to headquarters. If it was feasible it would be passed along to all the associations and eventually brought before Parliament backed by such a number of merchants that action would have to be taken. Last year all bills coming before Parliament had been carefully looked over at the headquarters of the association and several had been found that were detrimental to retail commerce. A strong deputation was at once sent to Ottawa, and succeeded in having these bills amended so as to be acceptable. One of the bills they had succeeded in having laid over was the Co-operative Societies Bill, which, if it became law, would surely ruin trade in Canada. The bill was coming up again next session, and he wanted every member of the association to write a personal letter to his representative in Parliament, opposing the bill, and in fact take such a decided stand that the bill would be thrown out for all time.

Mr. Trowern pointed to several reforms that the association was trying to secure, among them being the abolishment of the present system of inspection of weights and measures, whereby a merchant had to pay for having his scales and weights tested. He thought the cost should be born by the Government. Another reform desired was a law whereby merchants could collect their small accounts without spending the amount of the account or more in law costs.

Canada and Australia

Application of Canadian Government for Suspension of New Duties on Goods in Transit Refused.

D. H. Ross, Canadian commercial agent, writes from Melbourne, as follows: "Late on Aug. 8, the proposed new Australian tariff was introduced into the Commonwealth Parliament, and the new duties came into operation the following day. The Department of Trade and Commerce, Ottawa, was promptly notified by cable of the principal increases in the duties in so far as they affected leading lines of Canadian exports to Australia. The tariff has been under parliamentary debate for about 10 days, but so far the review of the items has not been commenced. There are 444 items which—in many instances—are sub-divided under half a dozen or more headings. Ales, wines, spirits and tobaccos are responsible for 26 items, and free goods—unimportant to Canada—comprise a fair number of items. It is anticipated that it will take at least two to three months before the tariff will be finally settled.

Application for Suspension of Duties.

"Strong representations were made by the Canadian Government in requesting the Australian Government to suspend the operation of the new duties until such time as the goods in transit—when the new tariff was introduced—could be admitted under the old rates. Practically the same request was made by the British Government in regard to goods in transit from the United Kingdom, but, in both cases, the consideration asked for was refused. The Acting Prime Minister of the Commonwealth gave as his reason for declining the requests made by the British and Canadian Governments, that it was contrary to the precedent established by the Australian colonies prior to federation and followed when the first Commonwealth tariff came into operation.

Higher Customs Duties.

"Duties in the proposed Australian tariff now in operation—are in many cases doubled in comparison with previous rates. The schedule has many items varying from 30 to 45 per cent., and these duties are really higher than superficially expressed for the reason that the 10 per cent. is added to the invoiced value of the goods before the duty is computed thereon. Thus the Australian tariff rate of 5 per cent. becomes 5½ per cent. net, 7½ per cent. becomes 8¼ per cent., 10 per cent. becomes 11 per cent., 12½ per cent. becomes 13¾ per cent., 15 per cent.

becomes 16½ per cent., 17½ per cent. becomes 19¼ per cent., 20 per cent. becomes 22 per cent., 25 per cent. becomes 27½ per cent., 27½ per cent. becomes 30¼ per cent., 30 per cent. becomes 33 per cent., 35 per cent. becomes 38½ per cent., 40 per cent. becomes 44 per cent., 45 per cent. becomes 49½ per cent., 50 per cent. becomes 55 per cent. net.

Incidence of the Tariff on Canadian Coods.

"It is a remarkable fact that the duties proposed under the new customs tariff—and in the meantime in operation—are particularly heavy upon the principal lines of Canadian exports to Australia. The following examples may be quoted:

	General Tariff. Per cent.	Preferential Tariff U.K. Goods. Per cent.
Apparel and attire—wool or silk...	45	40
Apparel and attire—n.e.i.....	40	35
Apparel and attire—sundries.....	30	25
Denims—striped and fancy	35	30
Denims and Dungaree, n.e.i.....	10	5
Cotton piece goods, n.e.i.....	10	5
Wallpaper	20	15

Canadian Manufacturers and Exporters Criticized.

"As a result of several recent interviews with Melbourne importers of Canadian goods, I regret to report just grounds for the revival of the old complaint that manufacturers and exporters in the Dominion—some in a large way of business—are not extending due consideration to correspondence and orders received from distant Australia. One importer contrasted the replies received from United States and Canadian manufacturers when approached for information as to the lines they have to export. The former almost invariably sends catalogues and export (f.o.b.) prices of the goods he has to sell, whilst the Canadian frequently asks for further particulars of the inquirer's wants. This latter course is not appreciated for the following reasons:

(a) It is well known that both United States and Canadian manufacturers look upon export trade as an outlet for their surplus production of lines for which they already have a home market. If other sizes or descriptions are asked for, either high prices are demanded, or such a minimum quantity stipulated that business is frequently impracticable.

(b) The delay in obtaining definite information on which orders could be placed. Frequently a firm desires information in order to make up indent for seasonable goods, and write say nine months before the goods are wanted here. The reply asking for further particulars reaches him in say three months, and another two or three months must elapse before the second reply with prices reaches Australia. Thus only four months are left for the ordering, manufacturing and delivery here, which would rarely suffice to bring the goods in time for the season.

Slow Deliveries of Canadian Goods.

"The very slow delivery of orders placed with Canadian manufacturers is operating seriously against the development of trade with Australia. I am aware of orders having been sent from Melbourne to Canada in June, 1906, and no advices have yet been received that the goods are shipped. There are numbers of instances of indents accepted by manufacturers 9 to 10 months ago that were not, at latest advices, executed. Australian buyers may be obliged to accept delivery when the goods arrive, but they decline to send repeat orders on account of the uncertainty of delivery.

Cancellation of Indents for Canadian Goods.

"Several instances have been brought under my notice of Canadian manufacturers repudiating business contracts, obviously on account of an increase in demand and higher rates ruling elsewhere. Upon the basis of their own quotations some manufacturers notified Australian importers of their acceptance of orders, and the buyers, after anticipating the arrival of the goods from month to month, simply received a notification that the orders could not be filled at the prices upon which the orders were in the first instance accepted. Such treatment is most reprehensible as it reflects upon the good name of all Canadian exporters, who are endeavoring to secure a larger share of the Australian trade."

OLD COUNTRY COTTON MEN HERE.

The various branches of the Canadian Manufacturers' Association have made arrangements for the reception and entertainment of a party of English cotton spinners now touring the cotton growing and manufacturing districts of the United States.

Quebec, Oct 7, 1907.

The Dry Goods Review,
Toronto, Ont.:

Dear Sirs,—Enclosed please find $2 for subscription to The Review. We have heard a great deal of your paper lately, and we are sorry not to have received a copy, as we would have sent in our subscription long ago.

Yours truly,
L'Heureux & Gauoin.

TO ADVERTISE SIMCOE.

The Simcoe organization has appointed a "Boom Committee," whose duty it will be to advertise the town as a favorable location for manufacturers. The sum of $467 has been subscribed toward the scheme, and this amount will likely be supplemented by a grant from the City Council, which body may take over the plan and work it out.

THE WORLD'S GREATEST BUILDING.

In the new 49-storey Singer building at New York there wil be many uncommon features for the comfort of tenants. In every office will be installed an individual suction air brush, connected with the vacuum cleaning system, by means of which dust may be removed in an easy and sanitary manner from one's hat and clothing. Fifteen thousand incandescent electric lights, sufficient, engineers say, to light a town of 25,000 inhabitants, will illuminate the rooms and hallways for late office workers. Every floor of the building will be readily and quickly accessible by means of sixteen newly-designed electric traction elevators, each having a speed of 600 feet per minute, and of the safest type known to the ablest engineers of to-day.

An Eye to the Main Chance

is one of the first qualifications for business success. And the Dry Goods man who stocks

"Hygeian"
REGISTERED
UNDERWEAR

shows that he possesses it. To begin with, the fine finish and elegant appearance of Hygeian Brand attracts the attention of the best class of customers. It sells quickly—but that isn't all. When the customer has worn it and washed it, and finds that it retains its elasticity, its perfect fit and its delightfully soft texture, she is

pleased with the purchase

and tells everyone she knows what a bargain she has made. That's the way your underwear business booms when you stock "Hygeian" Brand.

EAGLE KNITTING CO., Ltd.

Hamilton, - Canada

Don't let your stock of "Hygeian" Waists run low.



No Underwear equals it for elasticity, quality, fit, finish or durability.

Remember that we are sole makers of genuine Spring Needle Ribbed Underwear in Canada.

When you show a customer the wonderful *elasticity feature* of

Ellis
Spring Needle Ribbed
Underwear

you may be sure the all 'round good quality, fit and finish will also be appreciated.

The Ellis Manufacturing Co., Ltd.
HAMILTON, ONT.

MONYPENNY BROS. & CO., Toronto and Montreal, Selling Agents.

Crescent Brand
Hosiery and Underwear

S. Lennard & Sons
DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.
Empire Bldg., Wellington St. W. TORONTO, ONT.

"Craftana."



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.** MONTREAL and TORONTO

Manufactured by **W. RAVEN & CO., Ltd.** Leicester, Eng.





These Garments are manufactured by

The

Monarch Knitting Co.

DUNNVILLE, ONTARIO

MAKERS OF FANCY KNIT GOODS

Splendid Profits for you in these lines.





Knitted Goods

Hosiery
Underwear
Colfers

Fall Underwear Situation

Retailers have Only Just Received Stocks—No Deceiving the Public as to the Nature of the Advances.

There has been some complaint about the tardy manner in which deliveries have been made, and it is only in the past week or so that the retail trade has been in possession of its full Fall line. This complaint is safe to be more or less heard all through the Fall and Winter season, as the mills are sold up to their capacity. The difficulties experienced in obtaining the necessary skilled labor is also a retarding factor, and labor troubles threaten, with some mills, to lessen the season's production. A continuance for a time of the present open weather would be a help to the manufacturing end of the trade.

The retail trade is now in possession of a full line of Fall goods. Notwithstanding the fact that the advances are very apparent, this has had no appreciable effect upon counter sales. Though there is no particular rush, a steady and increasing business is in progress. Window displays of both men's and women's knitted underwear have been made a feature of the month, and there has also been a sprinkling of more or less genuine bargain events advertised to set goods moving in this department.

Though standard prices are maintained by most of the retail firms, when qualities come to be examined the heavy price advances are very apparent. Not only have weights suffered, but the admixture of cotton is greater in union goods. More heavy cotton garments are shown in the lower lines.

There is no disguising the fact from the buying public that values are not the same as they were a year ago. The poorest shopper must be aware of the fact. Therefore the wise merchant will make a virtue of necessity, take the public into his confidence, and state plainly the situation. Not only will he do this in his advertising matter, but he will supply his selling staff with the necessary talking points. This is a thing that many buyers and merchants never seem to think of doing. Consequently the salespeople are not able to handle the situation effectively. Some of them don't know and don't care, and give only a vacant stare, when asked for reasons, while others are embarrassed, and get out as well as possible without making any definite statement. There is no danger in telling the truth regarding the situation, for all buyers are in the same box. Possibly, here and there, a merchant may have some carried-over stock, and may be using this stuff as a lead. Such a condition supplies, however, only an incident. The man who tells the truth of the situation and states plainly that his garments are not as good for the money as last year, and who gives truthful and convincing reasons why, is the one who is going to retain the confidence of his clientele. There is nothing to be gained by shouting bargains and values that cannot be given.

Fancy Knit Goods

Good Business to be Done on These Lines During Holiday Season — Infants' and Sporting Goods Brisk Sellers.

The merchant who does not provide a selection of novelties in this department is neglecting a profitable opportunity, as these goods always sell well at this season of the year.

Infants' goods—little jackets, boottees, gaiters, mitts, etc.—are particularly good articles to feature. They make dainty and at the same time useful and acceptable presents.

Now that the season of Winter sports is at hand, sweaters, wool jackets, etc., are sure to be sellers. A novelty that will appeal to many is the new knitted pony coat. This handsome garment is shaped on exactly the same lines as the popular cloth coat that goes by this name, and comes in a variety of fancy stitches that are difficult to tell from hand work.

There is a variety of other interesting lines, such as toques, vests, protectors, knitted skirts, etc.

Hosiery

No Particular Rush, But Steady Retail Selling in Progress—Big Demand for Fancy Hose.

Steady selling is in progress in the hosiery departments of the retail stores, and the effects of this selling are already becoming evident in the jobbing houses. There is some complaint by the latter about the way in which deliveries are made, but it is conceded that manufacturers are doing their utmost to ship goods on time. Though qualities are decidedly poor, there is little kick on that account as under present conditions this is regarded as unavoidable.

Blacks, for street wear, are in the lead, and there is a good inquiry for tans in the city stores, as tan footwear is certain to be a factor in the Fall and early Win-

ter's trade. There is also sure to be a big demand for tans and browns with the advent of early Spring.

For house and evening wear, colors and weights in hosiery are practically the same as those that have been selling all Summer. This ought to be of material help to the department, as it means one continuous season all the year round, on this class of goods.

All Fall showings emphasize the fact that fancy effects in hosiery have captured the trade. Where a few years back only blacks and a few tans, in cotton, lisle and silk, or in wool and cashmere, according to season, were all that were required, at the present time there is a large list of fancy colors and fancy effects stocked. In fancy effects, embroidered goods certainly head the list. These come in small neat patterns, for the most part worked out in both self and subdued contrasting colors. For the holiday trade, some very handsome goods are now being shown.

Customers in the retail stores seem to be pretty well posted as to the price situation, and the best selling lines are those above 25c., with 35c., or three pairs for a dollar, as the popular line. Merchants generally seem to be making special efforts to give good values at this price. This is good policy, as the little price concession is a strong inducement to the buying of three pairs instead of one. Fifty cents and seventy-five cents are the leading prices in fancy hosiery. All goods under these figures show the deterioration in quality, occasioned by the heavy advances in raw material, so clearly, that customers find it profitable to pay the 5c. or 10c. extra for the better grade. Salespeople should be instructed in the present price situation, and should be given all the talking points necessary to enlighten customers as to the wisdom of buying the better goods. This will prevent the passing over of the home store and the sending away for goods because of the poor wearing quality of hose purchased.

Revised Size Scale

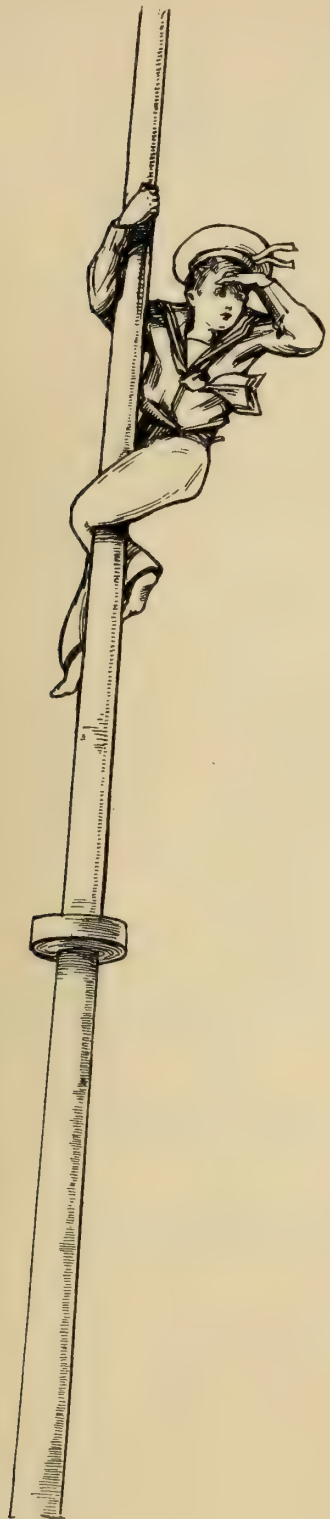
Now Under Consideration by the Dry Goods Association and the United States Mills.

The committee of the National Dry Goods Association, the organization of the United States jobbers, have for some time been engaged in a general revision of the size scale for knitted underwear. An endeavor is being made to arrive at a scale of measurements that shall be satisfactory to both buyer and seller. The scale given below is the result of their labors, and is the one that, subject to some revision, probably, will be finally adopted.

	RIBS. Infants'						FLAT. Infants'					
Size mark	0	1	1½	2	2½	3	0	1	1½	2	2½	3
Neck	9	10	10	10	10	11	10	11	11	11	12	12
Chest	15	16	16	17	17	17	18	20	20	22	22	22
Vest length	13	14	15	16	17	18	12	12	13	14	14	15
*Sleeve length	8	9	9	10	10	11	8	9	9	10	10	11
Arm hole	7	7	8	8	8	9	7	7	8	8	8	8
Upper arm	5	5	6	6	6	6	6	6	7	7	7	7
Lower arm	4	4	5	5	5	5	5	5	6	6	6	6

	Children's								Children's							
Size mark	2	4	6	8	10	12	14	16	2	4	6	8	10	12	14	16
Neck	11	12	13	13	14	14	15	15	11	12	13	13	14	14	15	15
Chest	18	18	19	20	21	22	24	26	22	24	24	26	26	28	30	32
Vest length	16	18	20	22	24	26	28	30	15	17	19	21	23	25	27	29
*Sleeve length	12		14		17		19		11		13		16		18	
Arm hole	10		11		13		15		10		11		13		15	
Upper arm	6	7	7	7	8	8	9	9	7	8	8	9	9	10	11	11
Lower arm	6	6	6	6	7	7	7	7	6	7	7	8	8	8	9	9
Waist	22	24	24	24	26	26	28	28	22	24	24	24	24	26	26	28
Hip	18	19	20	22	23	25	27	29	23	24	25	27	29	32	34	36
Thigh	10	11	11	12	13	14	15	16	12	13	14	15	16	17	19	21
Rise band to crotch front	7½	8	9	9½	10	10½	11½	12½	7½	8	9	9½	10	10½	11½	12½
**Rise band to crotch back	9½	10	11	11½	13	13½	14½	15½	9½	10	11	11½	13	13½	14½	15½
Inseam	13	15	17	20	23	25	27	29	12	14	16	19	22	24	26	28
Trunk	37	40	44	47	51	54	58	62	35	38	42	45	49	52	56	60

	Boys'					Boys'				
Size mark	8	10	12	14	16	8	10	12	14	16
Neck	13	13	14	15	15	13	14	14	15	15
*Sleeve length	21	21	22	24	26	26	26	28	30	32
Vest length	22	24	26	28	30	21	23	25	27	29
Chest	18	19	20	21	22	17	18	19	20	21
Arm hole	10	11	12	13	14	10	11	12	13	14
Upper arm	7	8	8	9	9	9	10	10	11	11
Lower arm	6	7	7	7	8	8	8	8	9	9
Waist	24	26	27	28	29	24	26	27	28	29
Hip	22	23	25	26	28	27	29	31	33	35
Thigh	12	13	14	15	15	15	16	17	18	19
Front rise	9	10	11	11	12	9	10	11	11	12
**Back rise	12	13	14	15	16	12	13	14	15	16
Inseam	20	23	25	28	30	19	22	24	27	29
Trunk	47	51	54	58	61	47	51	54	58	61



¶ **BE ON THE LOOKOUT** for our traveller. He will call on you shortly with our new samples of hosiery, men's furnishings and underwear.

¶ We are showing a larger range of goods and better values than ever before. Don't you think you should see it before placing your order.

¶ If you can't wait for our traveller, why not try the Letter Order Department.

The W. R. Brock Company (Limited)

Montreal

The Real Fast Blacks



When you order black hosiery, specify "Hermsdorf Dyed."

It makes no difference to the price, but a mighty big difference to your store's reputation.

"Hermsdorf Dyed Stockings" are **eternally** black; they don't fade or stain or lose their original beautiful deep black after dozens of tubbings.

Millions of women know what "Hermsdorf Dyed" means and will buy no other; millions more are learning it.

Send for free booklet "The Story of a Successful Hosiery Week": 48 pages of ideas to make your store **GROW**.

Advertising Cuts Supplied Free. Write us.

American Bureau: Thirty-ninth St. Building, New York

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony

There's No Shrink in It

Of course Stanfield's Underwear is guaranteed unshrinkable.

But, better than that, *it is unshrinkable.*

The shrink is taken out of the wool *before* it is woven—so that the finished garment *can't* shrink.

Stanfield's is the underwear that you may personally guarantee—and know that it will live up to everything you say.

In all sizes to suit all figures, and all weights to suit all climates.

Stanfield's Limited, - Truro, N.S.

Stanfield's

"Unshrinkable" and "Truro Knit"

Underwear

SPRING 1908

Watson's Underwear

Our travellers are now out with a full range of samples for your inspection. Underwear for Men, Women and Children, in Cotton, Lisle Thread, Wool or Silk. You are looking for goods that will be in keeping with the dignity of your house, and that you can safely recommend to your customers. We have exactly what you are looking for.

Underwear

That Will Wear and Will Not Shrink

Watson Manufacturing Co., Limited

Paris, Ontario, Canada

Agents: McCLUNG & BURNS, Toronto, Ont. A. L. GILPIN, Montreal, Que. J. A. MURRAY, Sussex, N.B. BRYCE & CO., Winnipeg, Man.

	Men's						
Size mark	34	36	38	40	42	44	46
Neck	16	16	17	17	18	19	20
Chest	28	29	30	32	34	35	37
Shirt length	32	33	34	34	34	35	35
*Sleeve length	23	23	23	23	23	23	23
Arm hole	15	16	16	17	18	19	20
Upper arm	10	10	11	11	12	13	14
Lower arm	8	9	10	10	11	11	11
Waist	30	32	34	36	38	40	42	44
Hip	29	30	31	32	34	35	37	38
Thigh	16	17	18	19	19	20	21	21
Front rise	13	13	13	14	14	14	15	15
**Back rise	17	17	18	19	19	20	20	21
Inseam	31	21	32	32	32	32	32	32
Trunk	62	62	64	66	67	68	69	70

	Men's						
...	34	36	38	40	42	44	46
...	16	16	17	17	18	19	20
...	34	36	38	40	42	44	46
...	30	31	32	32	32	33	33
...	22	22	22	22	22	22	22
...	16	16	16	17	18	19	20
...	12	13	14	14	15	16	17
...	10	11	12	12	13	13	14
30	32	34	36	38	40	42	44
36	37	38	40	42	44	46	48
20	21	22	23	24	25	26	26
13	13	13	14	14	14	15	15
17	17	18	19	19	20	20	21
30	30	31	31	31	31	31	31
...	62	64	66	67	68	69	70

	Women's					
Size mark	34	36	38	40	42	44
Neck	16		17		18	
Chest	26	28	30	32	34	36
Vest length	31		32		33	
*Sleeve length	21		21		21	
Arm hole	16		18		20	
Upper arm	10		11		13	
Lower arm	8		10		12	
Waist	26	28	30	32	34	36
Hip	32	34	36	38	40	42
Thigh	18	19	20	21	22	23
Front rise	14		15		16	
**Back rise	18		20		22	
Inseam	29	29	29	30	30	30
Trunk	62	64	66	68	70	72

	Women's					
34	36	38	40	42	44
16		17		18	
34	36	38	40	42	44
29		30		31	
19		19		19	
16		18		20	
12		14		16	
10		12		14	
26	28	30	32	34	36
40	42	44	47	50	53
23	24	25	26	27	28
14		15		16	
18		20		22	
28	28	28	29	29	29
62	64	66	68	70	72

Sizes on flat goods scale are based on 1-1 rib goods of Winter weight and a stretch of 25 per cent. in width is allowed. This allowance may be increased up to 30 per cent. as the goods run lighter in weight, or decreased with more rigid fabrics.

"All waist measurements are for pants and drawers with non-elastic bands, and not vests and shirts."

"Trunk measurements are for union suits only."

*Sleeve length is based on a garment not cut out at the shoulder. Where this is done the sleeve must be lengthened accordingly.

**Where the front and back rise from the inseam to top of band are made the same they must both be the same length as the back rise as here given, and not one-half the sum of the front and back.

WATERLOO KNITTING CO.

A Dominion charter has been granted the Waterloo Knitting Company, Carleton Place, with a capital of $250,000, divided in $100 shares. The incorporators were Adolphe F. Savaria, manufacturer; Benoit A. Charlebois, bookkeeper; Theodore Meunier, insurance agent, of the town of Waterloo, Quebec; Sylva Dore, accountant, and Rosario Genest, advocate, of Montreal.

The objects of the company are: "To manufacture cotton, linen, silk, wool and other threads, fabrics and other manufactures, articles and goods composed in whole or part of cotton, flax, hemp, silk, wool or other material: to carry on the trade or business of manufacturing, producing, adapting, preparing, buying and selling, and otherwise dealing in woolen and worsted goods, and other fabrics, and to manufacture, produce, purchase, adapt, prepare, use, sell, or otherwise deal in any materials, articles or things required for, in connection with, or incidental to, the manufacture, use, purchase, sale of, or other dealing in woolen and worsted goods and other fabrics, and generally to carry on any manufacturing business which is germane to the above."

MITCHELL MILLS EXTENDING.

A bylaw was passed by the ratepayers of Mitchell, Ont., to grant Dufton & Waterhouse a loan of $10,000 to enable them to increase their plant for the manufacture of underwear. They agree to pay back the principal, without interest, in nine annual instalments, the first payment to be made inside of two years. There were 322 votes for and 19 against the bylaw.

CANADA EXPORTING MORE.

Canada's trade figures for September show a large increase of exports over September of last year. The imports for September totalled $28,397,160, an increase of $1,176,794 over September of last year. Exports for the month amounted to $27 322 977, an increase of $3,340,564, the total duty collected during the six months being $31,052,801, an increase of $5,655,240.

Mr. Huskey went into a chemist's shop and bought a bottle of patent stuff, which was advertised thus: "No more coughs. No more colds. 1s 1½d the bottle." Three days later he went to the chemist, complaining that his throat was stopped up, and that he could scarcely breathe. "I've drunk all that patent cough mixture, and I'm no better."

"Drunk it? Why, that's an indiarubber solution to put on the soles of your boots!"

JAEGER PURE WOOL



NOVELTIES FOR CHRISTMAS

A Jaeger present is always appreciated because the name carries with it a guarantee of quality. We have in stock a great variety of dainty all-wool lace Scarfs and Shawls from 75c. to $5.00 retail, which are especially attractive and saleable.

OTHER SUITABLE LINES ARE

Lounge Jackets	Dressing Gowns	Waistcoats	Cardigans
Ladies' Golfers	Sweaters	Gloves	Fleece Slippers

WRITE US FOR CATALOGUE

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse, 301 St. James St., - MONTREAL

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED

LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing discontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners

(SQUIRREL BRAND)

PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto

Five Reasons

Why you should handle

"CEETEE"

Unshrinkable Underwear

1. It has an elegant **Appearance.**
2. It fits to **Perfection.**
3. It really is **Unshrinkable.**
4. It retains its **Elastioity.**
5. It keeps its **Soft Texture.**

Is it any wonder that **"CEETEE"** is so popular with particular people?

Are you informed about

"Ceetee" Profits?

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT, CANADA

Nazareth Waist

Tape Buttons—Ordinary Buttons—Fine Gauge - Heavy Gauge.
From the cheapest to the best—we make the Waist
you want for your market.

THESE

CANADIAN WHOLESALE HOUSES

will supply you with any of the four numbers :

ST. JOHN, N.B.
The Vassie Co. (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros. (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co. (Ltd.)
Greenshields Western (Ltd.)

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co. (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co. (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HALIFAX, N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains (Ltd.)



The best all have this Trade Mark. They blazed the way and still lead.

Nazareth Waist Co.

E. H. WALSH & CO.

TORONTO AND MONTREAL.

CANADIAN REPRESENTATIVES.

350 BROADWAY

NEW YORK



American Boy STOCKING~

Every Pair Guaranteed~

Trade Mark registered in Canada and U.S.A.

25 Cts. a pair

The Stocking that's Made for Boys

Strong, healthy boys need strong, substantial stockings—you know that and so do your customers.

The American Boy Stocking is made with the boy in mind — made to stand all the wear and tear he can put it to.

The quality is beyond question, because we *guarantee* every pair, and we stand back of our guarantee with a reputation for honest values and a square deal every time.

The American Boy Stocking is knitted with a corduroy rib, 2-thread leg, 3-thread heel and toe, cuff top, firm finish and fast dye.

Our Canadian Sales Agents, Messrs. W. P. King & Sons, Toronto, are now showing this line throughout Canada.

It will pay every merchant in Canada to Push American Boy Stockings. We want *you* to see samples.

AMERICAN STOCKING CO.

395 BROADWAY : NEW YORK



Handsome Lithographed Show Cards and Attractive Cuts for Advertising supplied to dealers selling American Boy Stockings.

Any Boy Who Has ONE Cent Can Turn it Into

$ 10 $

One cent invested in a post card to us will bring you information about how we start you in business, so that you can earn money for yourself. You can make plenty of pocket money all the time—money you will enjoy the more because you yourself made it in business. Hundreds of boys are doing this. SO CAN YOU.

No Money Required——We Furnish Capital

We also give prizes. There is a prize for every boy whether he lives in a large city or a little village. Very fine prizes have gone to fellows in small places. Don't delay a minute. Write us to-day. A post card will do.

The MacLean Publishing Co., Limited, 10 Front Street East, Toronto

FORTY YEARS AGO

we started to make underwear. And the fact that we have been making it in ever increasing quantities ever since, is proof in itself that we have pleased our customers.

Every garment which comes out of our factory has behind it a

LIFETIME OF EXPERIENCE

If you stock these goods, you can sell them with every assurance that your customer has been given the greatest value for his money, and that he will be entirely satisfied with his purchase.

JOSEPH SIMPSON SONS

Corner Berkeley and Esplanade

TORONTO

Yarn—Wool Yarn

Not Cotton Yarn

Scotch Wool Yarn which gives warmth is the kind produced by John Paton, Son & Co., Ltd., Alloa, Scotland—but

Wool Yarn which imparts no warmth

—practically no more warmth than cotton yarn—is produced by many and many yarn spinners, but the kind which gives the **wearer warmth and wear is produced by**

John Paton, Son & Co., Ltd.

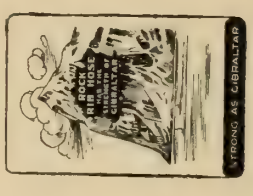
Alloa, Scotland

Philip de Cruchy, Agent for Canada
207 St. James St., Montreal



PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.



ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.

Made of Three-ply Specially Strong Yarn.



HERCULES RIB

The Limit of Strength

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.
E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL



Wolsey Underwear

The whole aim of Wolsey is to afford the greatest possible comfort—the greatest possible value—the greatest possible satisfaction to every man, woman and child who wears it.

THE ONLY WAY

to keep in close touch with Dry Goods conditions and to learn of practical sales helps for all departments is to read THE DRY GOODS REVIEW each month. The cost is but a trifle, considering the good you and your sales people get. Subscription price, $2.00 per year. Write to-day to

Subscription Dept.

The Dry Goods Review

10 Front St. East

TORONTO - ONTARIO

We Have Maintained

the unquestioned value of

Peerless REGISTERED

HIGH GRADE KNIT

UNDERWEAR

FOR MEN, WOMEN AND CHILDREN

in spite of adverse conditions in the raw material market.

It Will Therefore Pay You

to examine the claims we make for the Peerless Brand before placing another order for underwear. Our travellers are now on the road with as fine a line of Spring samples as ever came out of our factory. They will be glad to show you the real goods. And, remember, our goods are always up to sample quality.

For Quality, Fit, Elasticity, Durability and Finish, our Underwear richly deserves its title of "Peerless."

Write us now about the important matter of profit!

PEERLESS UNDERWEAR CO.

HAMILTON, - CANADA

REPRESENTATIVES:

Maritime Provinces—G. A. Woodhill, Halifax, N.S.
Quebec—L. A. Prevost, Montreal, Que.
Manitoba—A. J. Snell, Winnipeg, Man.
British Columbia—G. A. Campbell, Vancouver, B.C.
Ontario—Peerless Underwear Company.

A Review of Jap Silk Conditions

The Questions of Varying Qualities and Short Weights—The Need of Standardization—Number of Interesting Points Discussed at Some Length.

The silk trade of Japan is a domestic industry. In the cultivation of the mulberry tree, in hatching the eggs, and in feeding the worms, whilst they spin the cocoon, there were in 1904 as many as 1,474,567 households employed. The numbers are increasing every year. The whole industry, in all stages, from growing the mulberry tree and rearing the worms to the manufactured article is nearly entirely what may be described as a peasant and domestic industry, with the exception that in certain districts the filatures or reeling establishments employ foreign machinery. The trade increases yearly. New districts are continually being devoted to the growth of the mulberry tree, and soon there will be few districts in Japan without the cultivation of the silkworm.

Silk is largely used in Japan for dress, both by men and women. The quantity required for home consumption is considerable, on account of the variety of purposes to which it is put, besides articles of dress. Notwithstanding this large home consumption, the exports increase yearly, and last year the value exported in the raw and manufactured state approximated to £15,000,000. It is exported in a variety of fabrics, principally that known as Habutai. It is also exported largely in the raw state in the form of reeled silk, as cocoons, and also as waste silk. Of the raw silk exported, it is a remarkable fact that the United States take about three-quarters of the whole export, whereas Europe takes only a quarter. This seems anomalous, and it has been said to be due to America's strong Protection. But various countries in Europe—as France, Switzerland, Italy and Germany—have also Protection, possibly, however, not in the same degree. This is clearly a matter worthy of discussion. Why should America be able to consume three times as much of Japanese silk in the raw state as all Europe? Approximately, the amount of raw silk exported from July 1, 1905, to March 1, 1906, was as follows: To America, 47,887 bales; to Europe, 17,762 bales.

The Various Qualities of the Silk.

So far as the drapery trade is concerned, the manufactured cloth known as Japanese Habutai is of most interest. The various producing districts in Japan, known as provinces, are similar divisions of land to our shires. The manufactured article, Habutai, acquires the name of the district or province in which it is manufactured; thus, Echizen, Echigo, Uzen, Kaga, Mikawa, and Izumo, etc. In the same way in England, cheese is known by the name of the county in which it is made, as Cheshire, Gloucester, Derbyshire, and Leicester. In quoting Jap silk goods, they are styled Echizen, Kaga, etc., and those in the business at once know their relative values accordingly.

There is a town in each district, similar to our county towns, where there is what is called an "Inspection Bureau." This appears to be a kind of conditioning house. All goods made in that district or province are brought here, examined, and stamped with the quality and weight. The number of mommes each piece weighs is stamped thereon. A momme is a Japanese weigh equal to 2.12 drams English avoirdupois. It appears that the weight stamped by the "Inspection Bureau" gives the silk a commercial value and status. In fact, it appears to change hands in Japan on that basis.

The various qualities are known by the weights, as 4, 4½, 5, 5½, 6, 6½ mommes, etc., up to 20 mommes. These various qualities are so slightly different that, in a piece 36 inches wide and nearly 50 yards long, there will only be about 3 ounces in weight difference from quality to quality. The pieces seldom, if, ever, measure 50 yards. They are generally about 49¾ yards. A little reflection must show any reasonable person that it would be almost a human impossibility to manufacture 49¾ yards of a fine silk cloth of 36 inches width so that each piece be exactly alike in weight. The fine silk threads will of necessity vary in thickness. Experience proves this expectation to be correct, the pieces varying considerably in weight.

The Question of Short Weight.

For each quality a standard weight is fixed, and the goods are bought and sold in Japan on that average basis. In exporting piece goods, they are made up in cases of 50 pieces each. It has been the endeavor of the packers so to select goods by weight that, some being under the standard weight and others being over the standard weight, they will average the standard weight. In case of a deficiency an allowance is made accordingly. I will give an illustration of a case that came under my observation.

The standard weight of the width and quality in question should be 234 mommes per piece. Out of the 50 pieces in the case in question there were only two pieces of the standard weight of 234 mommes each.

The short-weight pieces were as follows:

14	pieces of	225	mo.	each, being	9	mo. short	.....	126
3	"	226	"	"	8	"	.....	24
3	"	227	"	"	7	"	.....	21
7	"	228	"	"	6	"	.....	42
1	"	229	"	"	5	"	.....	5
2	"	230	"	"	4	"	.....	8
5	"	231	"	"	3	"	.....	15
5	"	232	"	"	2	"	.....	10
1	"	233	"	"	1	"	.....	1
								252

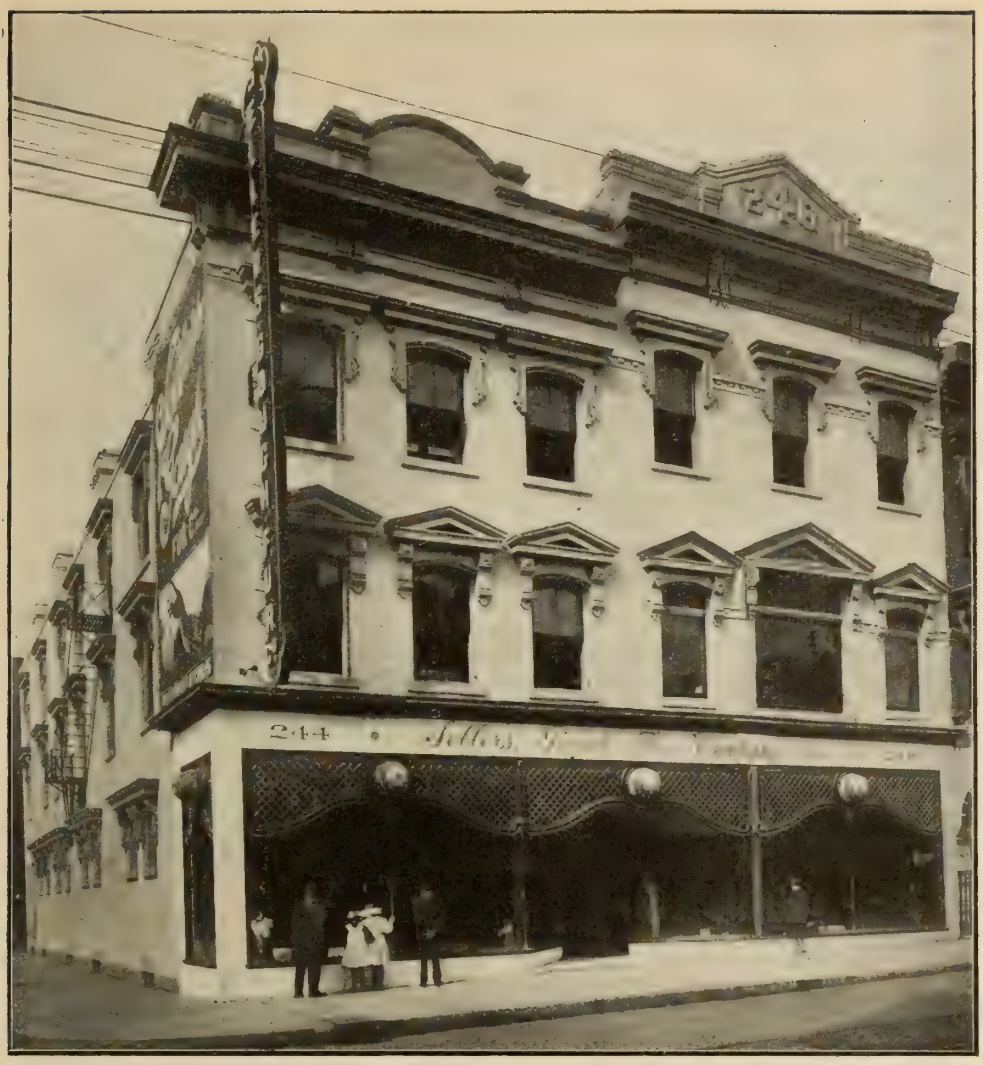
Over-weight pieces as follows:

1	piece of	230	mo.	5	mo. over
1	"	238	"	4	"
2	"	237	"	6	"
2	"	236	"	4	"
1	"	235	"	1	"
			20 mommes over		20
					232

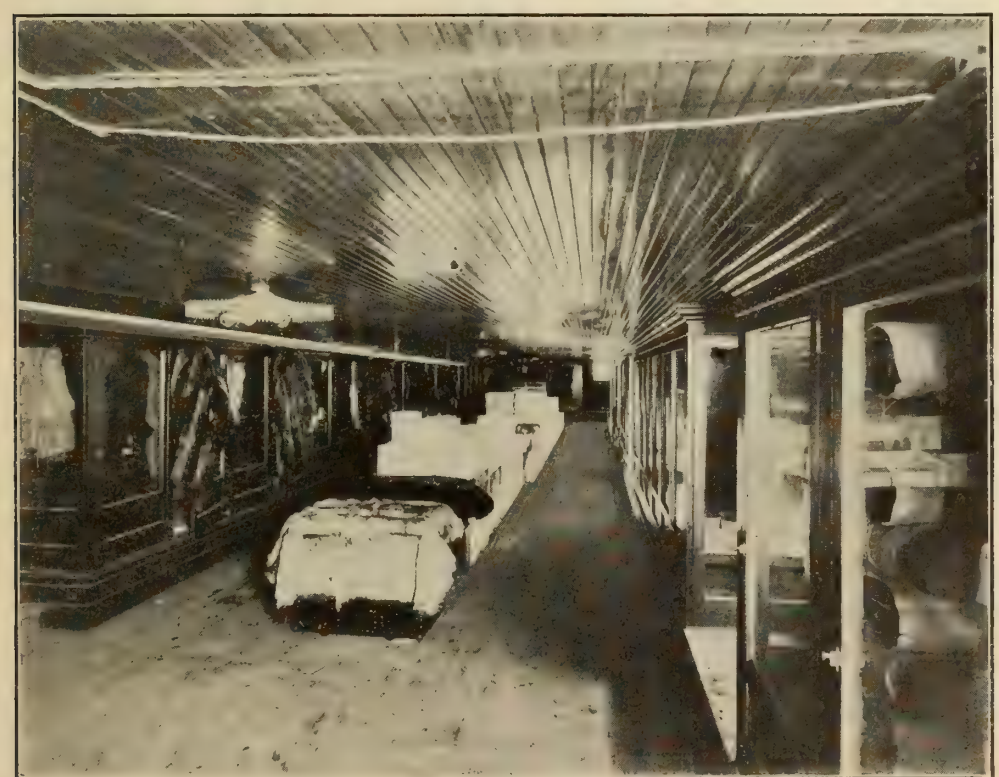
The short weight, therefore, was nearly 2 per cent. In this case, naturally, the matter would be adjusted by the wholesale buyer getting an equivalent allowance; that is, I suppose, if he put forward his claim.

A Retail Buyer's Grievance.

So far as the retail drapery trade is concerned, who buy only odd pieces, irrespective of weight, there is an example here of a palpable anomaly that is of every-day occurrence. As will be seen by looking at the weights of this typical case (which, I am informed, is really a type of goods delivered regularly), some few persons will receive pieces slightly over weight, whilst the majority



Store of Sellers, Gough Fur Co., Toronto.



Cold Storage and Fur-Lined Garment Department—Sellers, Gough Fur Co., Toronto.

will receive under weight. In passing, I wish to observe that I do not believe that goods regularly average 2 per cent. short.

The wholesale buyer, in dealing with these 50 pieces of a great variety of weights, without regard to lengths, is acting quite bona fide in the matter, inasmuch as each piece has cost him an equal amount; that is, providing he gets his average standard weight. It would appear there is an opening here for an enterprising wholesaler who would sell each piece per standard weight, making an allowance when they do not come up to the standard. Such a firm would acquire the confidence of the buyers to a greater degree than others, with a consequently increased turnover.

Many buyers who have handled large quantities of Japanese Habutai dering the last five or six years are of opinion that the quality has, speaking generally, depreciated considerably. They state that goods sold to-day as first choice goods are, in many cases, no better than goods formerly sold as second choice goods.

Is the Silk Deteriorating in Quality.

This opinion seems to be confirmed by actual facts inasmuch as one seldom, if ever, sees second choice goods offered. The reverse ought to be the case, because the manufacture has extended enormously in all directions. As the manufacture extends, new hands have to be employed to learn the business, so that a certain proportion either of the silk or the weaving will not be so good as formerly. Therefore, there should be more second-choice goods than ever. What becomes of the second-choice goods? Who is responsible for placing the first-choice tickets on goods? It is an admitted fact that goods often sold to-day as first are nothing better than formerly sold as second choice. Are the "Inspection Bureaux" responsible? If so, are they to be relied upon for the weights? Are they to be trusted to put on each piece the weight at which it is to be sold? Should these goods be bought subject only to the examination and scrutiny of a Japanese conditioning house, over which we in England have no control? Or should they also pass through an English conditioning house, over which we have control? It is quite impracticable to sell these silks by weight without their passing through a conditioning house, because of the absorption or loss of moisture whilst they are in different conditions of atmosphere.

A Fixed Standard of Quality Needed.

Having given a brief sketch of the silk industry of Japan, and raised a few questions for consideration, permit me to give my opinion on several points raised. I am of opinion that:

1. The weight stamped on each piece in mommes by the various "Inspection Bureaux" will be found correct, and if the goods went through an English conditioning house they would return equivalent English weights.

2. That the first-choice tickets are affixed by the merchants shipping the goods.

3. That in this business there are merchants of other nationalities besides Japanese engaged. That, as it will be found that in any trading community there are various opinions of what is right and wrong, so in this silk business each firm has its own standard of what they consider first choice. That this standard varies with different firms; hence the reason some goods stamped first choice are approximately as good as ever shipped under that designation, whilst others are similar to what formerly were shipped as second choice goods.

4. That as in all business communities, of whatever nationality, there are firms of different degrees of probity, so also in this business; hence the possibility of goods being shipped not up to the average standard weight.

Short Weight Should Not Become a Custom.

I remember many years ago having my attention called to a dispute of ½ per cent. short weight. It was then alleged that no shipper would guarantee to ½ per cent. Some years later I had my attention called to a dispute, and in this case it was alleged that no importer would guarantee to 1 per cent. This year I have even heard it asserted that no shipper would guarantee to 2 per cent. of standard weight. This shows the importance of habitual exactitude in examining and accepting goods received, because any departure from the standard of weight or quality makes a precedent. Precedent succeeds precedent until a custom is established, and custom becomes law. In all three cases, during a period of many years, when it was alleged that it was quite correct to deliver goods at ½ or 1 or 2 per cent. under the average, no show of reason could be assigned; it was simply said it was custom.

Every wholesale buyer can do something to benefit his fellow-buyers by insisting on exactitude in weight and quality. If every buyer did that, we would prevent short weight becoming a custom—Drapers' Record.

THE JAPANESE SILK TRADE.

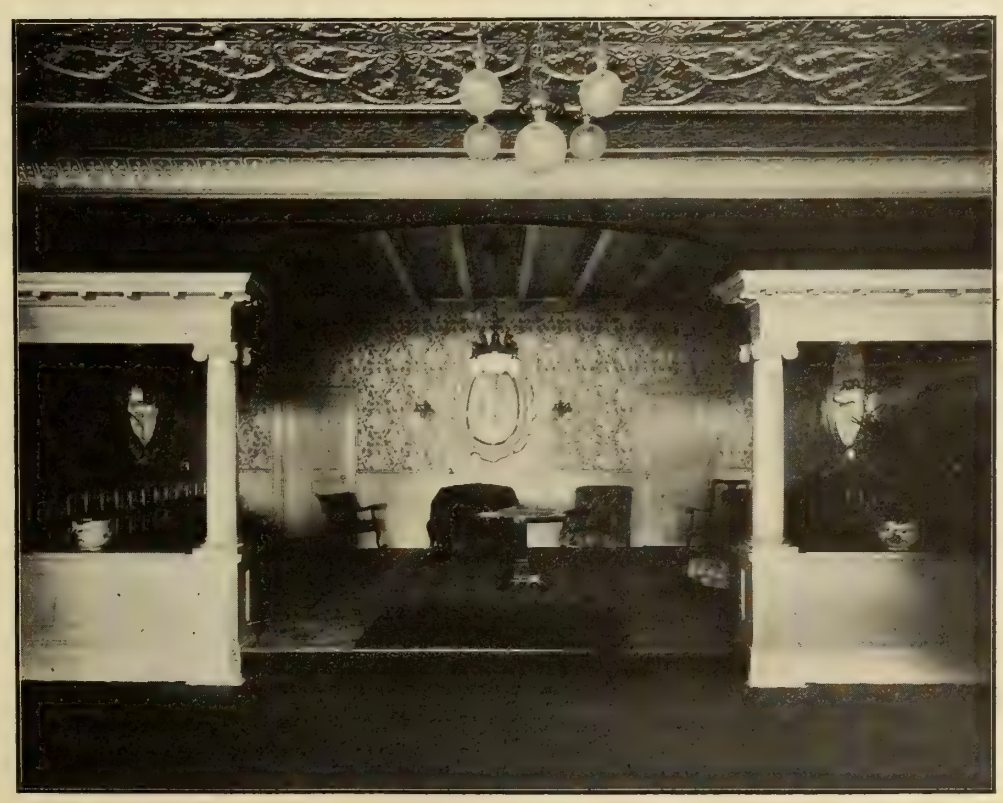
Mr. Harrington, Acting Commercial Attache at the British Embassy at Tokio, writing of the silk trade, says that silk exports during 1906 amounted to £16,124,603 or over 37 per cent. of the total exports of the country. The increase on the previous 12 months was no less than £4,542,135. The activity was especially noticeable during the latter half of the year, when the Japan trade, despite competition from European silks, enjoyed both good sales and good prices. As regards raw silk, the season was a good one, and the demand as the year went on increased to such an extent as to send prices to a very high figure. The total value of the raw silk exported during the twelve months was £11,274,369, as against £7,334,050 in the previous year. Of the total of 102,187 bales exported, no less than 73,050 went to America. Manufactured silks showed a great advance both in quantity and value. Prices generally advanced throughout the year, marking a continually increasing demand. Habutai silk was responsible for the largest increase, rising from £2,864,252 to £3,345,120, though the latter figures were less than those in 1904. In the case of Echizen Habutai, the quality is stated to have somewhat deteriorated owing to the high price of raw material necessitating the use of inferior silk. Kagas and Kawamattas were reported to have maintained their quality, but in the case of Habutai generally the complaint still exists that the official inspection is insufficient, leading to a lowering of the standard. In the case of silk handkerchiefs there was a considerable improvement both in quantity and value, but it was stated that they would have been still higher had it not been for the advance in the cost of Habutai. Kaiki showed a decline in quantity and value exported; this, however, was in the case of silk and cotton mixture, whole-silk Kaiki showing an advance from £15,400 to £24,223.

CANADIAN GOODS IN AUSTRALIA.

J. V. Larke, Canadian commercial agent, writes as follows from Sydney, Australia: "The importations under the head of apparel and textiles, have shown an increase in every branch of the trade. The importations from Canada were £21,150 in 1905, as against £24,831 last year, a fair increase in percentage. If the Canadian mills were able to supply a larger quantity of piece goods, the market would have taken them."



Skin Room—Sellers, Gough Fur Co., Toronto.



Ladies' Waiting Room—Sellers, Gough Fur Co., Toronto.

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - - 25 cents.

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - - - 92 Market Street

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg

FRANCE—

Paris - - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswel or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, NOVEMBER, 1907.

Bestall, T. W., London, Eng.
Buckingham Bros. Co., Chicago, Ill.
Mackinley & Co., London, Eng.
Monarch Knitting Co., Dunnville, Ont.
Ryan, Robert, The, Co., Three Rivers, Que.

THE WESTERN SITUATION.

It is now possible to estimate pretty accurately the business situation in Western Canada. The boomster reports circulated by supposedly well informed papers, placing the crops as high as 115,000,000 bushels of wheat, and the alarming stories circulated so industriously by the crop-killers, to the effect that the entire crop was ruined, have proved alike misleading. The crop is smaller than last year, but the prices are so much higher that it is now pretty generally conceded that the net value is about the same as last year. Some districts—notably the Portage Plains—have the best crops in years and the lucky farmers and business men in these localities are gathering in large profits; in others the wheat is badly frosted and in some districts it must be admitted that the crop has been almost a complete failure. But taking the country as a whole the net amount received for the grain grown this year will be quite as large as the amount received for the crop of 1906.

As intimated above, the crop is very uneven, and in some places the farmers and business men are hit hard. It does not help the business man in one of the frost-bitten districts of Saskatchewan to know that the business men in some of the Manitoba districts are selling goods to farmers who are now marketing the most profitable crop in years. He is up against hard times himself, and prosperity in another district can help him only indirectly.

However, the worst is now known, and that worst is much better than was expected a few weeks ago. In common with other countries, Western Canada has come through an unfavorable year and she has come through it well. That so large a crop has been harvested under such adverse circumstances is the best possible advertisement for the country.

One happy result has been a general shortening of credits. The general financial stringency, coming at a time when there was so much uncertainty as to the crop outlook in Western Canada, made it necessary for the wholesale houses to go after collections in determined fashion, and this pressure has forced a general shortening of credit by the retail stores. For two or three years there has been a movement among western merchants towards a system of cash sales or monthly payments, and the pressure of the wholesale houses this year has greatly facilitated this movement. This has been one of the beneficial results of an unsatisfactory year.

THE SURTAX ON GERMAN GOODS.

Negotiations will probably be opened next year, aiming to establish reciprocal trade relations between Canada and Germany. If carried through, this would mean the removal of the surtax; in fact, it is said the idea is the admission of German goods under the intermediate tariff.

In the dry goods trade the manufacturers of laces and braids, fancy knitted goods, hosiery, mantle cloths and dress goods would be hard hit by the lowering of duties on similar goods of German make. The importation of some lines from England would also be cut off.

In conversation with The Review, a manufacturer of fancy knitted goods said that his business practically owed its existence to the surtax. "We will have to shut down if it is taken off. Our staff now numbers about two hundred and fifty hands, and we could easily use fifty more. If present tariff conditions were assured we would immediately start to manufacture our own worsted yarns. The Germans make the same class of goods as we do, but their labor is more plentiful and very much cheaper. Several men whom we imported to act as foremen, and to whom we pay four dollars a day, were unable to earn more than thirty cents a day in Germany.

"Upon what grounds," he asked, "can it be argued that Canada would gain by the proposed arrangement? Of course Germany was formerly a big purchaser of our agricultural products; but surely the country is not crying out just now for an extended market in this respect.

We have plenty of customers, under excellent conditions, for everything we can produce, so that point may be dropped from consideration as one having little weight on the question at issue. Statesmen may claim that the principle of our attitude toward Germany is bad. Even if it is, the fact will afford little consolation to us if the intermediate tariff goes into effect with respect to that country's products. We must not be sacrificed to satisfy an ethical point."

If it is found that the removal of the surtax would benefit Canada as a whole, it will be removed. The effect which this would have on Canadian industry must be closely studied by the Government before any action is taken. Some manufacturers would undoubtedly suffer heavily, and they should see that the facts are laid before the Minister of Finance. So far as practicable our industries deserve protection against the competition of countries where the cost of production is only a fraction of what it is here.

PARCELS POST IN U. S.

A progressive policy has been outlined by Postmaster-General Meyer, who recently took charge of the United States Postal Department. The parcels post problem has for years been a fighting issue between the retail merchants and the large mail order house interests, and in outlining a policy of progression, Mr. Meyer has shown a capacity to deal with this problem in a broad and somewhat novel manner.

The mail order people have pointed out that they are now called upon to pay 16 cents per pound on parcels delivered within the United States, while the rate across the seas to foreign countries has been only 12 cents per pound. Mr. Meyer has admitted that a reform is needed, and will recommend to Congress that the domestic rate be reduced to meet the foreign rate, so that 12 cents will carry a parcel to any point in the States as well as to a foreign address. He will further recommend that the limit of weight for such parcels be increased from 4 to 11 pounds, that local parcels posts equipped with wagons or automobiles be established in cities where the free delivery system prevails, and that a special parcels post system with an extremely low charge for service be established in connection with the rural free delivery. Mr. Meyer says :

"If my recommendations are adopted, it will cost twelve cents a pound for the mail order house to send parcels to the rural delivery patron from any city post office, while for delivery from the distributing office of the rural route, or if mailed by a patron of any rural route for delivery to a patron on the same route, or at the distributing office of said route, the charge will be but five cents for the first pound and two cents for each additional pound, up to eleven pounds, or 25 cents for a package weighing eleven pounds. I will also recommend a postal savings bank system and the adoption of postal notes."

This is certainly a novel solution of the problem. Concessions are made to the retail merchants, as well as to the catalogue houses, and if the retailers adopt modern advertising and business methods, it is probable that they can retain the advantage given the local dealer of a specially low rate for short distance parcels. The members of retail associations, however, are suspicious of the present proposal, and are not giving it a cordial support. If there is a mailed fist behind the gloved hand, its presence has not yet been shown, but fears are expressed that the special rates given local retailers are likely to be of short duration, the mail order houses being willing to allow this concession to be made to disarm the opposition of the retail merchants, their intention being to come forward at the last moment with an amendment providing that the reduced rate apply on all domestic matter.

In the light of past experience it will be well for the retailers of the United States to be on their guard against the sharp tricks of the mail order people, but it must be generally admitted that, if left unchanged, the recommendation of Postmaster-General Meyer is an intelligent effort to solve the problem of an improved parcels post system, the details being fair to both retailers and mail order merchants.

A CASE OF HOLD-UP.

If the citizens of some town in Ontario or Quebec want to build a hospital, is there any good reason why manufacturers and wholesalers in Toronto and Montreal should be expected to contribute? A plain request from the people handling the project might bring a great many good wishes, but it is certain that there would be little else. They know this and suit their plan of action accordingly. A circular letter is drawn up, and to their own solicitation is added that of local merchants who buy goods from the firms addressed. The retailer is afraid to withhold his support of the scheme, for he is probably called on by several of his best customers. Hold-up No. 1. The manufacturer feels that if he refuses to donate he will offend the retailer. Hold-up No. 2.

How long is this sort of thing to be tolerated? The Review believes that if manufacturers and wholesalers would take a firm stand the great majority of retailers would be well pleased. The latter surely do not believe that the practice is a fair one.

The following letter was received not long ago by a number of firms:

"The ladies of the town of Welland are now engaged in forming plans for holding a large Fair of Nations (including Italian, Japanese, United States, Canadian, English, Irish and Scotch booths, and Wonderland), in October 1907. The object they have in view is to raise money in aid of the Hospital, which is to be built at once in this rapidly growing manufacturing centre. Welland has increased in population, etc., about 100 per cent. in the past year, and with so many manufactories now running, and in process of building, a hospital has become an absolute necessity. The ladies also feel that manufacturers and wholesale people can advertise their wares, and, at the same time, render assistance to a worthy cause, by sending a donation of their goods to this Fair. Will you kindly help?"

To each one sent out a Welland merchant was asked to append this line: "Compliance with the above request of the ladies will favor us."

"Debenhams for Novelties"

¶ **WHEN ASSORTING YOUR STOCK,** remember we are showing in Montreal and Toronto, novelties in LACES, VEILS, and VEILINGS and a full range of the newest as well as the staple colors in SILKS, RIBBONS, VELVETS and FACE CLOTHS.

¶ **IN MONTREAL** we display, in addition, the latest shapes in UNTRIMMED HATS, and the NEWEST PARISIAN IDEAS in FANCY FEATHERS, WINGS and FLOWERS, and a general line of MILLINERY SUPPLIES.

Atlantic Serge is guaranteed to stand hard wear in our climate, and neither to shrink nor change color under the influence of Sun, Rain or Sea.



Any length of Atlantic Serge which does not fulfil these conditions will be exchanged without question.

Write for Samples

Debenhams (Canada) Limited

MONTREAL TORONTO

18 St. Helen Street Cor. Bay and Wellington Sts.

DEBENHAM & CO. St. Pauls, E.C. LONDON Wimpole St. W.

Paris, Cape Town, Johannesburg, New York, Brussels, Lyons, Melbourne, Boston, Sydney, St. Etienne



The Canadian Millinery Review

The Fall Colors

Purple Losing Ground—The many Blue and Brown Shades the Leading Colors—Empire Green much in Evidence.

As predicted when the season commenced, purple is by no means so prominent. The all-purple hat is so little worn as to be very noticeable when worn on the street. Purple, combined with other colors, is fairly good. Purple and mauve shades enter into many of the best color blendings seen in feathers and flowers.

Brown and blue, in their many shades, are certainly the leading colors of the season. Often they are combined in the one color scheme. Brown and blue is popular in the shot silks, ribbons and velvets so much used, and brown is used to trim blue, and vice versa. Tans and leather shades are very much worn. The latest shade of this class is termed blondine. This is a pale yellowish tan that promises well. Other browns are golden, wood, cinnamon, copper, etc. There is a long list of blues, chiefly on the fancy order. The nattier blues head the list. Other blues are vieux, moonlight, gris, porcelain, Copenhagen, peacock, etc. The Burgundy shades are eclipsed by the claret order of wines, and in the red shades cardinal, combined with black, has made its appearance. The leading green undoubtedly is Empire, which is chiefly used as a trimming color in combination with black, brown and some of the darker shades of blue.

Predictions made earlier in the season indicated the all-black hat, and also the hat of white and pale shades as a later development. The white hat in felt, fur and beaver, trimmed either with black and white, or white lace, plumes and maline, with often a touch of gold or silver embroidery, has arrived. Pale blue felts, or velvets, with various trimmings are often seen, but as yet neither the black hat or the pale pink hat has attained any particular prominence.

Trimmings and Materials

Velvets, Ribbons and Fancy Feathers the leading Trimmings—Developing Interest in Shots for the late Winter and early Spring—Malines back in old position in Spring.

Velvet is used both as a hat covering and as a trimming this Fall, and is only rivaled in the profusion in which it is used by ribbons and fancy feathers.

The demand is insistent for wide, soft makes of ribbons. The fashionable bows take yards in making up. Many of the hats worn by young women and misses are wholly trimmed with massed loops of ribbon encircling and concealing the crown. Indeed, ribbons are more popular than ever, and their vogue is increasing. The latest call is for shot effects. Shots will sell, it is believed, for the balance of the Winter, and also for trimming the early Spring hat.

There is a perfect furore for fancy feathers, and practically every combination the manufacturer can produce is selling. Branching effects, large pom-poms, etc., in coque and ostrich, are the leaders, and the colors and combinations are endless. Fluffy aigrettes and down plumes are also used. Fancy wings and quills complete the collection.

Though the extreme willow plumes have moderated their length, ostrich is extravagantly used, and many plumes decorate one model, and nothing but plumes form the trimming of some hats.

Maline is back again as a Winter trimming, and promises to be good as ever for the Spring season. The latest idea is to use maline puffs as a bandeau trimming. Maline is utilized in combination with fur and lace for mid-Winter models.

Feathers have this season distanced flowers and fruit in the race for pre-eminence. Nevertheless, velvet flowers have sold remarkably well. Roses and dahlias are the favorites. Bunches of grapes, in tempting clusters, are fairly good. The prominence of violet shades is influencing the sale of violets. The fancy is for large double

PARIS FASHION NOTES FROM DEBENHAMS.

In millinery the large bell shapes with high crowns continue to be quite the thing; within the last few days these have come out in long-haired beaver. Feathers for trimming, especially rich, long ostrich plumes in all shades, also velvet roses, pansies and dahlias.

The eminence and violet shades are no longer much used by the best people, but Mordore, vieux blue, gris, elephant, vert bouteille, mousse, grenat and chaudronare are very good, also tan.

For dresses, navy blue serge is much to the fore, also stripes and checks in dark colors; plain cloths as much as ever in the above-mentioned shades as well as cerise A very striking novelty is a plain cloth with a printed chevron stripe in dark shades.

For evening, mousseline-ninon, cachemire de soie, and quantities of nets and tulles, with a good deal of handsome embroideries and laces, especially filet effects and embroidered filet.

The principal trimming for day dresses continues to be braids, also a few Japanese embroidered effects.

An attempt is being made to bring in borders, and appears to be successful.

"Ribbons a Specialty"

Hat Scarfs made of Ribbon will be a great feature for the coming season.

We have 8 patterns in 6 to 8 different colorings, 50 inches long, and fringed.

PRICE $6.00 PER DOZEN

SAMPLE DOZENS, ASSORTED, OF EACH PATTERN CAN BE SENT BY MAIL.

Wm. P. Gill Co.,
Commission Merchants
14 Greene Street, New York City

The Changing Mode

As the Season Advances new Tendencies Develop—Shapes not so Pronounced as Earlier—Large Hats still lead, but an increasing interest taken in Smaller Shapes.

The huge, extreme shapes shown at the openings have had their day, and while the leading shapes, particularly for dressy wear, are still of good size, more medium and small shapes are showing than when the season opened. The short-fronted cloche, with the medium back, and well-balanced right and left, is the best selling hat of the season. For the early trade these have been chiefly of felt. Now, covered shapes of taffeta, ottoman, moire and velvet are coming to the fore. Velvet is the chief trimming material, and velvet bindings characterize almost all brims.



R. C. WILKINS
Candidate for President D. C. T. A.

A new fancy is the leaving of the edges of trimming materials raw. Thus a draped crown seen lately had alternate folds of velvet and silk, the folds finishing with raw-edged points. Lately imported hats have the crowns draped round with trimmings of raw-edged velvet. Another fashion that is coming back is the draping of the bandeaux with velvet.

Particularly in fur hats, which promise well, small shapes are coming to the front. The Marquise, worn with the turned-up portion of the brim in front, is the most noticeable development in fur models. This shape is greatly favored in mink and ermine. The trimming covers the crown. Orange plumes are used with the mink, and lace, ostrich tips and osprey with ermine.

Hats of velvet and fur, the brim of one and the crown of the other, are good style. Flowers are the usual trimming, such as roses, dahlias, orchids, etc Small mushroom shapes are covered with mink, squirrel or ermine. The crowns are swathed with folds of maline, either in brown, grey or white, and fancy breasts, ostrich plumes, or osprey, or a bunch of roses, dahlias or other flowers constitute the trimming.

CANADA'S LINEN IMPORTS.

Notwithstanding the general stringency of money throughout Canada, business continues to expand in a remarkable degree, and not a few British industries are benefiting largely, says the Drapers' Record. The linen trade, for instance, is said to have exported for the first six months of this year nearly 6,000,000 yards more than in the same period of last year, and at advanced prices. Indeed, since Canada granted a preference in favor of the British manufacturer the linen trade has increased with great rapidity, and happily, too, without incurring any very serious losses by bad debts. It is feared, however, that as the harvesting time comes round money will become more stringent, and will remain so until after the crops have been handled. It is said that in some of the Provinces traders have had to pay as high as 7½ per cent. for discounting, and business has accordingly been hindered. The crops, however, are generally good, but the season will be late.

McLeod & Pirie, general store and hardware, Fillmore; sold general stock and continues hardware.

New York Mode

Fashions of the Present are Decidedly Ultra—Purple, the Leading Color for Millinery and Yellow for Gowns—Jet Jewelry and Pearl Ear-Rings.

What New York Women are Wearing

Hats, Gowns, Jewelry, Footwear, and Veilings.

New York, Oct. 24.

New York has once more arrayed itself in gala attire. The city is thronged with visitors, and with its own people home again from seaside and mountains. The clear, crisp Autumn air has brought out the Winter millinery and dresses we have been admiring in shop windows and interiors, and even furs have been pressed into service by many of the fashionables. Although the day was bright and beautiful, and could not, by the wildest stretch of the imagination, be called cold, many furs were noted yesterday, worn especially by women in motors or carriages, and not a few fur-trimmed hats have been worn for the past week or two.

* * *

Coats of caracul, pony and broadtail promise to be extremely popular, these skins being as compared to mink and sable, inexpensive. One of the smartest Fifth Avenue shops is showing sealskin in many delightful combinations. A particularly striking model was a short, rather shapeless jacket of sealskin, trimmed with collar, cuffs and a vest effect of leather-colored broadcloth, handsomely embroidered with gold. Chamois skin was introduced on another smart model, and so it goes. There seems to be no end of the combinations one sees in which fur and cloth mingle, and as there is a decided rage for embroidered effects, the cloth is usually treated in this manner. In spite of many predictions to the contrary, muffs are still very large and flat, some being square, but the majority are pillow-shaped. With the Empire styles, which are at their zenith, it would seem as if the old-fashioned, perfectly round muffs would be in more favor, but they are rarely seen. Unquestionably fur will play a prominent part in the season's millinery. Already you have had one exquisite mink-trimmed hat illustrated from New York, or more correctly speaking, from Paris via. New York. As crowns are of enormous size, broad as well as high, fur will be used, not only to trim, but to form the entire crown. Mink and ermine are, so far, the most in demand for this purpose, mink being most in evidence. Then, too, a band of fur may be introduced about an inch back from the brim edge with very pleasing effect.

* * *

The hats are almost absurdly large. Indeed, on many people, one is quite safe in saying the majority are altogether absurd. You will notice in the photographs how elaborately the hair is arranged. This is absolutely necessary to obtain anything like the desired effect. Two of the hats illustrated are of hatter's plush, or pressed beaver; the other is a combination of velvet and felt, the facing in this case being of felt.

* * *

Many satin hats are worn, the majority being faced with velvet. Silk hats, especially moire and Bengaline, are much in vogue. Here again velvet is introduced, as facings are quite the order of the day. Velvet hats are not infrequently faced with satin, or silk, usually in a lighter color. As the hats are exceedingly broad of brim, and are worn far back on the coiffure, the under brim is a conspicuous feature. It must be born in mind that there is absolutely no under brim trimming used. Bandeaux, when used at all, are simply covered with maline, in a manner the least conspicuous. It is for this reason that the hair must be arranged so full, otherwise the head seems quite buried beneath the huge headpiece. This feature, the absence of all under-brim decoration, is one



of the most important of the present day fashion. There is apparently no end to the trimming heaped on the hats, and arranged, for the most part, impartially over the entire top. Cascade feather arrangements are very popular. Ostrich, marabout, uncurled ostrich, blondine, coque and hackle are many of the feather combinations being used.

* * *

The third illustration shows a representative cascade effect of uncurled ostrich and aigrettes. Willow plumes are the most elegant, in the ostrich line. They are frequently in two-tone effect, the shading being from the quill outward, the edges of the fronds being the darker. This idea is worthy of special attention, as formerly,

when shaded feathers were used the colors blended toward the tip instead of across the feather, so to speak.

* * *

Large wings are very popular. They are mounted at angles almost unheard of, and are stunning on large hats. For producing the broad effects, which are so decidedly in vogue, nothing is more successful than large wings or



huge ribbon bows. Ribbon is used in great quantities for millinery, the soft silk, especially faille, weaves in four or five inch widths being most in favor. To be sure there are some fancy ribbons, pompadour and Persian effects, but these need to be used with great skill.

* * *

On the rose-trimmed model shown there is a smart, spider-like, wired bow of old gold ribbon introduced on a hat of a deep Burgundy, trimmed with roses which vary in color through red to purple. The combining of red and purple, and of cerise and cherry color, with purple, is another of the season's notable features. A model shown at a millinery opening at the Waldorf-Astoria was of purple velvet, the crown banked with purple clematis. Nested in the flowers, a little to the left of the front, was a wired bow of bright cerise velvet ribbon. Another hat showing this combination was a large purple velvet "kettle shape," lavishly trimmed with American beauties.

* * *

Purple is, by the way, the leading color in millinery, with Empire green, a bright emerald shade, running it a close second. The later color is used, however, more for trimming purposes, rather than for entire hats, and usually it is relieved by black. Morning glories, clematis, roses, and orchids are the flowers in greatest demand, especially in the purple colorings.

For gowns, yellow is the color first in favor. Banana-colored cloths are used, as well as those that are a rich butter color, for wraps, and gowns for afternoon wear, while all shades of yellow vie with one another for first gaslight favor. Golden browns, and the leather shades which blend into old gold, are extremely smart. Brown net gowns are elegant for evening wear. The most fashionable nets are the filets, plain or with pattern darned in. Filet laces, and insertions are the rage. These are darned, as it is called, that is the design worked in, in gold, silk floss or silver thread. The designs are classic in their simplicity, the Greek key border being most favored. Next to the filet effects there are handsome galoons and passementries. A revival of jet is predicted.

* * *

Jet jewelry is one of the season's prettiest fads. Chains, bracelets, pins and hair ornaments being fashioned from cut jet. Another jewelry novelty is the large pearl earring. This amounts to a craze in New York at present. Earrings are once more extremely fashionable, the large flat effects that cover the lobe of the ear, and are not pendent, being the favored variety. The newest earrings have a clever little clamp devise which does away entirely with the necessity of having the ears pierced. Baroque and imitation pearl are, of course, pressed into service, so that pearl earrings may be within the reach of all. They can be bought for from 39 cents up to as many dollars and beyond. They are the fad of the hour.



From earrings to hosiery and footwear is quite a jump, but you must know that colored stockings are now "the thing," the color being, of course, the same as the gown, and that black shoes, with colored kid uppers, are the very latest. Such fancy footwear is by no means

confined to house wear. One sees it in the street daily, and as the fashion is to wear the skirts ankle length, this fashion is in no danger of being passed by unnoticed. Patent leather vamps may have kid or suede tops, with large buttons to match the tops, which, in turn, harmonize with the gown, and likewise the hosiery. When pumps are worn, as they are, even in the street, colored stockings are very smart.

* * *

Now, a word about veils. The newest are perfectly square, measuring from a yard to two and a half. They drape exquisitely and are, of course, of chiffon, plain, ombre, dotted or with wide border effects. Their arrangement is an art. Long veil pins are used to clasp the veil at the nape of the neck. As for face veils, the newest are the chantilly and blond net effects, in solid colors. These are much newer than the ordinary meshes. Few women do not wear a veil these days of some description, and usually they are arranged, even the net effects, to cover the entire top of the hat. It is a pretty fashion, and one that was born of necessity, for without a veil it would be quite impossible to keep the elaborate coiffures in order.

It must be admitted that the fashions are ultra, and in many cases, rather unlovely, particularly the heavy coats and street gowns. Loud striped effects, in rather queer color combinations are made up into short-waisted, shapeless, rather baggy looking garments, with sleeves that are an outcome of the kimona idea, there being in most cases no shoulder seam. Pleated skirts are giving away to 11 and 13-gored skirts, which, it must be admitted, are extremely smart. Gowns, and, indeed, all dresses, are extremely artistic. It is only in the heavy materials made up for street wear that the present picturesque mode is not at its best. As a matter of fact, a woman must be a Venus to appear her best, and a very tall and exceedingly thin Venus at that. Curves are entirely out of fashion, and massage, dieting and exercise are the chief occupations of the women who follow the mode.

NELLIE GUNN McCLELLAND.

Paris Fashions

Perhaps there was never a season when Dame Fashion provided such eccentric, one might almost say, weird, combinations, in the way of millinery, as well as trimmings for cloaks and mantles. Evening cloaks and wraps are always to the fore, and more especially so at this time of the year, but just now cloth and velvet cloaks for afternoon wear are receiving a great deal of attention. These are made to fall quite loose from the shoulder, of uneven length, being finished in points, squares, rounds, and any imaginable angle; in fact, geometry would seem to play an important part in their construction. Then, as already stated, the trimming is eccentric and extremely elaborate. For instance, a velvet mantle will be trimmed with ermine bands and encrustations of Alencon lace, the lace being ornamented and edged with pearls. Particularly handsome is a three-quarter-length model in black velvet, which is gathered into a plastron, forming square yoke back and front of ermine. At each side of the gathers at the back two large bird's wings are embroidered on the velvet in silver beads, one end reaching over the shoulder to the front, and the other finished off in three pearl tassels, falling unevenly just below the waist. The same pearl tassels decorate the front of the mantle, and the wide sleeves are finished off with a deep band of ermine, from which falls a wide frill of Alencon lace.

* * *

Another model which deserves mention is a long astrakan cloak. Wide bands of velvet, mi-centre at the waist, form the back and front and this velvet is continued over the shoulders and forms the wide sleeves, which are slightly gathered into bands of astrakan at the wrists, forming cuffs with a narrow heading of orchidee velvet. The collar is carried out in the same style. The astrakan, rounded off into a patte, meets just over each shoulder and the part that should form the sleeve is cut away to a point, finished off with a black silk gland, and falls loose under the arm. More black glands ornament the velvet front and back, increasing in size towards the hem.

Yet another model is carried out in wood violet velvet, with sleeves draped into a large button, or, rather, black silk soutache, placed just below the shoulder. In this case the entire garment is edged with two wide bands formed of black silk soutaches, separated from each other by a bouillonne of velvet. This is made to cross over in front, fastening invisibly at the bust, or it can be thrown open.

* * *

In many instances garments, which may be called with equal reason jackets or cloaks, are made to open over a vest of printed velvet, suede or silk, and the wide sleeves, three-quarter-length, or reaching quite to the wrist, will be carried out in the same material. The trimming of braid, guimpe, soutache, or whatever it may be, is carried out in the same style on both velvet and cloth, thus making the garment seem less patchwork. Sleeves are receiving considerable modifications, but the full bell-shaped sleeve is far from being discarded. This fact may be accounted for by the many shoulder capes that are being made to the cloaks and mantles. These capes, more particularly when starting from shoulder straps or braces, have much the same appearance as a Japanese sleeve, but the latest note is to have an undersleeve which is continued to the wrist and carried out in some contrasting material, in velvet, silk or mousseline, tucked or gathered horizontally, recalling the collar, yoke, waistcoat, or some other part of the garment. Many indoor gowns and blouses are being made with long sleeves, and although the soft material may be gathered or tucked, the arm is perfectly moulded, and, later on in the season, when this style is more usual, the sleeve is likely to be very long indeed, reaching the knuckles of the hand in a point or rounded pattes.

* * *

It would seem to be a record season, so far as extravagance in materials is concerned. I have seen some beautiful cloths with a velvet finish, and some with a satin or velvet stripe, in contrasting shade, woven in. A

novelty in a dress length is carried out in drap velours, sage green color, which is striped with bands of Chantilly lace (black), while between each stripe, forming a heading between the cloth and lace, a narrow thread of silver pearls is worked in.

* * *

Princess gowns and skirts are being made very tight-fitting at the waist and around the hips, while below the hips the material falls in an immense sweep to the long train, clinging round the legs with each movement. Needless to say, these skirts are unlined, and the foundation, a silk petticoat, is of the slightest. When carried to an extreme point, as is often the case here in Paris, this is a most uncomfortable garment to wear, and many society ladies are finding it necessary to take a lesson in



No. 1—Smoked Grey Jacket Worn Over Grey and Green Checked Skirt, Showing New Braided Trimming. White Fox Stole. Felt Hat Trimmed Velvet Choux and Feathers.

deportment and learn how to glide about; to walk is impossible in these gowns, without meeting with an accident.

* * *

Another note of the moment is the jacket of a contrasting shade and material to the skirt. A smart model of this style is carried out in brown drap velours, the long, clinging skirt is simply trimmed with an entre-deux of velvet roses about four inches from the hem. The jacket worn with this is of a deeper shade of velvet with roll collar and cuffs, ornamented with the same shaded roses as are found on the skirt, but much smaller in size. Sketch 1 is another instance of the same style. In this case the skirt and undersleeve are carried out in a grey and green plaid cloth. The jacket of smoked grey cloth is very handsomely trimmed with silk-braided cords and glands, waistcoat of grey printed velvet, black satin bow at the neck and black satin waist belt and strass buckle. The hat worn with this is a mi-cloche, the brim being slightly turned up on one side, made of dark grey



No. 2—Grey Velvet, Trimmed Bands of Chinchilla and Silk Braiding. Chinchilla Muff. Felt Cloche Hat Edged Black Velvet and Covered with Grey and White Plumes.



No. 3—Evening Gown of Maize-Colored Tulle. Embroidered Application de Dentelle. Tunic Skirt and a Drapery of Application over the Shoulders, Forming Apron Front.

velvet and lined white satin. Two large shaded feathers and a satin choux form the only trimming. The mi-cloche hat is being very much worn, the cloche shape having become very common.

* * *

Sketch II. is a jacket made of alternate bands of chinchilla and braided velvet. Slightly centre at the back, it is finished in rounded tabs at the hem. The large muff is typical of the shape being worn. It is very flat, very soft, and rather narrower at the top than bottom. The hat is a felt cloche, edged with a narrow band of black velvet, the crown being absolutely covered with a huge bunch of feathers, shaded from white to dark grey. For house and evening gowns much drapery is used, either taking the form of fichus or scarfs, which, twisted round the shoulders, fall to the hem of the skirt, or being caught in at the waist, forms an apron front or sash; or again, it is the material itself which looks as if it had been draped round the living model and stitched in place. There seems to be no possible means of getting it on when once arranged.

* * *

Sketch III. shows a very simple and gracefully draped tulle gown, of a pale shade of maize, heavily embroidered in a lace design. The tunic skirt is made quite full, while the bodice is draped over each shoulder, crossed at the back and then brought again to the front, where it forms a wide apron. At least one Rue de la Paix house is indulging in veritable Greek evening gowns and tea gowns, copied as nearly as possible from ancient sketches, and they will have a certain success, as everything bizarre and risque will have in Paris.

During Winter the lace blouses are likely to hold their own, but the novelty is to have a slight groundwork of net or tulle, liberally trimmed with at least two varieties of lace and sometimes very delicate touches of an art color introduced as headings to tucks, edgings of yokes, small rosettes and bows. The effect is extremely good when lightly carried out.

A. E. DACAM.

REDUCTION OF DROP LETTER RATE.

The Post Office Department is considering the establishment of a one-cent drop letter rate in cities having free delivery. The rate is now two cents. We would favor this reduction, providing it were not made at the expense of the smaller cities, towns and villages. The department has quite a substantial surplus on hand, but there is pressing need for its expenditure in the direction of better salaries for postmasters and general improvement of the postal facilities. The West, particularly, requires attention just now.

REFUSE TO BUY TICKETS.

Chatham Retail Merchants' Association took a much needed step forward when it ruled against the indiscriminate purchase of tickets in aid of churches, charities, concerts, and other affairs. Chatham is peculiarly blessed with charitable ladies who are forever and aye evolving something in the way of a concert or tea meeting in aid of this, that or the other, more or less deserving charity. The merchants on King St. are the most convenient victims, and the toll has in the past proven a heavy one. Just a day or two before the meeting, The Review's correspondent chanced to enter a store as a lady canvasser passed out. The lady was smiling, but the storekeeper didn't smile. "There ought to be a law against that sort of thing," he declared vehemently. In the absence of a law, the R.M.A. put a stringent and positive resolution on their books, which should do considerable toward abating the evil. Last April a resolution was passed "That no member of the association shall advertise on any printed card or program, nor permit his or their firm name to appear on any subscription list for charitable institutions." An amendment, "Nor purchase tickets for concerts, raffles, socials or excursions," was proposed but the association wisely decided to leave no room for ambiguity, and merely added, "Nor purchase tickets."

The resolution, if steadfastly carried out—and there is no reason why it should not be—will save the average merchant ten times his annual fee in the association.

THE KIMMEL FELT CO.

An Ontario charter has been granted the Kimmel Felt Company, Limited, Berlin, with a capital of $200,000, divided into $100 shares. The incorporators were Talman H. Rieder and August J. Kimmel, manufacturers, and Arthur H. Kimmel, commercial traveler, all of Berlin, and Armond C. Kimmel, foreman, and Alfred D. Vice, machinist, both of Elmira. The object of the company is "to manufacture and sell felt, felt goods, knitted goods, leather goods, and footwear, and to carry on any other business which may conveniently be carried on in connection therewith."

H. Euteneier & Bros., general store, Kroneau; extension granted until December 1, 1907.

FRANCOIS & CO.
92 WOOD STREET
LONDON, E.C.

A Parisian House in London for
High-Class Novelties
in
Trimmed Millinery
Flowers and Feathers
Felts, etc.

Cultivate the High-Class Trade

SPECIAL order work is a fad with the better class of trade. Cultivate it. It will pay you well. The people who comprise this class require something exclusive — something "different" — something Mrs. Van Rich in the next Avenue is not likely to have—something Miss de Style, next door, never saw. What's more, they are willing to pay for it—and pay handsomely, too.

Furs that Stay Sold

NOW this sort of work is a specialty with us. We have thousands of skins always in stock — dressed in the inimitable Paquet fashion—all ready to cut at a moment's notice for those who require something possessing individuality. Get your share of this trade—we'll back you up. If you are not now on our visiting list, drop us a line and you'll be on immediately.

Vancouver
Winnipeg
Toronto

THE PAQUET COMPANY LIMITED.

Wholesale Division
Head Office and Factory :
QUEBEC, P. Q.

Montreal
Ottawa
St. John, N.B.

To avoid confusion please address WHOLESALE DIVISION



MONTREAL - WINNIPEG - VANCOUVER

JOHN W. PECK & CO.

LIMITED

Wholesale Fur Manufacturers

Complete catalogue and price list ready. A decided sales help. Send for it.

Latest styles in Ladies' and Gents' Fur articles for the coming season.

Cloth Caps for Fall, Winter and Spring constantly on hand at all our warehouses.

We have the greatest manufacturing facilities in Canada.

Correspondence receives prompt attention.

The Canadian Fur Trade

A Good Outlook for Sorting Trade—Prices Continue High.

Weather unpropitious to the fur trade has caused manufacturers and jobbers to somewhat delay sending out their travelers for the assorting season. Up to the present writing, October 29th, the weather, broadly speaking, has not been favorable to active fur trade. This bad spell, however, will not affect the trade to any extent, as a few cold weeks which are sure to follow will surely brighten things up. Fur houses which have sent out travelers report a good repeat order business.

The prospects for the balance of the season would indicate that the sorting trade will be up to, if not better than last year. Merchants were rather inclined to place small orders at the opening of the season, and, consequently, it would appear as though the sorting trade would be better than the corresponding season of last year.

Ladies' fur-lined garments are shown in a large variety of styles. The Persian lamb jacket, trimmed with mink, is as popular as ever in the better class goods. Electric seal jackets are also prominent. In this line a 24-inch length is meeting with favor. Muskrat, although high in price, continues popular in ladies' jackets and for lining purposes. Muskrat jackets are to the fore, both in short and long lengths, 24 and 42 inches.

Ladies' garments trimmed with otter, Persian lamb, mink, sable and imitation sable, are fashionable just now. Popular linings are muskrat, mink and dyed marmot.

Small fur pieces are selling fairly well. Stoles and ruffs in throw-over effects are much in evidence. The Coronation muff shape continues to be popular. Furs in excellent request for small pieces are mink, sable, German otter, and Isabella coon. The demand for fox is not up to expectations.

Men's fur coats are meeting with success all along the line. The staple styles, trimmings and linings are again to the fore. The coon coat continues in demand, in spite of high prices.

Prices Remain Firm.

Prices on nearly all furs remain firm and high, with a marked upward tendency. The high rates are not, in most cases, due to scarcity of skins, but rather to the improved condition of the buying public, whose better means have increased the demand for furs. Mink is ever going higher. Muskrats are also in an upward way. Indications are that Persian lamb will also continue high in price, although the limit has been reached. With a few exceptions, like Alaska sable, all fur skins have advanced in price enormously within the last two years. Heavy wombat coats, etc., are in good demand, but high prices restrict sales.

Metropolitan Displays.

Montreal retailers, in the centre of the Canadian fur trade, strive to begin the season early. During October, window and interior displays were of a high order. Department and specialty fur stores vied with one another in the attractiveness of their exhibits.

Robertson & Co., one of the old retail fur establishments in Montreal, when visited by The Review last month, showed an exceptionally fine line of ladies' fur-lined coats, small fur pieces, and men's lines, etc.

Persian Lamb Skins.

In Persian lamb, the popular jackets are of a smart military effect. They are trimmed with braids and



Manufactured by the Waldron, Drouin Co., Montreal.

metal buttons, and retail at from $100 to $200. This style is also made in Caracul.

Seal Jackets.

Seal jackets, as a rule, are worn about 24 inches long and are made both fitted to the figure and in the box

coat effect. These jackets, while extremely high in price, still find their usual market.

Ladies' Cloth Coats.

Ladies' cloth coats, fur-lined and trimmed, are expected to be very much worn this year. They are shown in a large variety of styles and colors. The one most prominent is a fawn cloth, lined with squirrel and



Persian Lamb Jacket.
Manufactured by McComber & Cummings, Montreal.

trimmed with mink. Other popular colors are dark blue, trimmed with sable fox, browns and staple blacks. These coats can either be used for street or evening wear.

Evening Cloaks.

Some beautiful effects in evening cloaks are now shown for the Christmas trade. Black velvet, lined with Canadian ermine and trimmed with Russian ermine or chinchilla, is rapidly coming into prominence. Other lines shown are of white cloth, lined with white and grey squirrel and trimmed with white fox.

Great Variety in Motor Coats.

The fur departments of the retail dry goods houses in particular seem to have taken a special pride in getting together a wonderful collection of modish automobile coats, and offering them a little in advance, as it were. At any rate, the woman who anticipates the need of a fur motor coat can look about to her heart's content before coming to a final decision, and she will learn, among other things, that in the matter of style, the choice of furs, the detail of lining and finish, the new coats are of greater variety than the models of other seasons. Coats of muskrat and Russian pony, both dyed black and in natural colors, are freely displayed. Squirrel coats are also to the fore. In harmony with the safe buying of the retailer, there is quite a demand for this line this season.

Fur Pieces Selling Well.

In muffs and neck-pieces, the popular furs are mink, black lynx, white fox, ermine and Persian lamb. Sable fox, natural lynx and blue lynx are also prominent. The stoles and neck-pieces are this year shown in a great variety of styles. One of the best neck-pieces is the throw-over effect. Muffs also comprise many styles. Large pillow-shaped muffs are meeting with marked favor just now. In fox and lynx skins the muffs are worn flat, with head of the animal hanging. The effect is quite pleasing.

Men's Fur-Lined Coats.

Men's fur-lined coats, lined with mink, muskrat, nutria and brown squirrel, trimmed with otter, mink, and Persian lamb, are very fashionable. Loose-fitting coats are seen in abundance, and are again meeting with a deserved success. Coon coats bid fair to be as popular as ever this season. Prices now run from $50 to $125 at retail.

GREENLEESE'S CATALOGUE.

A striking example of the up-to-date fur catalogue is furnished in a publication gotten out for the present season by S. T. Greenleese & Sons, Ltd., Montreal. The catalogue, which measures 9 inches in width by 11 inches in height, is bound,—folio style—in very heavy paper in a beautiful shade of green. The front cover bears the name "S. T. Greenleese & Sons" in relief, with a panel enclosing their trade mark, and an artistically engraved bear's head brought out in natural colors. The bear's head trade mark appears on the first page, but the cover is cut to show as above described. The interior pages are of exceptionally high grade coated paper, and each of the right hand pages shows a fine half-tone, illustrating the fur garments and small pieces for both ladies and gentlemen. On the last page, inside the cover, are directions for self measurement. The catalogue is typical of what is most artistic and elegant in design and workmanship.

SWIFT, COPLAND & CO.'S CATALOGUE.

Swift, Copland & Company, Ltd., Montreal, have recently issued to the trade a very interesting and attractive catalogue and price list. The catalogue consists of 24 pages inside the cover. Its size is 9 inches in height and 6 inches wide. The cover is embossed in a beautiful tint of blue. The half tones, of which there are nearly seventy, comprise everything in ladies' fur coats, jackets, muffs, ruffs, stoles and small fur pieces of all descriptions. Men's fur-lined coats, caps and gauntlets are also shown in various styles. All the half-tones are number-

Our Fur Catalogue

This comprehensive and artistic Fur Catalogue and Price List (considered the finest and most useful Catalogue issued this season) is now being mailed.

It is a decided aid in securing special orders and gives an excellent idea of the high class of goods we make.



The Fur Mark of Quality

The edition is limited and shrewd merchants will make sure of a copy by writing us now.

Your order whether small or large will have care and attention and shipments will be made as promptly as circumstances will permit.

S. T. Greenleese & Sons Limited

Wholesale Furriers

In Our New Building 12 ST. HELEN STREET, Montreal

ed, and letter orders and enquiries will be promptly attended to if cut numbers are given. On pages 23 and 24 are found self measurements for both ladies' and gentlemen's coats and jackets. Catalogue cheerfully sent on request.

McCOMBER & CUMMINGS' CATALOGUE.

Trade catalogues, and especially those devoted to furs, are always of interest. They must be out of the general run in point of execution, because the representation of fur on the printed page, to in any way convey



From the Catalogue of S. T. Greenleese & Sons, Limited, Montreal.

the beauties of the original, must be the work of high class artists. McComber & Cummings, Montreal, have issued such a catalogue, a useful as well as compact one. The size of the catalogue is 9 inches in width by 12 inches in height, and it contains in all 18 pages. The cuts illustrate the newest designs in ladies' coats, small pieces for ladies' and men's coats, comprising every fur suitable to the Canadian market. Notable half-tones among the small pieces are of muffs, ruffs, stoles, scarfs, collarettes, fur caps and collars. On the back page, inside the cover, the usual self measurement is explained. The cover design, in three colorings, is art nouveau, and contains an illustration of a lady wearing handsome furs. Mentioning The Review will insure prompt delivery to any merchant wishing one of these catalogues.

THE WALDRON, DROUIN CO., LTD., CATALOGUE.

The Waldron, Drouin Co., Ltd., 138 McGill Street, Montreal, have issued an exceedingly attractive catalogue for the 1907-08 season. The catalogue measures 7 inches in width by 10 inches in height and contains twenty-two pages. It is accompanied by a sixteen-page price list. It is indexed, and when a certain style is seen in the catalogue, there is no difficulty in finding the right range of prices. The cuts illustrate the newest designs in ladies' fur coats, men's fur-lined and raccoon coats, fur collars, fur gauntlets, stoles, muffs, etc. On the back page, inside the cover, are found directions for self measurement. The catalogue is bound in a cover of heavy grey stock, on the front of which is engraved a large tiger and also a young lady, dressed in the "cold weather" style. Inside the front cover this firm state: "We have much pleasure in presenting, with our compliments, our catalogue for 1907-08."

FUR NOTES.

Charles Carter, representing the Leak Fur Mfg. Co., Ltd., Montreal, made a flying trip through Ontario in the interests of his firm.

C. H. Fildes, manager fur department of John W. Peck & Co., Ltd., Montreal, attended the October London sales, and is visiting the principal European markets. He returns to Montreal about December 1.

World's Fur Trade

More Extensive Than Ever — Raw Skins go to Germany—Some Interesting Information.

In view of the frequent questions asked as to the fur trade in general, and particularly as to the reasons for Germany's importance therein, the following facts will be of interest:

"Occasionally one hears the fear expressed that the fur-bearing animals are becoming extinct. The fur trade of North America is larger to-day than ever before. It is true that the buffalo no longer comes into consideration as a fur-bearing animal, and the beaver is also nearly extinct in most countries. The sea otter, which formerly furnished 100,000 furs annually, yields not 400 at the highest, and the seal also seems to be rarer, as the number of sealskins has decreased from 100,000 to 10,000 yearly, but other fur-bearing animals have taken the place of these, and the dimensions of the American fur trade are at present greater than they have ever been.

The Fur Repeat Season Is Here

We're Ready to Serve You Promptly With Anything in — "GOOD FURS"

M. SILVER & CO.

The Quality House
12-14 St. John Street
MONTREAL



THE ARCTIC LABEL

Is the protection of every dealer and every buyer of Fur-Lined Coats and Robes.

The Arctic Coats and Robes are fully guaranteed.

Style and Finish the Best.

THE Berlin Robe and Clothing Co. Ltd.

BERLIN, ONT.

A Special for your Fur Department



No. 652.

A Great Fur-lined Coat Seller

READ THE DESCRIPTION.

No. 652, as in illustration. The best Ladies' Fur-lined Coat value ever offered. Fine broadcloth shell, Columbia sable collar and lapels, fine muskrat lining.

Terms on this special
Net 30 days.

Price $39.50

Send us your order. It will receive prompt attention.

A. J. ALEXANDOR

Wholesale Manufacturing Furrier

504-506 St. Paul St., Montreal

Once a Customer, Always a Customer

Headquarters for

Astrachan Jackets

and

Furs of Every Description.

The Albert Vineburg Fur Co.

622 St. Paul St., MONTREAL

Help Your Fur Sales

We mount or sell all kinds of

Animal Skin Rugs. Sleigh Robes a Specialty.

Special attention given to repairs. Write for particulars.

The SIBERIAN FUR CO.,

Taxidermists and Naturalists

447 St. Paul St., MONTREAL

Persons writing to advertisers will kindly mention DRY GOODS REVIEW.

Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

15 cents per square inch for half-tones
7 " " " " " " zinc etchings

Only the originals will be sold.

When ordering please mention page and month of the Review in which the cut appeared.

Address:

MONTREAL
232 McGill Street

TORONTO
10 Front St. East

More money is now earned on skunk, muskrat, and fox furs than ever before on beavers, sea otters, seals, and other rare furs. The depots in Canada and the United States send the largest part of the furs they receive to the three famous fur markets of the world—London, Leipzig, and Nijni-Novgorod. The buying itself is done by expert fur brokers.

In London the furs are sold by auction and an average of $5,000,000 worth of raw furs are disposed of there annually. The principal sale in Nijni-Novgorod, Russia, takes place in August. There all the Asiatic furs, such as Persian lambs and Astrakhans, Mongolian goatskins, and Siberian sables, ermine, rare squirrel furs, and, although in very small quantities, otters and seals are sold.

Germany's Expert Finishing Processes.

The Leipzig market is held at the great fur "Messe" at Easter time. To it come buyers and sellers from North and South America. Persia, China, Siberia, Japan, Tibet and England. The "Messe" lasts two weeks and is an interesting relic of mediaeval times, which still retains its importance. Why is it that Germany, which furnishes no fur-bearing animals, plays so important a part in the fur trade? This is due to the coloring and dressing of the furs. Whole towns and cities are engaged in the preparation of the raw skins Austria and Russia produce duce the best squirrel skins for lining, but they must all be sent to Germany to be dressed. The secret of this dressing lies partially in drawing the fat out of the skins without soiling the fur, which is of great importance in the case of ermine, white fox, and polar bear furs. Many dressers finish the furs with poor fat instead of butter, or do not properly remove the unpleasant odor, as they do not treat the skins with mahogany shavings. Germany takes the foremost place in the coloring of all sheepskins, which is attributed to the composition of the German river water and to the properties of the German clay. There are sent annually to the sales at Leipzig and Nijni-Novgorod 200,000 English fox skins, 500,000 German fox skins, 300,000 Russian fox skins, 90,000 American red fox skins, and over 50,000 Alaskan fox skins of all sorts.

WANAMAKER AT WORK.

John Wanamaker, the merchant prince of Philadelphia and New York, is a man whose working capacity seems unlimited.

He has built up his immense business by sheer pluck and keeping everlastingly at work. He began as a penniless boy, and is now the greatest merchant in America.

Here is the story of Mr. Wanamaker's working day:

He rises before 6 a.m.; takes a short walk or ride on horseback before breakfast at 6.30; eats little at all times; arrives at his office at 8.15.

He then spends an hour in looking over and answering letters. His rule is to answer each letter received as quickly as possible.

After this he receives callers and confers with the chief managers until noon. He is famous for his courteousness to callers, and also for his quick yet pleasant method of dismissing them to make room for others.

During the noon hour he often attends business, political, or religious meetings of one kind or another.

He takes a light lunch in a private room in a corner of the store with his son and some distinguished guest.

Vegetables and fruit constitute his principal articles of diet. He rarely drinks tea or coffee.

The afternoon is usually spent in his son's office, seeing only the most urgent callers, and actively supervising the work of the fifty-four different departments of the great enterprise.

He walks about the store, speaking a kind word here, overseeing some alterations, always watchful, alert, planning, organizing.

He leaves for home about 6.30, has dinner at 7, and spends the evening in conversation with his family or friends, in reading or quiet recreation.

ONTARIO.

J. E. Diamond has opened a fur store in Listowel.

The Retail Merchants' Association of Galt will open clubrooms.

The Galt Retail Merchants' Association held their annual banquet on October 15.

The T. Eaton Co. have opened large additions to both their Toronto and Winnipeg stores.

Geo. Naylor & Co., of Ingersoll, have made extensive improvements in their men's wear store.

The Waterloo Knitting Company, Carleton Place, has been incorporated with a capital of $250,000.

The Mackay Brothers, Limited, of Renfrew, with a capital of $50,000, has been incorporated under Ontario letters patent.

Peterborough has gained 1,000 in population during the past year. There are 111 commercial travelers residing in the city.

The Orangeville Woollen Mills were destroyed by fire, with a loss of about $12,000, and insurance of $6,000. The mills will be rebuilt.

Geo. C. Hanna, Wingham, recently moved into a new store, 30x115 feet. It is well fitted up, and Mr. Hanna calls it "The Little Eaton."

The re-opening of A. W. Cressman's remodelled store at Peterborough was the ninth anniversary of the establishment of his first store there.

The largest excavation ever made in Toronto is that for the extension of the Simpson store. The new building will add eleven acres of floor space.

The Ideal Clothing Company was organized recently at Port Hope to manufacture men's clothing, shirts and overalls. The majority of stockholders are residents of the town.

D. Morrison, the credit man, Toronto, has purchased and remodelled a three-storey building. He intends to add men's furnishings, staples, ladies' hosiery and boots and shoes. He already carries clothing, ladies' furs, mantles and skirts.

The Clinton Knitting Co. are about to commence operations on an additional two-storey building 30x60 feet. At a meeting of the directors it was decided to apply for a Dominion charter, and the capital of the company will be increased $35,000.

E. Johnston, of Port Arthur, has completed extensive alterations to his store. It has been enlarged until now the dimensions are 22x90 feet. The arrangement of departments is much better than before. Mr. Johnston is making a specialty of ladies' ready-to-wear garments, although, of course, he carries all lines of general dry goods.

Negotiations have been completed by which Gordon, Mackay & Co. are to become the tenants, with the option of purchase, of the warehouse of the W. J. Gage Co. The premises adjoin their present warehouse, and will give them a big extra floor space. The frontage is 74 feet on Front street, and the depth 197 feet. The building is six storeys high.



Plain Cloths the Big Sellers

Plain Clothes and Piece-Dyed Fancies in the Lead for Spring—Stripes and a Few Checks Form the Novelty End.

Travelers are finding retail stocks fairly clear, only a few tweeds being the stock of any moment carried over. Orders, however, are being placed very conservatively. Buyers are exercising a large degree of caution.

The heavy business has been done, so far, largely in plain cloths, and there is no doubt that the coming Spring will be largely a plain season. A good business will be done in piece-dyed fancies, materials in which the pattern is in the same color as the fabric.

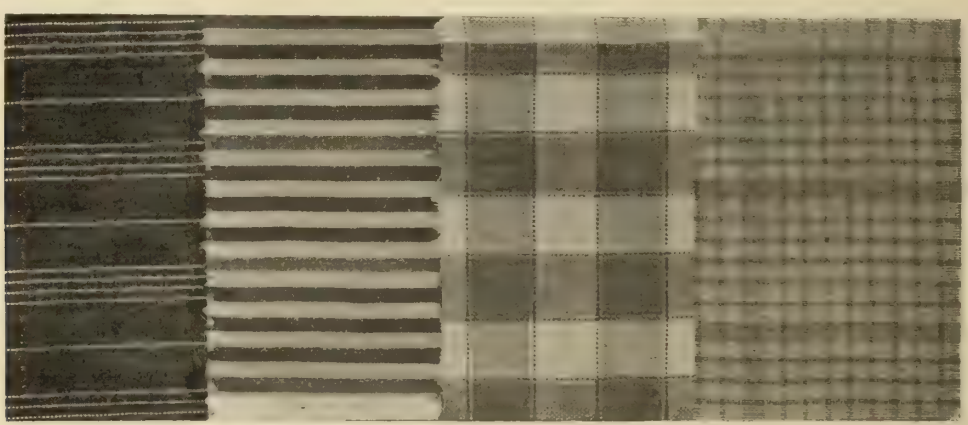
In fancies, proper stripes decidedly lead. The majority of the effects shown are in subdued colorings, and the stripe pattern is indistinct. This also applies to checks shown.

Taffeta cloths, batistes, panamas, chiffon panamas and fine serges are the leading sellers. Mohairs and lustres in plain cloths and in phantom effects, in black, navy blue and cream, will be in demand. Though the tendency is away from white, white serges promise to hold their place. Even now in the late days of October, suits of white serge are frequently seen on the street.

Voiles and other transparent weaves are in increasing vogue. Chiffon voiles are strong sellers. Among novelty lines may be mentioned chiffon illusion, a particularly soft and fine weave. Stripes and checks in voiles are not included in novelty fabrics. These are not only in self color but in contrasting tones. White grounds well covered with stripes are shown. Silk pin stripes and satin stripes are also shown. Large pastiles on sheer silk and wool fabrics, as well as silk stripes, are being shown.

Brown is so far the big color seller though fancy blues promise to distance them later.

Though the trade is not much interested in tweeds, there are buyers who favor them. They say that the price at which they can be produced will be a big factor in their sale.



Fancy Striped and Checked Voiles for Spring,
Shown by Debenhams, (Canada) Ltd., Toronto.

Silks In Active Demand

Soft Finished Silks for Spring Wear—Manufacturers Full of Orders — No Indications of Easier Prices in the near Future.

The class of silks in demand for the Spring season is of a soft nature, and for the popular trade, such weaves as paillette, marvelleux, etc., with soft duchesse satin ranking as the high class article.

Plain silks will be the leading sellers, and colors will play an important part. Taffetas are always in big demand and the vogue for veilings, in spite of the high price of silk, is helping the sale of taffetas. The call is for the light weight, bright finishes, and taffeta chiffon is still the leading seller.

Though plain silks are to be the leading sellers, fancies are well to the fore. Stripes play the most promin-

ent part in collection and stripes, modified by overprintings, appear to be the basis of the majority of the Spring patterns. Shots are now being employed for the millinery trade.



Fifth Avenue Model. Suit of Bronze-Brown Cheviot, Trimmed Braid and Cord Ornaments. Small collar of Japanese Embroidery.

In spite of the fact that they were heavy sellers in the past Summer, shantungs and tussors are giving every promise of an increased demand. Dyed shantung is shown in a big range of colors and promises to be a leading fabric.

For popular selling, small patterns in spots, stripes and checks, in chine-taffeta, louisenes, tamolins will sell freely.

Paris says satins, and particularly in the millinery end, satins are coming to the fore.



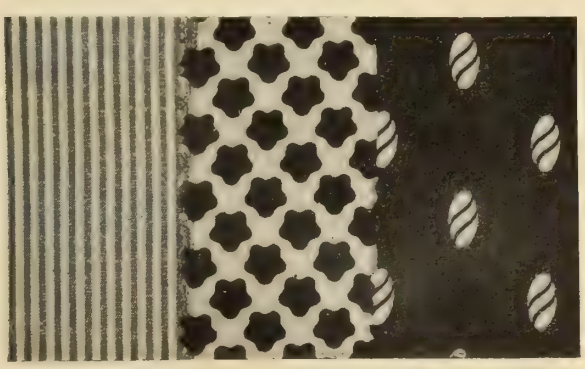
Satin Striped Tussor, Novelty Silk for Spring.

Wash Goods

Wash Goods Lines Attractive — Good Season Promised — Big Interest in Ginghams.

The many movements up or down that raw cotton is making can have little or no influence upon Spring prices. As in other textiles, it is the spinner who fixes prices, and many manufacturers are working on so narrow a margin of profit that they are complaining. In some quarters there seems to be an impression that prices may come down, and due to this and other causes, purchasing is not exactly as brisk at this time as last year. Nevertheless a big interest is manifested in wash goods. Ginghams, printed fabrics, colored cottons, and fine white cottons cover the cotton list.

Mills making lawns, batistes, linons, etc., are sold away ahead. Manufacturers of waists, whitewear, etc., have taken large supplies. The retail trade is not ordering with any vim. This is doubtless accounted for by the fact that they know the jobbing houses have placed large contracts, and they can get the goods when wanted.



1, Striped Zephyr ; 2 and 3, Radium Foulard—Novelty Cotton Fabrics for Spring, Shown by Debenhams, (Canada) Ltd.

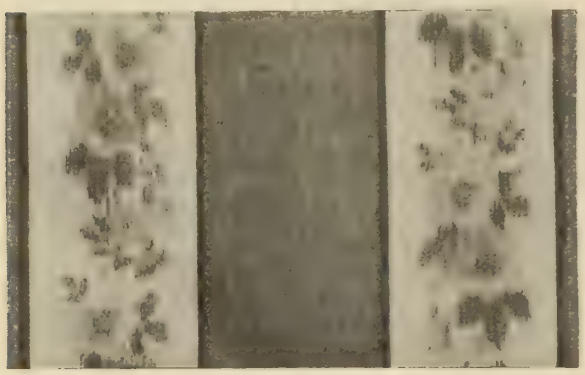
In white fabrics, fancy mercerized materials are a stronger line than for some seasons. Corded checks, mercerized stripes and jacquard figures are all featured.

Linons, lawns, batistes, etc., are selling in colors. Linons promise particular prominence as they are likely

to be freely used for suits and street costumes. The chief colors are blues, tan, helio, green, brown and natural, or cream.

Lawns not only come in plain colors, but the novelty lines come in bordered effects. Not only are staple gingham lines decidedly good, but a large business will be done in sheer light weight zephyrs. Plain zephyrs in all the leading colors are featured, and checked and striped patterns in great profusion are shown.

In printed goods, voiles and cambrics are good, chiefly



Warp Print Zephyr Stripe for Spring, Shown by Debenhams, (Canada) Ltd.

in stripes and in spots, and what are known as "classic" patterns.

Mercerized fabrics in imitation of silk, in neat silk designs, and imitations of wool fabrics, are shown. Some of these closely imitate foulards and should share the popularity of washing silks.

For skirt and coat suits, white and colored linen are strongly in evidence. These goods are still in high favor for the better trade. This is a line that is in short supply, and one that is sure to be a big seller. Though from a yardage standpoint white linens will lead, there is an increasing sale of solid colors. Blue shades, pink, green, helio, brown, tan and cream, comprise the list.

Broadcloths

Big Sellers for the Present Fall and Also for the Coming Spring—Orders Placed with Manufacturers for the Fall of 1908.

A splendid business has been done in light weight chiffon broadcloths, and not only has the counter trade been large, but the broadcloth suit has been the popular seller in both medium and high class lines. Not only are dark shades selling for street wear, but putty and pastel shades are being taken by the exclusive trade for dressy wear. The expensive coat is of broadcloth, not only for street and carriage, but also for evening wear.

A very large proportion of the coats shown now for the Fall season in Paris are of colored broadcloth. The popular shades are evique or purple, bronze-brown, beaver, peacock and moss green.

Broadcloths, though not a Spring fabric, are selling well for the coming Spring. Moreover, orders are now being placed with the manufacturers for the Fall and Winter of 1908. Evidently the end of their vogue is not yet reached.

Wool Again Soars

The New Wool Season Opens with Higher Prices—Wool up from 10 per cent. to 15 per cent.

Wool prices are rapidly making a record, and the end of the heavy advances on woolen fabrics has not yet been reached. At the last series of sales in London merino advanced 10 per cent. and cross-breds from 10 per cent. to 15 per cent. There was a big array of buyers, chiefly from France, Germany and Yorkshire present. Competition was very keen and wool evidently was badly wanted.

The opening sales of the new clip in Australia also saw an advance. During the past week buyers in jobbing houses have received notices of advances from 1d to 2d per yard.

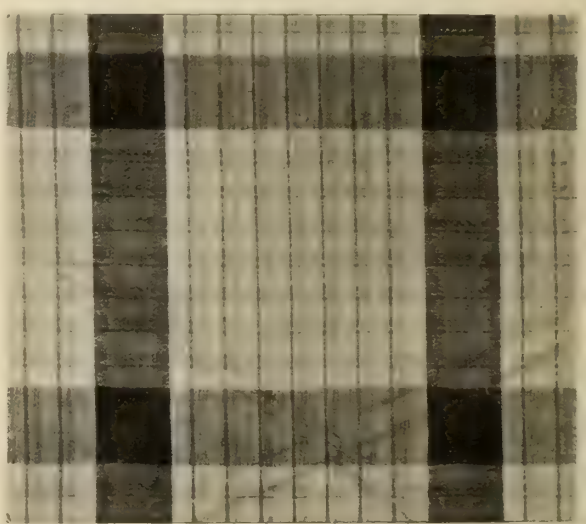
DRESS GOODS NOTES.

William Agnew, of William Agnew & Co., Montreal, has returned from his usual foreign buying trip. Mr. Agnew speaks of the continued high prices ruling for fine wools. Coupled with this advance in price is the scarcity of fine wools.

Silks are practically 25 per cent. higher than six months ago, this applying to almost every quality in weave.

IN TEMPORARY QUARTERS.

Konig & Stuffmann, Montreal, have been forced to vacate their handsome warehouse at 11 Victoria Square, owing to extensive alterations and additions to the building. These alterations were necessary in order to provide this firm with additional facilities. In the meantime they have moved to temporary and commodious premises at 28 Victoria Square, in the Mark Fisher Build-



Checked Zephyr for Spring, Shown by Debenhams (Canada) Ltd.

ing. The moving has been accomplished without any inconvenience to the trade. They expect their old building to be ready for occupation about the middle of January. This will be the third addition to Konig & Stuffmann's premises in the past 10 years.

Geller Manufacturing Co., manufacturers overalls, Winnipeg; sold to Northwestern Supply House, Limited.

Harris & Co.

Limited

Rockwood, Ont.

New Lightweight

Ladies' Suitings

Costume Cloths

Homespuns

For Spring 1908

Our range is extensive and the Material is the Best

Ask our representatives to wait on you.

G. A. WOODILL, 70 Granville St., Halifax, N.S.
HECTOR PREVOST, 292 St. Hubert St., Montreal.
E. J. DIGNUM & CO., 84 Bay St., Toronto.
McRAE & WALKER, Asbdown Block, Winnipeg.

GLOVINE

Guaranteed to Clean Gloves—Also the most delicate shades of Crepe de Chene, silk, velvet, etc.

Retails at 25 cents per 16 ounce bottle

Manufacturers: **Glovine Mfg. Co.** Wilkesbarre, Pa.
Agent for Canada: **B. L. Monkhouse** 19 Melinda St., Toronto

WRITE FOR QUOTATIONS

MENTION

DRY GOODS REVIEW

IN WRITING TO ADVERTISERS

THE

'PIRLE' Finish.

Indispensable for the Open-Air Girl

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspo'ted** and unshrunk, and, when dry, will be as fresh as when it came from the tailors' hands."



REGISTERED TRADE-MARK

"MADGE" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.
"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,
or full particulars from

BDA (Copywright)

Edward Ripley & Son, Limited,
100c Queen Victoria Street,
LONDON, E.C., ENGLAND.

H.M.

ANNOUNCEMENT

Expansion is the order of the day.

In order to accommodate our growing trade we have laid plans to enlarge our warehouse facilities at 11 Victoria Square. This has necessitated us vacating the building and occupying, until about January 15th, temporary premises at

28 VICTORIA SQUARE
(Mark Fisher Building)

There will be no interference with business, and the re-arrangement of stocks enables us to offer many desirable lines at attractive figures. You will find our Fall stock of LACES, TRIMMINGS, HANDKERCHIEFS, Etc., replete with active selling lines.

Buyers should make a point of calling this month.

The leading house for Laces of all descriptions.

KONIG & STUFFMANN
MONTREAL

Dress Accessories

Gloves

Conditions at Retail—The Wrist Gloves are Good for Fall.

Retail glove conditions are in first-class shape at present. Wrist gloves are improving in sale, with a considerably larger business than one year ago. The better grades of gloves have been selling the best. Tans have been good sellers so far. They are closely followed by black, navy, gray, green and red, in the order mentioned.



"Violette Cloche"—New Circular Veil, in Fine Silk Point D'Esprit, with Embroidered Spot Border. Shown by Debenhams, (Canada) Limited, Montreal.

Cape Glove.

The English cape, or mannish glove, for women, both pique or prix seam, which retail at $1, are coming into greater demand each season. Comfort, wear and general satisfaction accounts largely for this. In this line, tans are about the only color asked for. The one-dome fastener in this glove is the most satisfactory.

In long gloves, tans, blacks, navies, grays, greens, and whites, are selling well, particularly the first three mentioned. For evening wear, some pink and sky colors are frequently asked for, as well as the staple white. The 12 and 16-button lengths continue in exceptional favor.

Prices run about the same as last year at retail, but some exceptional values have been offered during the last two months. These have been mostly lamb goods, however.

Cold Weather Gloves.

With the coming of the cold weather and the long coat sleeves, wrist lengths will be even more prominent than at the moment. Lined gloves are being bought quite freely, in both wool and fur-lined, at from $1 to $3.

Present conditions in the jobbing trade indicate a big glove season this Fall. Short gloves are selling well in black and tans. The mannish glove is in excellent request. The feeling for long gloves continues strong, and jobbers report quite a few orders. The kid glove business is exceptionally good, and although a decided tendency is noticed to match the gloves with costumes and hats, the darker and sober colors are taking best in this market. Greens, navies and reds are favorite shades. Tans and blacks continue to hold first position as the

most sought for color in the glove trade just now. A fair trade is being done on suedes. Ringwoods are as popular as ever in the eastern ground, and are shown in the quiet, subdued effects. Motor gloves are seen in abundance, and are selling well. This glove is in reality a long Ringwood. Children's lines have sold well in all the staples and colors.

Fabric Gloves.

A fabric glove is assured for the Spring season, and it is by no means speculative to place large orders, as good numbers will be fairly scarce. The long white and black silk glove should not be neglected. Whites and creams will be stronger than ever before in silks, lisles and taffetas. Brown and navy also deserve representation. The two-dome fasteners seem more firmly installed than in previous seasons.

Chamois gloves are rapidly coming to the front. These are shown in the natural color.

One wholesaler finds that with the exception of the cheaper lines, the long glove has sold the best. The wrist length glove has sold well to retail at 25c.

Ribbons

Holiday Suggestions—Travelers are now Showing Lines for Spring.

At the present time conditions in the ribbon trade are satisfactory, so far as selling is concerned in all retail establishments, while the holiday trade, which is always good, is yet to come. From now on the merchant should push his ribbons; let him get out the slow lines and mark them down for holiday selling. If he has odd shades and colors, which have accumulated during the Summer months, now is his time, for lots of shades that will not sell for any other purpose will be snapped up for fancy work, and the woman who is not planning some piece of fancy work is singular nowadays. A progressive merchant should have a number of belts, opera bags, cushions and other articles made up from his ribbon stock, and should place them on show in his department, just to give ideas to his customers, as well as to give a nice fresh appearance to his department. This is a good plan to use at all times, but is extra attractive at this season of the year.

Just now plain ribbons are having preference with browns very hard to procure. Velvet lines are also good. The feeling for Dresdenss, alway staple at this season, is exceptionally strong, particularly in the narrow widths. Fancy ribbons will have extra sales from now till Xmas.

Prices of ribbons continue high. Many lines shown for Spring, especially plain taffetas, retailing in the ordinary way, at 25c. per yard, show advances. Some lines contain so little silk that advances are hardly worth considering. To show the way one city retailer regards the situation, the ribbon buyer states: "It hardly seems possible that much higher prices can be asked, especially for staple lines." Further, he believes that the next six months should see them on the downward trend. This view is by no means shared by wholesale importers, and other authorities in the trade.

Deliveries for Spring ought to be good, owing to such small orders being placed.

Spring buying of ribbons is now under way. Travelers are on the road again, and it is, once more, up to the merchant to anticipate his wants for the approaching season. Staple lines are much in evidence. There are, however, besides plain, quite a number of fancy lines on hand, and when they are quite complete other novelties, no doubt, will be added.

The ribbon demand for Spring promises to utilize all widths. Millinery, it is said, favors the wider ribbons, but the general counter demand includes all widths with a leaning towards the narrower widths. Ribbon velvets, especially in No. 9 and 6 widths, for bows, in both black and colors, will be a strong feature for next season. Dresdens, also, are very good at present, and there is every indication that they will continue so for Spring.

Embroideries

Plenty of Novelty in the New Lines—Filet Embroideries head the Procession.

The new filet embroideries, because they are a distinct novelty, promise to be met with great favor. They are going to be a big feature in the coming season, as their vogue is sure to be influenced by the feeling for filet effects in laces. Many of the patterns are of great beauty. They are, I am informed, simply embroideries made from lace drawings.

Already the blouse manufacturers are taking up these filet patterns, not only in bands and galons, but in the very handsome waistings. The latest filet touch is the pattern worked out in cord effects. These patterns are decidedly on the antique order.

New effects in eyelet work are shown, and in the handsome blind patterns are many new ideas, chiefly of a floral character. In the cheaper goods some attractive shadow patterns are shown.

Bands, particularly in the wider widths, and all-overs, are the best sellers. Deep flouncings also promise well. Bands and galons that can be threaded with an inch-wide ribbon are among the well thought of novelties.

Though prices are very firm, deliveries will be much better than last year.

Veilings

Records Broken—Retailers Displaying Extensive Lines—The Large Spot Feature.

The feeling this year for veilings of all kinds is strong. Both in wholesale and in retail establishments new records are being made. Owing to the novelty styles and shapes being shown, there has been an exceptional revival of interest in veilings all over the country. As a result, many large city retailers are displaying all lines to advantage. Further, women who, as a rule, were not given to wearing veils, have this season adopted the fashion.

The style of net most popular at present is the staple mesh, with a large spot, better known abroad as the cherry spot.

Velvet spot meshes are extremely prominent, and are quite a feature of the trade. Staple lines, such as plain and mottled effects, are also shown.

Filet mesh veiling, in hat lengths, is an extreme novelty for the Christmas trade. Another Paris novelty, which should increase in favor as the season develops, is a silk chantilly face veil. The shape is perfectly round and it can be conveniently used as a hat drape.

Chiffon and crepe de chene motor veiling, in single width, is quite a feature this season, and has met with

marked success. Double width chiffon veiling, for motor purposes, is also selling in unusual quantities.

Popular Colors.

While white and black veils are staple, it is the colored veil that is the seller. Brown is a great favorite just now, while navy is also strong. Greens are only selling in fair quantities.

Broadly speaking, it is a case of everything selling.

Best selling prices for veiling at retail range from 40c. to 75c. per yard.

Jobbers' Trade Active.

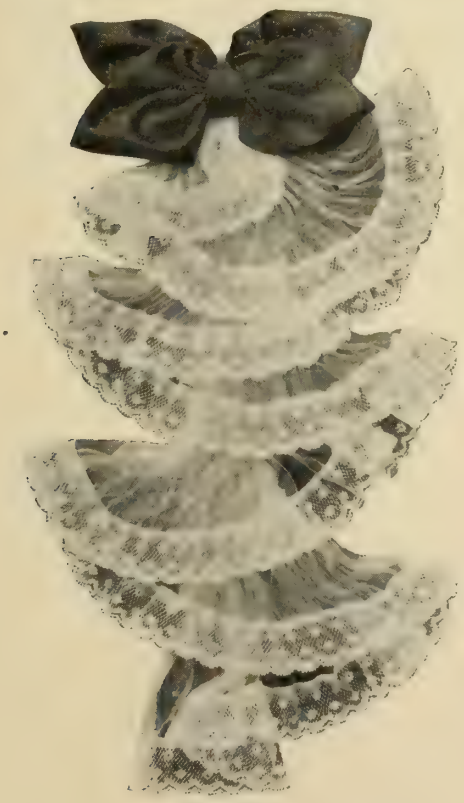
In the jobbing trade, will be found many, if not all, of the novelties, as well as staple lines, now selling. There is quite a feeling for bordered veilings. Colored veilings are being ordered more than ever, especially in browns and navies. This is quite in harmony with the retail trade.

The Large Spot Feature.

One of the greatest features of the season is the demand for the large cherry spot veiling. Not long ago this style, while shown, was hardly given any attention, but demand has been quickly established. Retailers in the United States and Paris are stocking veilings of this kind, and among the better class trade the feeling is exceptionally strong.

Made Veils.

Another feature of the season is the strong feeling for made veils. The present style of draping the veil over the hat, and catching it in the back with a pin, is



Separate Jabot of Chiffon and Lace, Shown by Rhys. D. Fairbairn.

to a large extent responsible for this vogue. These lines are shown for the Christmas trade.

At present manufacturers find business broadening out. They are doing an exceptionally strong sorting trade in the large fancy spotted veils. They state that they are doing quite a business in crepe-de-chene veiling for the coming Winter trade. For walking and driving purposes, chiffon veilings are to the fore.

Prices are firm and show an advance of from 10 to 15 per cent. over figures ruling one year ago.



Latest Paris and New York Style, Shown by Rhys. D. Fairbairn.

Neckwear

Boxed Goods for the Christmas Trade—Marie Antoinette and Beau Brummel Jabots the Novelties.

Manufacturers are busy with Christmas lines. Boxed goods are always asked for, at this time of year, and the trade has been tempted this season with some very good values in this line.

Stiff linen collars show little or no improvement. Most retailers have a fair assortment on hand, but report that there is little doing in these lines. Canada is not alone in this respect, as in some parts of the States they have not sold remarkably well.

A very much better business has been done in the soft embroidered turn-down with a deep, moderately stiff band. Also all kinds of fancy bows are selling.

As the tailored suit comes into prominence, the jabot styles in Beau Brummel and Marie Antoinette styles become more popular as the one is designed for wear with the other.

The sale of tailored suits will also help the sale of coat sets, which have been rather disappointing in the market, though they have been a big feature on the other side.

Paris is introducing the extremely high stock, with points that come up under the ears. This style has been taken up in New York and is the latest novelty in neckwear lines there.

In the big cities—in Montreal and Toronto—the neckwear situation is somewhat disappointing. Some of the largest stores in both cities refuse to touch any novelties in this line. And this, in spite of the fact that when any extra showing is made, or any job line that is fairly good style is put out, the counter will be lined up three and four deep. One store in each city is said to be making a success of this line. In each case constant window representation is given, and a fine stock of the leading lines and latest novelties stocked.

RHYS. D. FAIRBAIRN, Ltd.

Designers and Manufacturers

Latest Designs,

Fluffy Ruffle Jabots and Bows

Our range of **Ladies' Neckwear** and **Belts** for the **Holiday Trade** is now complete

Our Salesmen are Coming Your Way.

Neck Ruchings Pleatings

HUGH HENRY
204 St. James St., Montreal

107 Simcoe Street, Toronto

In chiffon goods the straight-band collar or stock with a lace or ribbon bow is the seller, or else the small pointed stock. To wear with the fancy net and lace blouses, with collar attached, narrow velvet neck-bands, topped with a length of frilling and trimmed with ribbon embroidery, are shown.

For the holiday trade assorted styles of frilling are put up in boxes. In chiffon goods the small stock is the seller. The stock with the jabot end, contrary to the usual custom, is not asked for.

In the better trade lace and chiffon scarves, ostrich, marabout and coque boas are selling for evening and dressy wear.

Umbrellas

The Holiday Trade—Feeling for Handles of Natural Wood, Pearl, Silver and Gold.

The umbrella trade at retail is active, with medium-priced lines doing the business. The feeling for umbrellas, with handles of natural wood, pearl, silver and gold, is strong. The above-mentioned styles in handles are being stocked for the Christmas trade. In umbrellas, if to retail under $4 or $4.50, a fine Gloria covering is preferable to silk. Above that price silk that will give fairly good satisfaction can be secured. Taped edges and covers are being sold for the Holiday season, also neat boxes for delivery purposes.

Trimmings and Braids

Custom Made Suits Trimmed with Braid—The Fancy Vest in Evidence—Japanese Embroideries on Silk and Filet Nets the Novelty Idea

Though the plain tailored suit is so much in evidence, a nice business is being done on braids, galoons, etc. These are used to trim dressy custom-made suits, and dressy costumes. The braids showing are mostly in heavy fancy weaves, and also in fine wood silk and mohair lines for binding purposes, for the binding of coat edges is a leading idea in dressy suit schemes. Fancy braid trimmings, generally showing tinsel effects, are used as a trimming on these cloths, which are of either pastel shades of cloth or of colored velvet.

Trimming lines for Spring run to Japanese embroidered patterns either on silk or on filet grounds. Tinsel is freely used, and gold filet forms the ground work of many trimmings. As these trimmings are expensive their use will be confined to the better trade. Chinelle effects are coming to the fore in the shape of drops and tassels chiefly. Chinelle worked up on a filet ground is a novelty. Drop effects continue to be featured.

Laces

Fair Business Transacted in Laces and Nets —Travelers on the Road with Import Novelties.

There is a good amount of business passing in the retail trade, and in spite of all drawbacks the selling season promises well. Lace is wanted for many uses, as practically no costume is complete without more or less lace elaboration.

All classes of dress nets promise to be big sellers during the Fall months, as they are in immense demand for guimpes, waists and evening gowns. Filet nets, in both white and black, lead.

In the city trade filet laces and laces showing filet introductions are very prominent. Filet net robes are among the novelties featured in the exclusive trade. Princesse is the evening lace. Filet all-overs with Princesse sprigs are shown, and also bands and galons to match.

Travelers are out with samples for import orders for Spring. The leading novelties they are showing have been illustrated and described in previous numbers of The Review. There has not yet been time to particularize just as to what is the trend of Canadian buying. Filet effects, however, are sure to be well taken. Notwithstanding the heavy orders placed for Valenciennes, this lace is still in good demand. Manufacturers are still full of orders and prices continue firm.

A few days ago Marshall Field & Co., Chicago, advertised a cut in the price of standard line of cotton goods. A New York party hearing of the cut wired for 50 cases of standard goods. The Field people, however, wired back that they were not selling outside their regular trade.



The Glove House of Canada

FALL GLOVES of all descriptions are **now in stock** and we can fill your orders promptly.

Kid Gloves, Wool Gloves, Lined Gloves

Our stock of Kid Gloves is the largest in Canada. **Long or Short Gloves, all shades** and **lengths,** at **popular prices.**

SPRING, 1908

Our travellers are now on the road, with a complete range of the latest styles and shades in fabrics and kid gloves.



PERRIN FRERES & CIE.

28 Victoria Square, **MONTREAL**

Novelties for Xmas Trade

SWISS EMBROIDERED HANDKERCHIEFS —Immense Range.

LADIES' NECKWEAR in SILK EMBROIDERY and LACE

Spanish Lace Scarfs
Black and Ivory

Chiffon Drape Veils
In all shades.

EVERYTHING IN BELTS

LEATHER, SILK, ELASTIC STEEL-STUDDED

SEE OUR RANGE

SANDERSONS LIMITED

172 FRONT STREET WEST, TORONTO

WHB WHB

Walter H. Barry & Co.

THE RIBBON HOUSE OF CANADA

Holiday Ribbons

COMPLETE ASSORTMENT of APPROPRIATE HOLLY RIBBONS FOR XMAS TRADE.

Stock was never so complete in Staples and Fancies

PRICES RIGHT

COR ST JAMES & McGILL STS MONTREAL

There are Two Things

absolutely necessary in good glove making. A1 material and highly skilled workmanship. It is well known that

Storey's Gloves

have these two qualities. Our material is drawn from the best sources, and every piece is free from flaws. And we only employ the most highly-skilled glove makers. That's the cause of the popularity of our gloves. They fit well, wear well, look well and

SELL WELL

W. H. Storey & Son

ACTON, ONT. Limited



Pewny's Kid Gloves

BIGGER ASSORTMENT THAN EVER FOR SPRING 1908.

ALBERTINE AND ASCOT BRANDS AT OLD PRICES.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited Winnipeg

Greenshields & Co., Limited Vancouver

Xmas Umbrellas

Place your orders early and get good delivery.

Travellers now on their routes.

THE

Irving Umbrella Company

LIMITED

79-83 Wellington St. E., - Toronto

H. B. CLAFLIN & CO.'S WINDOW DISPLAY



Pat. "Almo" Baby Ribbon

	10-yd. lengths on paper blocks.	50-yd. lengths on spools.	
No. 1	$0.07	$0.27½	
No. 1½	.10½	.50	REGULAR
No. 2	.12½	.60	TERMS.
No. 3	.22½	1.00	

COLORS—Black, White, Cream, Pink I, Pink II, Pink III, Blue I, Blue II, Blue III, Blue IV, Royal, Navy, Scarlet, Cardinal, Garnet, Lilac, Lavender, Maise, Moss, Apple, Bronze, Purple, Brown, Cerise I, Cerise II, Turquoise, Nile I, Nile II, Emerald, O. Rose, Orange I, Orange II, Violet.

☞Please remember in this line we look to the quality as well as the length. We have introduced cheaper brands, but the irregularity and length have not been satisfactory. The above quality we can fully recommend.

Holly Printed Ribbon

HOLLY BELL	1½	2	3	
	18	25	35	10 yard pieces.
HOLLY LEAF AND BERRIES	1½	2	3	
	18	25	35	10 yard pieces. Terms Regular.

THE DIFFERENCE

Tennyson or Longfellow could take a piece of worthless paper, write a poem on it, and make it worth $65,000. That's GENIUS.

Rockefeller can write a few words on a sheet of paper and make it worth $5,000,000. That's CAPITAL.

The British Government can take an ounce of gold and stamp upon it the King's head and make it worth $20.00. That's MONEY.

A mechanic can take raw material worth $5.00 and make it into watch springs worth $1,000. That's SKILL.

A ditch-digger works ten hours a day and handles several tons of earth for $1.25. That's LABOR.

A merchant can take a "TRUE-FIT" Brand Coat that costs $7.00, and sell it for $12.00. That's BUSINESS.

Everybody who is posted buys "TRUE-FIT" Brand Coats. That's GOOD JUDGEMENT. PROVE IT BY SEEING THE SPRING LINES.

SAMUEL WENER & CO.

Manufacturer of TRUE-FIT Brand Ladies' Mantles and Men's Rain Coats

NOTRE DAME AND DUPRE STREETS, MONTREAL

N. B.—A specialty of Auto Rubberized Coats. Sample Coats upon request.

Liven Up The Interest in Your Garment Department

"There's Profit in Griffin Brand Garments"

Prompt Deliveries of Any Immediate Orders

Write us at once your requirements and we'll send you anything in

Popular Priced Griffin Brand Garments

Coats, Suits, Skirts.

The Empire Manufacturing Co.

138 CRAIG STREET WEST, MONTREAL



A Big Suit Season

The Big Business so Far Done on Suits—The Plain Tailored Suit the Big Seller.

As the season advances, interest deepens in the tailored suit. With the earliest opening days, the tailored suit held the centre of the stage, and proved itself a big seller. There is no abatement as yet, in this interest, and the plain tailored suit promises to end the season in high favor.

It is the plainly tailored style, in plain cloths, that has sold so well. Broadcloths, boxcloths, etc., are the popular sellers. Though there is considerable showing of fancy effects, they have not been so well taken, as the suit made of plain cloth. These more fanciful styles are made in many instances with longer coats, but the popular length this season certainly is the so-called thumb-length coat.

In the larger centres there has been a considerable inquiry for Prince Chap styles, which seem to be in decidedly short supply. This style has been a leader in New York, ever since the late Spring, but retailers here seem to have overlooked it, when giving Fall orders.

Skirts are all made up in some pleated style, the one most seen being laid in deep pleats, and having from one to three folds of the material as a trimming. Cutaway coat styles are being featured by the custom tailors, a lead that ready-mades will probably follow in the Spring.

Waists

Nets and Laces for the Holiday Trade — Novelties Preparing for Spring Delivery.

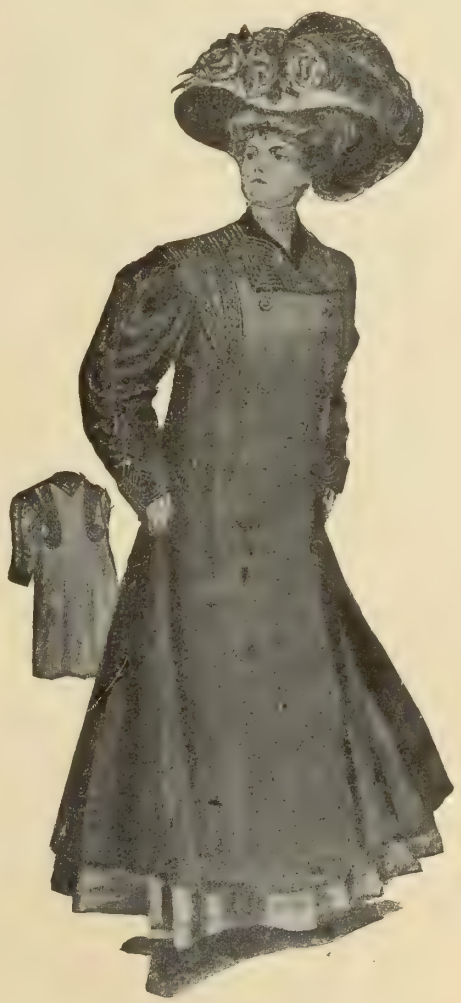
For the Christmas trade, dainty lace and net waists are now being shown. Filet is the leading and the popular novelty, but fancy nets and laces are also shown. Filet lace, Cluny, Irish and guipures are the trimming laces used, and one or more kinds accompany valenciennes on most waists. The new kimona and revere, or bretelle, models, are almost exclusively used. Not only are they lace trimmed, but they have strappings, bows, etc., of silk in plain colors and in fancy warp prints.

For the high-class trade next Spring, bordered materials are already featured, and manufacturers are figuring on handsome waists made of bordered goods later.

Practically all waists, with the exception of a few plainly tailored models, are made with the full 3-4 or elbow sleeve.

Staple lines of lawn waists for January and early Spring delivery are nearly all sold now, and, according to all accounts, manufacturers have received satisfactory orders.

The white lawn waist shows no sign of lessened selling strength, and will, no doubt, be the popular garment with the majority of women in the coming summer. This class of waist is now an all-the-year-round seller. It may not be quite so prominent in the Fall and Winter, but it is a staple article for which there is an all-the-year inquiry in most stores.



FALL COAT STYLE.
Manufactured by J. H. Waldman & Co., Montreal.

Designers are now busy with sample lines for the later trade, and novelties that really are different are promised then. Filet embroideries have so far been a

great selling success, and promise to be a feature in the Spring and Summer lines. Lovely frontings for making up into waists are now being introduced in these embroideries.

Looking to Spring

Staple Styles in Spring Garments Selling — Speculation as to the Season's Novelty Lines.

Staple styles in Spring garments are now selling, but it is as yet too early to substantiate the season's novelty lines. Ideas have not progressed far enough for any really definite forecast. From the present selling strength of the plain tailored suit, suits of this class produced in appropriate Spring weights and materials, will be big sellers.

The tendency is for plain materials in dark shades, brown, fancy blues, navy, plum, green and wine being the most likely colors. A good deal of interest is developing in stripes. The fabrics chosen are generally of indistinct, subdued effects, or phantom effects in piece-dyed goods. Another novelty shown is in the bordered effects. These will be used for suits, and also for the higher grade of separate skirts. Panamas, taffeta panamas, and fancy twill, chevron and shadow weaves, in worsted suitings, and also cheviots, etc., are safe to be featured as Spring sellers.

The pleated skirt promises to repeat its Fall success, both as a suit skirt and as a separate skirt. The latest shape is the new gored circular. This skirt rejoices in fourteen or more gores. Skirts will still carry folds of materials as a trimming, varied in the case of lightweight fabrics with folds and strappings of silk.

Silk shirtwaist, kimona and bretelle suits, in plain and fancy taffeta, and satin-finished silks, promise to be a larger feature than usual in the Spring line.

Corsets

Spring Styles About Ready—Some Travelers Out in November—Not Much Change in Style.

Corset manufacturers have about completed their ranges of sample lines for the Spring season. Some houses will have travelers on the road with them in November, but it is not anticipated that an extra rush of business will result. Prospects are decidedly good for the Spring season, as retailers' stocks are fairly clear.

There is little change to report in the lines of the popular corset and save for minor changes and improvements, the Spring corsets follow the cut of those now selling.

The long hip, high bust models, are coming more and more into general wear, and instead of being only an incident in the line, are now practically the leading feature. Put on the market at first, as a model for stout figures, the long corset has now come into general use, and is as much in demand for slight figures as for full ones. The reason for this is that the fashionable corset must control both the hips and bust; in fact, it has been officially announced by the dressmakers that hips are no longer fashionable. This, of course, is an extreme idea, but, nevertheless, much of the lacing at the waist has been relinquished in favor of a smooth, tight fit over the hips.

Another point in favor of the long corset is the absence of ridges of flesh around the hips when it is worn. A good deal of skill is demanded from the cutter, in the shaping of this model, as the skirt must be so cut as to be comfortable when the wearer is seated. In many models the boning is not carried to the edge of the skirt, and there is a good deal of skilful curving of the skirt edge in front. Suspenders are more than ever a necessity with this model, and must be of good materials, to be of any use, as the strain upon them is very great.

Whitewear

Novelties in Spring Whitewear now showing Combinations Becoming Popular—Many New Ideas seen.

Retailers are busy selecting novelties in whitewear for January delivery. Though many firms do not hold January sales, or openings, January is the accepted month for the display of new ideas in whitewear.

Owing to the present style of dress, which does not admit of any superfluous folds of material around the waist or hips, the combination idea is gaining great ground in whitewear. For the last two or three seasons manufacturers have been striving, and, with good success, to make combination garments as popular with the medium trade, as they are with the wearers of smart clothes.

One obstacle so far has been the high price put on this class of garment. Of course, combinations cannot be sold as cheaply as just one separate garment. When it is considered that the combination takes the place of two, or even three, separate garments, they ar not unduly high-priced.

The fact that more interest is being taken, and more garments of this class sold, is leading to improved ideas being put on the market. One garment takes the place of three necessary under-garments—corset cover, drawers and petticoat. Though comfortable and easy-fitting there is neither fold, dart, pleat nor gathers to mar its plain, smooth fit over the bust, waist or hips. To the busy woman—the housewife or business woman—the fact that dressing can be made a much quicker process will make a strong appeal. The garment can be slipped on in an instant, and two strings and three buttons are all the necessary fastenings to hold it in place. It is so simply constructed that ironing presents no particular problem, as it opens out flat for that process.

Though handsome garments are manufactured, those at a price not too high for the medium and popular trade are included in the line.

Raincoats

Good Demand for Motor Coats—Sales Increasing.

Trade this month, in raincoat lines, has been fairly active. Orders have been satisfactory to the trade. Repeats have been fair. Many manufacturers are ordering their materials much earlier, so that satisfactory deliveries will be assured.

Very few tweeds are being shown, as the leading cloth is covert. The popular shades are fawns, black, and brown. Silk rubberized waterproofs are expected to be strong for next Spring, as orders up to the present show quite an increased demand. The models this year are shown in a variety of colors and styles. Loose coats with pleated backs, and also plain backs, are shown.

Brown, green, fawn, blue and black are the predominating colors. The popular length is 50 inches. Prices range from $10 to $25 to retail.

The public are becoming more educated, as to the usefulness of motor coats, and there is an increasing demand for smart styles, in this kind of coat.

The styles vary. One which should be popular is a double-breasted, loose-fitting coat, with belt and capuchon silk lined. Another popular style is of dark tweed, with leather trimmings. Materials are principally dark tweeds, in this line. The popular length is 50 inches.

The Fall Coat

More Interest Taken Now in Colored Coats - Heavy Selling Has Not Yet Commenced.

The free selling of a practical style of Fall suit and the absence of any really cold weather so far, have hindered the sale of separate coats this Fall. The style idea still inclines to the loose, easy models, in 3-4 and longer lengths. With the city trade, the very loose backs are giving way to more shaped models. Though these models, to a certain extent, define the figure, they are very far from being a fitted style. These show modifications of the Japanese shoulder, and have decidedly roomy armholes. Madam has provided herself with a more closely fitting garment in the suit that she is wearing, and requires a coat that will serve all wrap purposes.

Very many black coats are shown, but colored ones, notably brown, and the new wine shades, are being very much inquired for. More lined coats are seen than for many season's past. White, grey and black satins and serges are the popular linings.

A sprinkling of caracul coats, in pony and other fancy styles, is seen. These are handsome little garments and promise some prominence later. In the States this class of coat has been made up in large quantities, and promises to be a feature.

Spring Samples Now Showing

Travelers on the Road in the East and West — Skirt Lines Showing for Spring.

Coat manufacturers, in Canadian garment centres, have Spring samples on the road, both in the west, and far east, and a few lines in Ontario. Principal coat styles are Prince Chap, mannish and long tight-fitting coats. These models are being well received all along the line. Eton and pony models are not very largely represented in Spring lines. Colors predominating are brown, striped brown, and mixtures in browns. Striped covert cloths are popular, and are selling well, but plain coverts are not up to expectations. Some greyish effects are seen, black is also represented. The double cape effects are good sellers.

Skirt manufacturers are showing many lines for Spring. These will be added to, as the season progresses. As yet there are very few opinions expressed, but some idea of the styles shown may be gained from the following.

Walking Skirts.

The demand for Spring walking skirts promises to be large. Venetian cloth is very fashionable. The colors in vogue, are navies, browns, cardinals and the staple black. Flare-gored skirts with pleated fronts and backs, are meeting with success. The new models are trimmed with bias folds, in different warfis. The usual walking lengths are again to the fore.

All lines of dress skirts are as usual popular. Materials in high favor are chiffon, panama, voiles and fine serges. In some lines, striped serges are having preference. Stylish colors are browns and navies. The pleated skirt, with silk trimmings, is again predominating



Fifth Avenue Model. Coat of Evique Broadcloths, New Easy-Fitting Model. Novelty Seven-Eighth Sleeve With Wide Armhole.

Discriminating Garment Buyers

OUR SPRING LINE

is designed to suit the requirements of the retailer who does live retailing.

There's a sure way to test this statement.

INSPECT THE GARMENTS

We'll not quarrel with your decision.

Ladies' and Men's Raincoats and Waterproofs.

Ladies' Short Jaunty Spring Coats.

THE

Montreal Waterproof Clothing Co.

MONTREAL

The largest manufacturers of Raincoats and Waterproofs in the Dominion

largely. Some merchants are asking for the flare-gored skirt effect. Self trimmings, and bias silk folds, are popular. Diagonal weaves, although shown, are not meeting with general favor. Wide pleats are selling well in all materials, while the feeling for cluster and fine pleats is only normal.

AMERICAN SILK WAIST MFG. CO.

A Dominion charter has been granted the American Silk Waist Mfg. Co., Limited, Montreal, with a capital of $49,900, divided into $25 shares. The incorporators were: Joshua Carr, manufacturer; Louis Schlakman, manufacturer; Myer B. Eliasoph, manufacturer, Moses Goldberg, designer, and Solomon Blaustein, commercial traveler, all of Montreal. The object of the company is: "To manufacture, buy and sell skirts, costumes, waists, and all kinds of ladies' wear, and to carry on a general business as dealers and traders in ladies' clothing."

The Dominion Corset Co., of Quebec, have purchased the insolvent estate of the C.B.C. Corset Company, of Toronto, from the liquidator, E. R. C. Clarkson. The purchasing firm intend offering these goods for sale, and it is their intention to clear out the different styles and sizes as soon as possible.

NOTES.

Fraser & Pride have opened a clothing store in Vancouver.

C. E. Neff, men's furnishings, boots and shoes, Medicine Hat, has had extensive alterations made in his premises.

F. E. Essery has been granted a permit to erect a whitewear factory on Britain street, near Sherbourne street, Toronto.

Damage to the extent of about $500 was done by a blaze in the premises of the Star Skirt Mfg. Company, Montreal.

The Scotland Woollen Mills Co. have leased store premises in Moose Jaw. They will make a specialty of ready-to-wear clothing at $15.

Herbert Snell has opened at Moose Jaw a store of "Correct Dress for Women." The premises are 27x85 feet, and have a floor space of 2,300 square feet. Show windows are receiving a lot of attention. Ready-to-wear garments will form one of the most prominent departments.

Time Flies!

Round out your Garment Seasons with some of our good sellers in

Popular-Priced

Coats and Skirts

Spring Samples now being shown.

THE STANDARD CLOAK AND SKIRT MFG. CO.

236 St. Lawrence Main St., MONTREAL

DO YOU SELL

TRADE Laurentian MARK

HEMMED SHEETS and PILLOW SLIPS?

Women who know are asking for these goods.

A look at "LAURENTIAN" Plain and Hand Drawn Hemmed Sheets and Pillow Slips will prove their perfection.

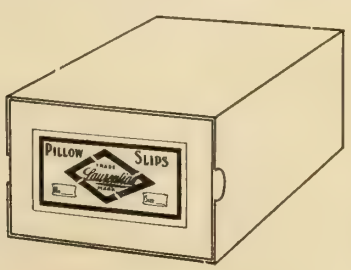
Exclusive Fabrics (Selected English Cottons).

Goods torn not cut.
Accurate Workmanship.
All goods uniform.

These are the reasons why "Laurentian" Brand leads all others.

Note the attractive labels and packages.

Sheets Packed 3 pr. per box.



Slips Packed 1 doz. per box.

Samples sent on application

LAURENTIAN WHITEWEAR CO.

LEVIS, P. Q.

Montreal Office:
Room 703 Mark Fisher Building.

Silk and Lace Waists

Exclusive Designs Careful Workmanship.

P E A R L



P E A R L

All Over Lace Waist
Price $10.00

Canada's Best Waist Line. Just see the range.

PEARL MFG. CO.
BROMPTONVILLE, QUE.

Inspect the Spring Range of

National Garments

Up to date designs Ladies' and Men's Raincoats possessing quality.

Note the showing of Ladies' Rubberized Satin Garments.

National Garments mean success.

Our large sales force is now at your service.

National Rubber Co., of Canada
MONTREAL

Canada's Largest Exclusive Raincoat House.

RELIABLE BRAND

The Reliable Waist
None Better Made

Holiday Novelties

Show evidence of careful study and individuality.

With pride we say all previous effects in lace and fancy waists have been surpassed. **We have the Japanese Kimona sleeve so much asked for.** We respectfully suggest the placing of orders early—

Call when in the city.

I. Mishkin & Co.
423 St. James St., MONTREAL

We give prompt attention to Mail Orders.

"The Best Fitting Waists in Canada"

Gold Medal GMW Waists
Gold Medal Waists

TRADE MARK

Spring Samples Ready For Your Inspection.

A superior range of

LAWN, NET, LACE
AND
JAPANESE WAISTS

You are invited to call upon us this month.
You will find values and styles to suit your trade.

The Gold Medal Silk Waist Company
287 Notre Dame Street West
MONTREAL

The British Markets

News from Bradford, Manchester, Nottingham, and Belfast.

Canada is not the only country in which the season has been a trying one, and the number of London firms whose net returns have failed to reach those of last year would, if given, be a large one.

"Selfrige's," the Anglo-American firm, who are projecting the new store for London, are meeting with many difficulties in putting up their building. Much of the delay has been due to the fact that a second set of plans had to be prepared, before the Building Committee of the London County Council would grant a permit. Trouble has also been encountered in securing other necessary permits. These difficulties are in a fair way to be settled, and when this is done the work will be pushed as quickly as possible. As a matter of fact, only part of the foundations are as yet complete.

The London silk market remains firm, but little business is passing. Advices from the east do not point to any weak spots there. Seven million bales of the fourth crop are reported available, against 11,000,000 last year, from Canton. Much gambling is reported on the Chinese market.

A petition from both native Japanese and foreign representative merchants has been presented to the Department of Agriculture and Commerce, in Yokohama, for the establishing of a conditioning house for Habutais. Not only is it asked that quality and weight should be examined, but also that the standard of humidity should be fixed.

The European silk markets are quiet, but the fact that there is no lessening of the manufacturing activity is giving a feeling of confidence, and is helping to sustain prices.

Bradford.

Wool is still advancing. The last series of London sales brought out the fact that wool was still wanted. Buyers were eager, and competition keen. The Bradford market was not altogether unprepared for the upward tendency of prices, For several weeks back combers—especially of fine merino wools—have been able to obtain slight advances in price each market day.

Cables from Australasia, where the new wool season is just commencing, report a big attendance of buyers at the opening sales. Competition, particularly for the best brands of merino wool, is reported very keen. French buyers are securing the majority of the better lots. Cross-breds continue to advance. Better classes of merino, compared with last year, show an improvement of fully 10 per cent. Medium lots are from 10 per cent to 15 per cent. higher. The finer grades of cross-breds fetched, in some cases, as much as 15 per cent. over last year's prices, while inferior lots averaged an advance of 10 per cent.

The manufacturing end, in Bradford and district, is very active, but the high price of wool is changing the class of goods turned out. Looms that were once kept running, solely on staple Bradford fabrics are now turned onto many kinds of plain and fancy cloths, principally for the shipping trade.

In recognition of the immense importance of the woolen interests that centre in Bradford, the title of Lord Mayor has been conferred on Bradford's chief magistrate. The ceremonies, held in the City Hall, were most interesting. Alderman J. A. Godwin is Bradford's first Lord Mayor.

The Cravenette Co. have removed their offices from Booth street to Leeds Road.

Manchester.

Trade is steady in the distributing houses, though there is some complaint as to tardy buying. This is in a measure caused by the fact that American cotton is a penny a pound cheaper now than it was a month ago. It is the spinners that are keeping up prices, as they have full control of the situation. It is still in the finer numbers where business is harder to arrange. The manufacturing end is not so well off, and it is said that in some cases orders are being accepted that leave little or no margin of profit, to keep looms running.

Though business is still difficult to arrange, owing to high prices, there is more doing in the eastern markets, that are such large buyers of Manchester goods.

Nottingham.

Nottingham's prosperity seems to be almost without a cloud at present, though possibly the high price of cotton yarns is considered as one by many manufacturers. Yarn prices, in spite of buyers' efforts to reduce them, are still unprecedentedly high. Though there is no particular rush on, factories are busy, and many makers have all the forward orders they care to undertake. Prices for all popular laces, and allied lines, continue very firm. Narrow Valenciennes, torchons, Clunys, Maltese and square-hole laces are most in demand. There is a big call for allover nets.

The annual Goose Fair, held on October 3rd, occasioned the closing of most warehouses and factories.

The City Council and the Chamber of Commerce are investigating the workings of continental schools of design. This is a branch that is in great need of improvement, as there is a lamentable dearth of up-to-date patterns in Nottingham-made goods.

Belfast.

There is no doubt that the present high prices are restricting trade. Orders received are all for small quantities, though, in the aggregate, they total up respectably. Spinners still have full control of the situation, and are in a position to enforce their demands. The new flax is in the market. It is of fair quality, and prices have advanced somewhat.

The export trade is quiet, the demand from the States not being up to expectations.

The faking of linen cloths is a subject that is claiming a certain amount of attention. Linen now is a tempting mark, as prices are so high. Cotton, or other cheap materials, are mixed with linen, in the weaving. Cotton warps are tinted the same color as linen, and so cleverly is this done that experts are often deceived. Coarse household linens and dress linens are often faked in this way.

Goods are put on the market, with deceptive names, such as Antrim linen, Donegal linen, Belfast lawn, etc. The inference left, for the public to draw, is that they are of pure flax, whereas they generally contain little or none of that material.



COLOSSUS

THE BIGGEST

shirt factory in Canada is being devoted to a particular style shirt, with the result that "COLOSSUS" is not only *the biggest shirt made* but *the best shirt made.*

Try them and be convinced.
All wholesalers carry

COLOSSUS



Men's Furnisher and Clothier

Turn Stocks Frequently

To say anything in favor of the principle that mercantile stocks should be bought only in quantities that will allow of a quick turning is arguing in favor of a truism.

I have never yet heard a reputable argument advanced against it.

Hardly a merchants but will say "yes" when asked if he does not believe in the principle. So it seems almost a waste of time and space to present any views in its favor.

The advantages to be derived from following that principle are so strong that, to my mind, they are unanswerable, and those advantages are recognized by the best and shrewdest merchants in the country.

tt has been my lot to know of cases where the idea of quick turning was carried out—some of them through intimate personal acquaintance, and others through knowledge gained that I consider absolutely reliable—and the names of those houses, if given, would be an unanswerable argument in favor of what I may say.

One may speak from his own experience or from a full appreciation of the ideals that he hopes to attain, and from these standpoints I submit the following suggestions or principles, call them what you will.

First—A well-assorted stock often replenished.

Second—No old stock allowed to accumulate.

Third—A saving on interest account and an addition to your profits.

Fourth—Better credit for the merchant.

Fifth—Buyers worth more to you and to themselves when following the first and second propositions.

Taking my first proposition: "A well-assorted stock often replenished." What customers wish to see is the latest in merchandise. The old has no interest for them. All they can see are the goods displayed upon your counters and shelves.

The duplicate stock in the basement or attic might as well be at the North Pole for all that they know about it, and yet that duplicate stock is eating its head off in interest, and depreciation. I do not care what the condition of the market, goods in duplicate begin to depreciate the minute they are stowed away. This may seem a rash and radical statement in the face of the heavy advances that we have had, and yet this idea hammered into my head by one of the best merchants of his day, I have never been able to dispute successfully.

A smooth-talking traveling man comes along with his stories of rises in the market or that your friend or competitor has bought a case or more of a certain article or articles, and he has induced you to say "Yes," when you really meant "No." This result multiplied gives you anxious days and nights. It sounds very large to say, "I'll take a case," but when after several operations of that kind you visit the bank you wonder if the bank officers really look at it as you did. It sounds so sharp and shrewd to say, "I bought from the manufacturer and saved 5 to 7 per cent. I buy direct," but your interest account grows by night as well as by day. "It neither slumbers nor sleeps."

I believe fully from experience that speculation in mercantile stocks is as harmful to a great degree as speculation in railroad, mining or other stocks.

Your buyers do not all believe this way, but if they were forced to pay the bills there would be many startling and remarkable conversions. It would then be realized that the "Old Man" perhaps had some grains of business sense left.

I believe fully that it is better to pay railroad fares, freight and express through often visits to the market than it is to pay interest and depreciation on stocks and a heavier insurance. It is better to be short on goods and long on cash than to be long on goods and short on cash, and these days of near markets will help square both propositions.

Give the assortment, but cut the quantities.

Ten dozen assorted in ten different styles are better than two dozen each in ten different styles and the bill is easier to pay. Buy on style more than you do on price on all fancy goods.

My second proposition: "No old stock allowed to accumulate." And these accumulations come from not following out my first proposition.

It is remarkable what a feeling of attachment there seems to be in the minds of many business men towards their accumulation of old stock. They look at those old familiar prices of merchandise and wonder how they can ever part with them except at full price. Season in and season out that attachment grows, and while attachments of some kind are excellent, attachments of another kind can grow out of those same chestnuts.

Heavy buying leads to "tail ends," and the heavier the buying the longer and larger the "tails."

I say that merchandise, good or bad, whether on shelves or in the stock room, is a constant menace to the good merchant, staring him boldly out of countenance and destroying his nervous system.

Get rid of it! The cash thus obtained and used in buying new and seasonable goods will in its profit making more than offset any loss the old merchandise may have caused you.

My third proposition: "Quick turning stocks a saving in your interest account and an addition to your profits."

Self evident. You do $200,000 yearly and carry a stock of $100,000. You ought to do it on $75,000 anyway. 6 per cent. on $25,000 less stock is $1,500 saved. Why pay it to the banks or to the man who sells you goods?

I put the figures high when I say $75,000 for your stock, but even at $75,000 your assortment can be as good as though it was $100,000. Five pieces of cotton in your shelves show just as good to your customer as five pieces in your shelves and five pieces in your stock room. The same principle applies all round. There is no need of enlargement on the theme. It would be a waste of words.

Robert G. Ingersoll said that "The frying pan is the bane of American civilization."

The good merchant can truly say that "The large stock room is the bane of mercantile life."

My fourth proposition, "Better credit for the merchant." Why argue it? It's an axiom. The other propositions have simply led up to it. If there is any doubt, ask your creditors. A bank balance belonging to yourself and not borrowed from your bank's funds talks very loud. Its voice is piercing and insistent.

Fifth and lastly, "Buyers are worth more to you and to themselves when following the first and second propositions."

They will try to argue you out of your belief, but if by hard work and grim determination you once get the initial principle instilled into them you'll have to pay them more money after converting them, but you'll be glad to do it.

I have skimmed along the outer edges of a very important theme. I have seen the application of all I have written, and I care for no greater business reward than to be able to carry out in the business which I represent that which has made for success in marked cases that have come under my own observation.

"I speak that which I do know; I testify to that which I have seen."—L. E. Bennink, in the Apparel Retailer.

Neckwear

Narrower Widths are Spoken of — Christmas Trade and Better Lines Than Usual.

Brisk business is always done on neckwear at Christmas time, and there is no retailer who cannot sell a much better quality of goods than usual. The use of fancy boxes generally stimulates trade considerably. These should not bear the name of the dealer on the cover, but, instead, a neat design of some sort. A business card may be dropped inside. Customers would appreciate this.

There is a marked tendency to lessen the width of the tie, which has averaged 2¼ to 2½ inches at the most. From the 3 to 3½-inch they are coming to narrower limits. There is also a desire to manufacture from a higher class material generally. A Toronto house has been showing a fine holiday range of samples of "reps" in myrtle green, medium red, etc., etc. The effects are striking with the brilliant group of stripes—some in basket weave being made more so by their dark grounds. The diagonal treatment of these high-priced "reps" is sure to gain favor. The latest, however, are cross stripes, which are added to the bias and length stripes in 2 inch widths. These newer cross stripes are made up in square-end four-in-hands.

As regards four-in-hands, some U. S. stores, who do a fashionable trade, are showing a 2¾-inch width. They are said to have little or no demand for anything wider. One Fifth avenue shop has brought out for the first time, a graduated folded-in-four-in-hand, which is expected to produce a small knot as desired by their clientele in this tie. Among the manufacturers there one house is showing to its trade a line of cravats to retail at from $1 to $2. This is a folded Emglish square of an all-over figured pattern, with wide ends, which is included among the quick sellers, as a demand for finer quality in these goods is becoming brisk.

The most active colors on the Canadian market are reds, greens and browns.

Spring Shirts

The Colors and Patterns That Have Been Favored — Some New York Notes.

In Spring shirts the colors selling are blue, tan, corn, gray, heliotrope, green and pink. Bright color stripes on color grounds, and two and three toned stripes and figures on white grounds, plain, corded and self-figured Madras, in printed effects are all favored.

Taffeta flannel, a wool fabric, said to be unshrinkable, that is of remarkable texture, possessing the weight of fine quality flannel shirting, yet being as filmy and light to the touch as a zephyr madras, is being introduced into negligee or outing shirts, house gowns and pyjamas. The weave is end-and-end, the color grounds being a thread of color woven with one of white, and the patterns are color stripes on white and color grounds, the fabric in aspect and touch being more like fine madras than flannel, and without the flannel "feel," hence its name "taffeta flannel." The cloth has been made up in the garments mentioned above by a metropolitan furnisher.

The following is from New York: "Exclusive custom makers are frank to state that corded weaves will be plentiful; that scroll, panel and embroidered patterns will be put forward conspicuously, and that purples, tans and greens will be the favored colors. The newest garments have generously wide box pleats, the edges of which meet. The effect is almost the same as stiff bosom so far as starchiness and disinclination to crumple are concerned. No stock is taken in the rumors, based upon reports of the new turnings of the mode abroad, that pleated shirts will be taken up for formal wear.

"Apparently the pleated front sort will figure more prominently on orders than ever before. The trend in its favor has been a remarkable development of the past year. For some months it was not clear in what direction popular fancy would turn. The only positive fact was the decline of the stiff-bosom kind. High-class custom makers were the first to note the increased vogue of the pleated shirt, and, as usual, the crowd followed not very far behind. So the likelihood is that buyers will give it the preference in future bills."

THE KING'S COSTUMES.

M. A. P. gives us some interesting sartorial particulars of King Edward. He has never been guilty of eccentricities in the matter of dress, nor does he ever wear anything that would markedly distinguish him from other well dressed men: jewelry, is an article of male adornment, he abhors. His beard is well trimmed, his hat, coat, trousers, and boots fit him to perfection. All is unobtrusive and irreproachable. And yet, despite this

The Sign of

Glove Quality

Buy by 

This Brand

TRADE MARK

¶ 300 numbers of Ladies', Men's, Misses' and Children's Lined and Unlined Gloves, Gauntlets and Mitts comprise the New Range.

Everything from a strong Working Glove to the finest Kid Glove.

Accurate Workmanship and Dependable Quality.

The Robert Ryan Co.
THREE RIVERS, QUEBEC

Oxford Homespuns

and

Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.
OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent
301 St. James Street
Montreal, P.Q.

S. M. CO. SHIRTS

FOR SPRING WEAR

The "KAPEG" quality for spring wear. This is a flannel shirt made unshrinkable by a small admixture of cotton spun in the yarn. We weave our own cloth and can guarantee it for warmth and wear. Notice the red trade mark on every shirt. ☞

S. M. Co.
REGISTERED

ASK YOUR WHOLESALER OR WRITE TO

S. M. CO., Ltd., - Romaine Bldg., Toronto

or 32 Dantzic Street, Manchester, Eng

Samples for Spring, '08

To See Them is to Want Them.

Trade Hagen Mark

Our Travellers Have Them.

The Hagen Shirt

It Fits Well. It Wears Well. The Price is Right.

THE HAGEN SHIRT AND COLLAR CO., LIMITED

BERLIN, ONT.



Buyers of

Rainproofs

Should get those proofed by the

'Cravenette' Co., Limited

and stamped

REG° TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co LTD

DUSTPROOF

as well as

RAINPROOF

The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Limited, Bradford, PROOFERS TO THE TRADE

subdued note, King Edward is, without doubt, the best dressed man in Europe. There is a general but quite mistaken impression that the King wears a suit upon one occasion only. As he wears three suits a day this would mean about a thousand suits a year. M.A.P. continues: "The idea has arisen probably from the fact that he is never seen in the same suit twice in succession, an arrangement made possible by the enormous size of his wardrobe, which is being continually augmented at the rate of about thirty suits a year. At his various residences he has stored away some 300 suits, in addition to numerous uniforms, all ready for instant service. The King's knowledge of tailoring technique is considerable. He is well acquainted with the respective merits of cheviots, Saxons, diagonals, and checks. He does not pay such extravagant prices for his clothes as may be supposed. For a pair of trousers he gives from $10 to $12.50; for a lounge suit $50, and for an evening suit, $75. These are high prices for the average rich man, but plenty of society men pay as much. Altogether the King's yearly clothes bill amounts to about $6,000. His uniforms are the most expensive considerations. He is honorary colonel of over thirty regiments, and he must have a uniform for each. He has at least 100 uniforms, all ready for use at any moment."

Hats and Caps

Good Business on Spring Lines — There is Nothing Very New in the Way of Styles.

Travelers have been out with Spring hat lines, and they report a good business in all directions. Looking ahead as far as is possible, it is now safe to say that the coming Spring will see nothing very startling in the way of new lines. The brims of hard felts are showing a tendency to be smaller, and the crowns are high. This more particularly applies to the faddy shaped hat worn by young men. It is generally expected other hats will show but little change.

In soft felts the telescope has come to be looked upon as something of a staple. It will be worn next year with very little change from the shapes of last season. The attempt made to popularize the straw telescope has not met with success. It is not expected that much of a business will be done in this line. A very neat hat is being shown in the form of a knockabout straw. It is shaped very much like the telescope, although it does not telescope into itself, as does the hat of that name. The hat has a brim of moderate width which can be turned up or down all round. The hat is likely to be a favorite next season, particularly with young men.

There has recently been quite a good demand for golf caps. After all varieties of cloth caps come into use and been accepted to a very limited extent, the "golfer" is once more coming to its own. Some very effective checks and tweeds are being shown.

THE READY-TO-WEAR TRADE.

The ready-to-wear trade at retail is very good, and orders for Spring, at wholesale, are satisfactory, everything considered. As on all other lines, merchants are buying cautiously. However, the trade is expanding rapidly, and the output of manufactories will be a great deal larger than ever before.

The Review has often advised merchants to get the best goods on the market. This cannot be too strongly impressed upon them, for it is only through high-class garments that a large business can be built up.

When it comes to Costume Cloths, where

Quality and Character Count

the famous Hewson Pure Wool Fabrics meet the most exacting requirements.

Our salesmen are now visiting the dry goods merchants and tailors with a complete range of new spring designs of excellent value.



Hewson Tweeds
PURE WOOL

bring the seller a handsome profit, and the purchaser is always well satisfied.

Save a Place for Hewson's

HEWSON
WOOLLEN MILLS
LIMITED
AMHERST : N. S.

TRESS & CO.

Cables, "Tress, London,"
A.B.C. Code, 4th Edition

3, 5 and 7 Stamford St.

LONDON, ENGLAND

Established over half a Century

Makers of the finest
SOFT and STIFF FELT
and SILK HATS
STRAW HATS, CAPS
and HELMETS

REVILLON BROS., LIMITED, 134-136 McGill Street, MONTREAL, have made arrangements to take over our selling agency for Canada.

WREYFORD & CO.

ROMAINE BUILDING, TORONTO

Wholesale Men's Furnishers

We are Selling Agents for the following English Manufacturers:

Young & Rochester



Fine Shirts in Zephyr, Oxford, Silk and Wool.
Dressing Gowns and House Coats.
Latest Shapes in Collars.
Novelties in Neckwear.

New Vests for Fall and Spring, '08

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER

Cashmere and Worsted Hosiery, Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

Cellular "Aertex" Underwear

ALL WEIGHTS NOW IN STOCK



The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

A. L. Thomas,

Glove Manufacturer
WORCESTER, ENGLAND

Our 9.00 English Cape Glove is best value shown.

Open neck, 3 button Sweaters, all shades and combinations, reg. $18.00 for $17.00.

Heavy Worsted Sweaters, Cardinal, Black, Navy, reg., $9.00 for $8.25.

Fancy Woolen Monarch Mufflers, reg., $4.50 for $4.00.

English Flannel Shirts from $9.00.

2½ per cent. 30 days, Jan. 1st.



If you're in business

FOR THE MONEY

there is in it you will certainly carry a complete line of Pen Angle Underwear.

Sold under a guarantee that protects you as well as your customer.

PENMAN MANUFACTURING CO., LTD.
PARIS, CANADA

A HOLIDAY SELLER

A small display of

Figg Cravat Holders

will make you money and aid your neckwear sales.

Sample dozen of Holders, with or without neckwear, upon request.

Get in line now.

GEO. E. FIGG
NECKWEAR MANUFACTURER
715 Wellington St., - MONTREAL



ITEMS FROM ALL CANADA.

QUEBEC.

A. O. Morin, of A. O. Morin & Co., Montreal, returned this month from his usual European buying trip.

H. S. Albright, dress goods buyer, the W. R. Brock Co., Limited, Montreal, returned last month from a trip in the interests of the firm.

J. H. Keeler is the new manager of Frank & Bryce Co., Limited, Montreal. Mr. Keeler is from the New York offices of the lines represented by this firm.

L. Stuffmann, of Konig & Stuffmann, Montreal, sailed for Europe last month. He will visit the principal markets and will return about the middle of December.

R. A. Brock, of the W. R. Brock Co., Limited, Montreal, went on a flying business trip to Toronto, last month. B. Cronin, of the Toronto house, was in Montreal.

J. H. Palmer, buyer for Debenhams (Canada), Limited, Montreal, returned last month from his continental buying trip, and is enthusiastic concerning many of the lines purchased.

J. Mandleberg & Co., Limited, Montreal, have sold their Canadian business to the Imperial Rubber Co., of Montreal. Business will be carried on as usual in the same premises. 2 Lemoine street.

James Alardice, late of Frank & Bryce, Limited, Montreal, has gone into the wholesale clothing business, having identified himself with Mr. Wheeler. The firm name is now Wheeler, Alardice & Company, Limited.

A. Markus, of the Standard Umbrella Mfg. Co., Montreal, was in New York last month. Mr. Markus went in search of new styles for the holiday and Spring trade. Although a young man, he has a thorough acquaintance with the umbrella trade.

Geo. B. Fraser, director of Greenshields, Limited, is again in Montreal, returning last month from an extended foreign trip. Mr. Fraser supervised the buying for the various departments. His wife and daughter accompanied him.

J. W. Blanchet, who conducts a men's furnishing store at 391 Notre Dame street west, Montreal, was robbed of goods to the value of $1,000 or $1,500 towards the end of last month. At the time of going to press detectives were on the case.

E. B. Wallace is now in charge of the linen and handkerchief department of Greenshields, Limited, Montreal. Mr. Wallace has had an extensive and varied experience in the dry goods trade, having been identified with such firms as Wyld, Darling Co., and Gordon, McKay & Co., Toronto.

Work on the five-storey structure of the Standard Shirt Mfg. Co., Delormier avenue, Montreal, is being rapidly completed and the laundry department will likely be occupied this month. The factory, 80x235 ft., is one of the most modern in America, and when completed will give this concern much needed additional space.

A. A. Gagnier, Eastern representative of the Toronto Carpet Manufacturing Co., Toronto, is now in the Maritime Provinces taking orders for Spring delivery. Mr. Gagnier expects to reach Quebec and Montreal the latter end of the month. J. G. Paquet, also with this firm, is now traveling through Ontario, also taking orders for Spring.

A. J. Dugal, manager and buyer of dress goods and staple department, W. H. Scroggie, Limited, Montreal, left towards the end of last month for European markets. Mr. Dugal will visit all the important manufacturing centres, such as Ireland, Scotland, England, France and Switzerland. He expects to return a few days before Christmas.

ONTARIO.

The late Rev. J. Gillespie, to whom a memorial was erected recently, was formerly in the wholesale fur and hat trade, in Toronto, the style of the firm being Gillespie, Ainsley & Martin.

Oriental Textile, Limited, is the style of a new manufacturing plant at Streetsville, Ontario. The firm, which has a good size factory in operation, is manufacturing various grades of velours and are selling direct to the manufacturers and jobbers.

MARITIME PROVINCES.

J. D. Jones, representing Bertram, Harvey & Co., of London, Eng., has recently been through the Maritime Provinces. He is enthusiastic as to the outlook for the expansion of the Canadian dry goods trade.

William Green, traveler, for the fur house of Redmond & Co., died at St. John of pneumonia. He was born in Toronto forty-five years ago, and was well known throughout a large part of Canada. He is survived by his wife, one son and one daughter.

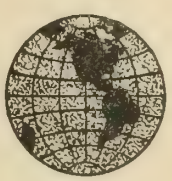
Fire broke out in the dry goods store of Wilson & Brawn, Amherst and the stock of $20,000 was so badly damaged that it will be almost a total loss. There was about $2,000 worth of damage done the building. Insurance on stock amounts to $8,000, and on the building to $10,000.

Custom Shirt Business

You have customers that stock shirts will not fit or suit. Stout and thin men, particular men, are among the number. You can suit them by getting in touch with our Special Custom Shirt Order Department.

Accurate Fit and Workmanship. *Exclusive Patterns.*
Measurement Blanks, Samples with full particulars upon request

The Smith & McKeown Shirt Mfg. Co.
LIMITED
16 COTE ST. - MONTREAL



GLOBE SUSPENDERS
Prove Them by Test
Send for our Special Holiday Assortment.

Globe Suspender Co., - Rock Island, P. Q.

J. ALPHONSE OUIMET, 366 St. Paul St., Montreal
L. O. PAQUETTE, 70 Church St., Quebec

Get on our Visiting List
It will really pay you to see our spring lines of
Overalls, Working Shirts
Write us Now.
ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

CARPETS AND HOUSE FURNISHINGS

Sorting—Spring, 1908

In this Department Merchants will find the Latest Importations, the Newest Patterns and Exclusive Designs.

ART SQUARES

Tapestry, Brussels, Seamless Axminsters, Velvets and Wool. A Fine Assortment.

Cretonnes *Art Muslins* *Lace Curtains*
Linoleums *Oilcloths* *Mats*

An Unequalled Range of

Grey and White Blankets and Comforters

Everything here for your House Furnishing Department.

Greenshields Limited

Greenshields Western Limited
Winnipeg, Man.

MONTREAL

Greenshields & Co. Limited
Vancouver, B.C.

Housefurnishings and Decorations

Carpets

Merchants Buying on the Hand-to-Mouth Plan — Big Repeats Expected Later.

At the present writing carpet conditions in retail establishment are as good as during the corresponding season of last year, this, notwithstanding the sharp advances on all carpet lines during the last twelve months. Managers of this department in large city stores state that business in all lines is above expectations. Fall trade is in full swing now, and has been ever since the holiday-loving public returned to their respective homes.

The demand for three-quarter piece goods is fair. Colors predominating are greens, fawns and wood shades in general lines. The softer tones in greens, creams and chintzes continue to hold first position in better grade goods. During the last two years the demand has been exceptionally strong for wood shades, and the present season shows no sign of diminishment. Floral effects are much sought for at present. The feeling is also strong for conventional designs. Two-tones for bedrooms are also to the fore. In many cases the two-tone green effect, in scroll designs, is in good request for drawing-rooms. Oriental patterns, always staple, continue to be used largely for halls, stairs and dining-rooms. In one or two cases, these designs are also in demand for drawing-room purposes, especially in high-grade carpets. Brussels, Wiltons and Axminsters, in three-quarter bodies, two-quarter, three-quarter and four-quarter stairs, are selling well in the better class goods. Tapestries and wool squares, or seamless art carpets, are doing well at present. Merchants have placed strongly on these lines, as they suit the popular trade.

With the Manufacturers.

Manufacturers find that merchants are only placing on the hand-to-mouth principle. The late Spring, and the exceptionally bad weather which continued right through the Summer months, when the crop was in condition to be harvested, together with the cold and rainy weather towards the latter end of the Summer months, and, in fact, right up to the present writing, explains the fact, to some extent, that merchants have not been over-anxious about placing large orders. Taking all in all, the business transacted can only be classed as fair.

Domestic Lines.

Of late years Canadian manufacturers of carpets are rapidly forging to the front. At present they state that they have about reached the highest standard as regards the manufacture of carpets. Brussels, Wiltons and wool carpets are shown in many pretty designs, color effects and novelties. Their latest range compares with anything yet shown to the trade. The colors are of the richest effect obtainable. Further, they also state that they have at last reached a standard which enables them to freely guarantee lasting qualities.

In an interview with the eastern representative of one of Canada's leading manufacturers of carpets, The Review went through the entire stock, and was surprised to see the exceptionally fine range now being shown to the trade for Spring business. From the present outlook the time is not far off when Canada will manufacture everything required by Canadians in this line.

In wholesale circles, last month, travelers were all on the road, and are now straggling back from their Spring trips. Latest reports as to the effect that initial orders were not nearly so heavy as last year, one jobber, in explanation, states that last year, before the large advances in price took place, many merchants bought heavily, and, as a result, with the high prices now ruling, are only covering immediate wants. However as the season progresses, it is generally expected that things will brighten up, and heavy repeats will be in order.

The price condition in carpets is firm. Some grades have advanced from 15 to 20 per cent. over figures ruling one year ago. This advance is principally in tapestries and low grade Brussels.

Rugs

Demand for These Goods is Brisk and Grows Steadily Year by Year.

With the jobbers the demand for rugs is as big as ever. All lines are to the fore. Ingrains, in conventional and floral designs, are selling well. Tapestry rugs, for general trade, are also in demand, especially in medium and better qualities. Brussels rugs, while being asked for to a certain extent, are not selling as expected. Wilton and Axminster rugs in better class goods, are doing well. Merchants are ordering more of these rugs year by year, as designs are of the best and wearing qualities cannot be excelled.

Canadian manufacturers are finding the trade for rugs and squares increasing year by year. Of late, many of the new houses contain hardwood flooring. In others, which have had old wood floors in many cases, parquetry flooring is being installed. Rugs are quite adapted to this style of flooring, and this may be used as one of the reasons for the brisk demand for rugs and squares. Colors are greens, reds, blues and orientals. Smyrna rugs, Canadian manufacture, are perfect copies of old Persian and Turkish goods.

FURNISHING DEPARTMENT.

Lee, Behrens & Co., Ltd.

SUCCESSOR TO

R. STANWAY

2, King Edward Street, London, E.C.

AND

WM. MANSER & CO.,

Telephone Nos.:
9751 Central London
5935 Manchester.

21 Warwick Lane, London, E C.

Telegraphic Addresses:
"Stanway" } London
"Mansuram" }
"Lisber," Manchester.

DEPARTMENTS

Tapestries, Silk and Wool	Cretonnes
Antique Silks & Brocatelles	6/4 Tissues & Linens (Printed
Silk Damasks	6/4 Ombre Tissue (Shadow)
Silk and Wool Damasks	Glazed Chintz
Silk and Cotton Damasks	Glazed Chintz Linings
Plain Arras Satins	Mercerized Linings, 31 in., 52 in.
Utrecht Velvets	Cotton Linings, 31 in. and 52 in.
Frieze Velvets	Merino Linings
Linen Plushes (Single and Reversible)	Serges 6/4 and 8/4
Bump Interlining	Moquettes 6/4 and 27 in.

Etc., etc., etc.

We have an exceptional Range of Designs and Colours in

Cretonnes, Chintz, Damasks, etc.

A LARGE STOCK OF EACH NUMBER

Prompt Attention given to Applications for Samples

2, King Edward St., London, E.C.

WM. MANSER, General Manager.

Selling Agent for Canada—Michael Phelan, 505 Lindsay Bldgs., St. Catherine St., Montreal.
" " United States—E. T. Gray, 27 East 22nd St., New York.

"Everything connected with the manufacture of Wall Paper has advanced from 10 to 30 per cent."

—*Exchange.*

If for any reason our salesmen have missed you, advise us at once. We wish to get you in at

Present Prices

of

Wall Paper

The

Watson Foster Co.

Limited

Montreal

Geo. H. Hees, Son & Co.

Toronto, LIMITED **Montreal,**

52 Bay Street **Corner Peter & Recollet Sts.**

OUR TORONTO FACTORIES



MANUFACTURERS OF

WINDOW SHADES

Curtain Poles
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers

Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

LACE CURTAINS

We make a specialty of Lace Curtains both of our own make and imported.

Prices from 25 cents a pair to $25.00 a pair.

N.B. Keep handy our new Catalogues and Color Books.
Mail Orders Receive Prompt Attention.

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co.
LIMITED

WALL PAPER REPUTATION.

Dealer, aim to make your store THE correct place for people to buy their wall paper. Once you have established a reputation for this, it is not so difficult to keep it up. Take any city you like and you will find there three or four stores of outstanding importance in their particular lines. These are the correct places to patronize if you want to be in the style. Prices are undoubtedly high, but the public is willing to pay high prices just to be considered correct.

In the wall paper business this reputation means a great deal to the ultimate success of a merchant. To secure it three or four things are essential.

A good selection of goods is very necessary. You must have fashionable lines to show your customers. They must be brought to understand that what you are showing them is the right thing in the large centres. Then they will trust your judgment and will refer their acquaintances to you.

A clean, bright show room, with the latest facilities for displaying goods and with comfortable chairs for your patrons, is needful, if you would have the good word of your customers. Politeness and courtesy in your treatment of these customers must be added to make a strong combination.

A continuity of business on the same scale as that on which you set out becomes necessary. It is all very well to begin well, but unless you keep up your record, the public will lose confidence in you.

Staunton
Wall Paper

Unique and Striking Designs, Rich Coloring, Low Prices.

We offer you goods that sell strictly on their merits.

The selling qualities of our lines always excel.

Wait till our salesman calls, or send a postal for samples.

Staunton's Limited.

Makers of Superior Wall Paper.

Toronto.



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited

74 King Street West, - - - TORONTO

West Buys the Best

A Better Class of Goods Sold There Than in the Western States.

"I admire your nerve. Here with a small population scattered through the great Northwest of Canada, you have stocked a lot of high-class goods, such as we would never think of stocking, for sale in the Western States, where we have many times your population. We would never think of carrying such goods, and you have put in a heavy stock of them. I like to see a firm that has plenty of nerve, but really don't you think you have done some exceedingly reckless buying?"

"We are not merely buying these goods; we are selling them," was the reply. "Where does our nerve come in?"

The head of a large wholesale dry goods house doing business exclusively in the Western States was being shown through the house furnishings department of a Winnipeg wholesale dry goods house, and his examination of carpets, selling wholesale at $3.00 per yard, and other high-priced goods, was responsible for the remarks above quoted. As he examined the stock carried in other departments his astonishment was not diminished, and he went away thoroughly convinced either that Winnipeg wholesale managers are fools or that the people of the Canadian West will buy a class of goods too expensive for sale in the Western States.

Now, the Winnipeg wholesale houses have been in business for a long time, as time is reckoned in a country of new things, and their business is growing so rapidly that already they are finding their big warehouses too small for their requirements. They are supplying the Western market with goods, and, presumably, they know their business. They would not buy large stocks of high-class, expensive goods were they not convinced, from previous experience, that their market will absorb them.

It is a fact the truth of which can be vouched for by those who are thoroughly familiar with conditions on both sides of the line, that the people of the Canadian West are large purchasers of high-class goods which would be unsalable in the Western States. Western Canada is more prosperous and the people spend their money more freely.

A wholesale house selling in the West has to carry a great variety of goods. There is a foreign population pouring in that is not yet accustomed to Canadian standards of living, and for whom a cheap line of goods must be provided; but the same firm must also carry a large stock of the most expensive lines to satisfy the demands of the big proportion of the population. Western Canada buys the best and the Western Canadian market is rapidly growing.

OILCLOTHS AND LINOLEUMS.

Just now the oilcloth and linoleum trade is good. Owing to the advance in carpets the feeling for oilcloth has increased considerably. The favorite width just now seems to be 16-4, while a few years ago very few patterns of this width were sold. The 8-4 is also to the fore, but of late many merchants prefer handling 16-4 width, as they claim it cuts to better advantage. At present checks and florals are in demand, especially in lighter shades. The feeling for inlaids is as good as ever.

Prices continue high and are expected to remain so for some time, judging by market conditions just now.

THE NEW COTTON COMPANY.

Some time ago The Mount Royal Spinning Co. started the erection of a mill at the Montreal suburb of Cote St. Paul. At the present moment the buildings are rapidly approaching completion. When work is finished the mill will be one of the most modern and best equipped of its kind in Canada.

The site, consisting of fourteen acres, fronts on Lachine Canal, with the Canadian Pacific Railway and Grand Trunk Railway running into the yards.

The mills, when complete, will contain the mill proper, about 360x130 feet; storehouse, with office adjoining; boiler, engine and pump houses. Just now plans are being drawn for a modern and up-to-date bleaching and printing plant.

Gray cloths, sheetings, white cottons, and also dyed and printed goods will be the output of these mills.

The directors of the company comprise men who are among the most capable and business-like to be found in Montreal, the president being William C. McIntyre; vice-president, James W. Pyke, and managing director, William T. Whitehead.

EUROPEAN COTTON SPINNERS IN TORONTO.

One hundred and twenty cotton spinners of Great Britain and Europe paid Toronto a visit on Saturday afternoon. They represented 76,000,000 spindles, practically all the important cotton mills of Great Britain and th Continent. They were on their way back after attending the second international convention of cotton planters and spinners, held at Atlanta, Georgia, early in October, to which they had gone as delegates from the International Federation of Master Cotton Spinners' and Manufacturers' Associations. It was probably the most cosmopolitan party that ever visited Toronto. It included sixty-four cotton men from England, twenty from Germany, and delegates from France, Austria, Italy, Belgium, Spain and Portugal. The federation also comprises Switzerland and Japan.

The tourists were headed by C. W. Macara, of Manchester. He is head of Henry Bannerman & Sons, Limited, a concern capitalized at £6,000,000, and he is a cousin of Sir Henry Campbell-Bannerman.

The party were met by the Civic Reception Committee, and greetings were extended at the City Hall by Mayor Coatsworth, and at the Parliament Buildings by Premier Whitney. In the evening they were entertained at dinner by the Toronto branch of the Canadian Manufacturers' Association.

There was an expression of melancholy, tinged with resentment, on the old lady's face as she entered the grocer's shop and came to a standstill before the proprietor.

"I want," she began impressively, "to talk to you about them eggs I had last week. They weren't anything like as fresh as they might have been."

"That's strange," replied the grocer, who fancied himself as something of a wag. "We always have an almanac hanging up in the fowl run to keep the hens up to date."

"Oh!" came the retort, with crushing emphasis. "Then all I have to say is that somebody with brains about as addled as them eggs, has been misleadin' the hens with last year's calendar. Just you hang up a March, 1907, card, my good feller, and maybe them chickens 'ull start workin' overtime to ketch up to it!"

WHERE DO YOU COME IN ON THREADS?

You don't come in at all on profits, if you are handling threads made by foreign trusts. By the time the combines and rings have boosted up the wholesale prices, and the custom house has collected duty, there's nothing left for the retailer.

DOMINION THREADS

are "square deal" threads. There's no duty to pay on them, and they are made by the one independent company in Canada. We sell them direct to dealers at prices that, net one cent more a spool than threads made by the trust.

Write for prices and sample spool.

Sole Selling Agents

The Andrew H. McDowell Co., Inc.

MONTREAL and TORONTO

Imperial Carpet Co., Limited

60 Front St. West

TORONTO

In Stock for Immediate Delivery

AT LOWEST PRICES

Axminsters,	Tapestries,	Linoleums,
Wiltons,	Ingrains,	Oil Cloths,
Brussels,	Cork Carpets,	Japanese Mattings.

Squares in

Axminsters, Wiltons, Brussels, Tapestries, Ingrains.

Write for prices and samples, and do not forget our CUT ORDER DEPARTMENT.

The Carpet House of Canada

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:

SYDNEY MOSS,

Nordheimer Bldgs., 8 Colborne St.,
TORONTO

COTTONS

THE BACKBONE OF YOUR BUSINESS

You sell more yards of Cotton than any other textile you handle. Well, doesn't it stand to reason that if you give your customers the best of Cottons, your customers will give you the best of their business?

Look carefully over the Cottons you are giving your customers now. Then see the Kingcot lines.

More merchants are finding out every day that in the Kingcot lines they can give their customers fresher patterns, newer weaves, more value for their money.

The Kingcot lines include:—

Ginghams	Awnings
Dress Goods	Shirtings
Apron Ginghams	Oxfords
Saxonys	Denims
Flannelettes	Galateas
Domets	Tickings

Cottonades

Any traveller for any good house can show you the Kingcot lines.

KINGCOT

The King of All Cottons

Staples and Raw Materials

Jobbers Stock - Taking This Month — Place Orders Early— Whites and Greys Advanced 7½ Per Cent. — General Trade Conditions.

Jobbers in various Canadian centres, particularly where inventory is taken at the end of the month, are anticipating a record business in staples. The general trade conditions, notwithstanding slightly unfavorable weather, are fair. While collections, particularly in the West, are slow, jobbers do not expect this to interfere with the retail trade. At the present writing special preparations and efforts are being made to bring customers to the warehouses, and leading firms expect a big month. At present, there are not many jobs to be disposed of, but the dating concessions will appeal to many merchants.

Among the Jobbers.

Wholesale houses are making preparations in all lines of staple goods for the Spring season of 1908. These preparations are naturally along expanding lines, and as a result, the display of samples is as elaborate as the market conditions will allow. Whites and grays will be prominent where sufficient stocks are to be had. Inquiry for these lines is very strong, and for all goods of the same class.

Buy Early.

As the values in all lines of staple goods continue very firm, with manufacturers inclined to advance their prices merchants who have not already placed their orders should do so at once. Those who anticipate distant needs may be sure of prompt deliveries. From present conditions of the market the advice from The Review is to anticipate wants as quickly as possible.

The price lists recently issued by the manufacturers for Spring business may appear high, but this is largely due to the fact that the jobbers, in many cases, have given their customers the advantage of the price situation for Fall. Jobbers bought heavily early in the season, and have not advanced their prices from time to time as most of the mills have done.

Ginghams for Spring.

Owing to the prices being high on prints, the trade, generally, looks forward to a large sale of ginghams, particularly in the line to retail at 12½c. There is nothing very new in the way of patterns. Cord checks will be in use as much as ever, and plain chambrays, in shades of blue and pink, will meet with ready sale, as these lines were extremely scarce at the end of last season.

Spring Prints.

Many of the houses have by now started in with print lines for Spring. As yet, it is difficult to say how business will be, but the fact that most stocks in the country are light, leads us to expect a satisfactory turnover in the print department, notwithstanding high prices. Many of the English printers have declined to supply their regular accounts with as much stuff as they require, as most of them are offering goods at a very low margin of profit, so as not to have their lines withdrawn from this market.

Whites and Grays for Next Season.

The price situation is acute on both whites and grays. Jobbers are keeping prices down as much as possible. An advance of 7½ per cent. occurred last month in all lines. From all appearances the jobbers are expecting still higher prices in the near future. This recent advance, however, will not affect 1908 retail trade, but surely will that of next Fall, unless the market conditions change before the buying season is at hand. Deliveries for Spring wil be bad, although most merchants have already anticipated their wants. Deliveries have been bad for import and English deliveries, which used to be right up to the mark, are now away behind schedule. Stocks in jobbers' hands are fairly depleted, but merchants who ordered early will get deliveries of goods. From present conditions repeats will be very bad. There are no jobs flying around, nor will there be for some time to come.

Gray Bengal is selling well. Many initial orders show a brisk inquiry for this line. Underwear finish, in white cotton, is also to the fore. All other lines are only normal, with most of them slow.

Conditions at Retail.

Business transacted at retail just now is far from being up to the expectation of the merchant. The bad weather recently experienced is in part, the cause. At present retailers find no special demand for any one line. Many of them state that Canadian manufacturers are meeting all requirements this year. Further, they state that the various lines shown them for Spring are up to the highest standard, with designs much improved. Deliveries are fair, but prices continue high.

Manufacturers Busy.

Mills are busy just now executing orders for Spring. There is at present, manufacturers assert, a regrettable shortage of help, which is hampering the output materially. From present conditions it is advisable to anticipate future requirements while there is a possible chance that prices will not decline, and manufacturers are quite frank in stating that the orders in the future will be slow in delivery.

ADDITION TO YARMOUTH MILL.

A large addition, 106x76 feet, to the Cosmos Cotton Mills, Yarmouth, N.S., is rapidly nearing completion. There is also a wing 44x65 feet, and an engine and boiler house 50x75 feet. The new sections will give 30,000 square feet extra floor space, and will mean the employment of about 75 more hands. At present the staff numbers 275, and they pay roll is about $1,700 weekly.

Charles Duncan, of Charles Duncan & Sons, Limited, Brantford, died early last month. This house is an exclusive house furnishing one.

TO THE TRADE



ALL PRINTS sold by the leading Wholesale Importers which bear the above stamp or ticket are

GUARANTEED

by

The Calico Printers' Assn. Ltd.

Manchester, England

to be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

Canadian Representative: J. E. BIZZEY, 78 Bay St., Toronto.

There's more Profit in Canadian Printed Goods

There's more Profit in Canadian Printed Goods

There's more Profit in Canadian Printed Goods

Profitable Wrapperette Sales

¶ *Dominion Textile Co's Wrapperettes offer you an assurance of profitable, satisfactory trade. Bring them to the front now. The increasing demand taxes our capacity, but if you act promptly your jobber can fill your Repeats.*

TEXTILE DOMINION CO·LTD·

¶ *Some Suggestive Wrapperette Lines. Get them from your jobber when visiting the markets this month.*

Velours
Kimona
Magog Indigo
Royal Waist
Downettes
Empire Twill

¶ *Early Spring Print Orders mean your own satisfaction.*

For IMMEDIATE DELIVERY

Ladies' Wear

Blouses, Hosiery, Handkerchiefs, Shawls, Scarfs, Knitted Goods, Laces, Insertions, Allovers, Fancy Goods, Novelties, Toilet Dress Combs, Underskirts, etc.

Men's Wear

Collars, Cuffs, Shirts (Negligee and Dress), Handkerchiefs, Mufflers, Hosiery (all kinds), Underwear (Shirts and Drawers), Pyjamas and Smoking Jackets, etc., etc.

Domestic Goods

Blankets, Bureau and Table Covers, Towels, Napkins, Towelings, Tablecloths, Tablings, Sheetings, Shirtings, Cushion Covers, Portieres, Curtains, Nets, Bedspreads, Tidies and Doylies, etc., etc.

L. HIRSHSON & CO.

JOBBERS

Phone Main 2715. Montreal

See page 13, and Hints to Buyers.

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can in ert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW

10 Front St. East, TORONTO — 232 McGill St. MONTREAL

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

Debenhams (Canada) Limited, Toronto.

This firm reports that for Spring their plain cloth ranges are the same as last season and at the same price, with the exception of drap superbe, which has gone up a penny a yard. Where a cheaper cloth is wanted they would draw buyers' attention to range R. 181. This is a French cloth of unusually good value. The range of colorings is somewhat more limited than drap superbe, but includes all the standard shades. British tweeds are shown in a large and varied selection. Prominent among them are the new elephant shades. This is a color the high class men's trade is taking up, and as the ladies' trade usually follows this lead, this color should be a coming one in ladies' lines.

In popular priced goods this firm is showing a great many ranges at prices lower than they have hitherto touched. In this connection special attention is drawn to a range of fine worsted suitings, for which there is such a marked feeling now in the trade. In serges the standard ranges of Atlantics are selling in increasing quantities. A new series at popular prices are S. G. 37, etc. This is a splendid cloth, in which large contracts have been placed. In this season's collection is included a range of cheviots in 25 shades. Three qualities of venetians are running for Fall, viz., C.H. 261, C.H. 301 and C.H. 341. Merchants' attention is drawn to the fact that C.H. 261, which last season had a slight admixture of cotton, is this season pure wool. This enables many shades to be included in the range, that it was impossible to show last year. Later on in the season a number of the very latest new colors will be added to those now shown.

Voile Duchesse is another popular cloth, in which an improved quality is offered at the old price, and which comes in a good collection of colors. Taffeta voiles are shown in two good numbers, C.H. 421 and C.H. 441. These are of French manufacture and come in a good range of colors. Plain eolienne, C.H. 581 and foule, C.H. 481, are splendid value at the price, and the color range is a big one.

In fancy dresses the strong feeling is for stripes and checks, but in more subdued effects than last season. The fashionable inclination is for dark and medium colors. Later an addition will be made to Debenham's range of fancies in the way of striped fabrics with a checked border. This promises, so Paris costumiers say, to be one of the novelties of the season.

Owing to the great success of mohairs, this firm is adding a mohair department, and the range carried will be an extensive one. Plain colored cloths promise to be big sellers, and many shades quite different to any ever attempted before in this cloth will be carried.

W. R. Brock & Company.

Department F.

Just before stocktaking a department containing so many lines has a number of broken ranges, odd assortments and lines of surplus stock to clear out at cut prices. The following are a few of the lines we have collected: 2 or 3 lines of men's waterproof coats; 2 lines of ladies' rainproof mantles; 100 cabinets of two-hole all-pearl buttons; 100 of four-hole; 50 gross of pin books, at 2c. per book; 100 doz. fine black wool mitts, No. H 97, to retail at 25c.; 300 men's rainproof coats, Oxford covert cloth, 33 1-3 per cent. below to-day's value; 3 lines of white Victoria lawns, remains of import orders of embroideries, in carton lots, choice stuff at special price to clear; 2 lines of 12-button length undressed kid gloves; a lot of travelers' samples at big discounts to clear out; one line of Saxony wool in boxes at prices that will fascinate any buyer; several lines of wool tams, in self and fancy colors at a big sacrifice; 500 doz. job. Swiss embroidered handkerchiefs, at $13.20 per gross, scarce goods in stock.

W. R. B. Co.'s gents' furnishing department are showing a very complete range of boys' and men's gloves and mitts, lined and unlined, for the sorting season. They draw attention to the following special values in this department: "Empire" unlined kid glove, in assorted tans, to retail at $1; "22" grey doeskin unlined glove, to retail at $1; "Royal" silk lined kid glove, to retail at $1.25; "Patriarch" silk lined kid glove, to retail at $1.50; "S 75" lined mocha glove, to retail at 75c; "S 76" lined mocha glove, to retail at $1; "B 204" lined kid glove, to retail at $1; "S 64" lined leather mitt, wool cuffs, to retail at 50c; "S 63" lined leather mitt, wool cuff, to retail at 50c; "S 65" lined leather mitt, wool cuff, to retail at 50c.

A special purchase of English ringwood gloves in boys' and men's, 20 per cent. less than regular prices.

Preparatory to stocktaking, they are offering broken ranges of men's underwear, top shirts and tweed pants, at special prices to clear.

A line of black taffeta silk skirts

shown in Her Ladyship department, are very good value and although these goods are so high in price at present, this particular line is better value than has been shown for some time. Wide flounce, deep dust ruffle, selling for $3.75 each. It comes in black only.

A few lines of furs are being carried in stock in stoles, ties, ruffs and muffs, in marmot. These goods are all in good condition and merchants later on wanting immediate shipment will have their wants filled.

The new fold skirts are being shown in a number of styles, with folds of various widths. These goods are in great demand and now is the time to buy them, when they are new and salable.

Black sateen underskirts—E 319 and E 330 at $6.90 and $9 are again in stock and orders can have immediate filling.

The Perfection Cloth Measure.

Any help that tends to reduce the tedium and labor of taking stock, and that also gives an assurance of accuracy, should certainly find a place in every department where piece goods are carried. Such an article merchants will find the Perfection Cloth Measure. This measure will give accurately, without unwinding, the length of all kinds of fabrics wound in the piece. The piece of goods is taken into stock in a perfect condition, as the use of this measure not only saves the labor, but also the unsightly conditions that follow unwinding and rewinding. The measure will save its original cost many times over, as it not only enables piece goods to be taken into stock in half the time, but it is useful to check the accuracy of mill measurements, etc. Each measure is accurately correct, and plain directions for its use accompany each one. The Perfection Cloth Measure is sold by the W. R. Brock Co. and its price is $2.

Bastin, Merryfield & Co., Limited.

In referring to the specialties of Bastin, Merryfield & Cracknell, Ltd., last month, mention of the blouse section, which in point of fact is the premier department, was inadvertently omitted. The omission is partly due to the fact that until a few days ago the London manager of The Review had not met Miss Cracknell, directress of the company, and the brain of the blouse and costume departments. This lady is the designer and creator of all the charming models and goods produced in the ready-to-wear section of this house, and her knowledge of the requirements of the individual wearer is strongly reflected in the long line of samples thought out for home and export trade. They stand for individuality and distinction, there being no "knife work" whatever, among them.

This house appears to embrace all the characteristics of a Parisian establishment of the first category, priding itself on the fact that it possesses such a powerful combination of talent and good taste that at times the Parisian modelist is forestalled—surely a unique position for a London house in this line. This firm has for many years successfully designed and manufactured gowns, blouses and millinery of the highest class for New York establishments, so that its ability to cater for the Canadian trade is easily demonstrated. Mr. Bastin is still in Canada, making the acquaintance of Canadian customers through Mr. E. DeBoeck, who is in charge of the Canadian branch at 43 St. Sacrament St., Montreal.



Three-Piece Combination Garment, Shown by Sandersons, Ltd.

The Leona Garment.

The desire to present a slender appearance, which is the keynote of fashionable styles, is one reason given for the increasing sale of combination garments. Another reason is the increased comfort and also the fact that combination garments make the process of dressing a much quicker one. This is particularly applicable to the Leona garment, as this combination, which consists of corset cover, drawers, and skirt, is slipped on and fastened in a second or so. There is neither dart, pleat nor gather to mar the fit of the Leona, and yet it is so perfectly cut that it gives free use to every limb. So much is this the case that many of its wearers use it under their gymnasium suits when exercising.

The garment will at present be put on the market in four styles, to retail at $2.35, $3.50, $4.50 and $6. These are all cut the same, the difference being in fineness of material and elaboration of trimming.

The patent rights for Canada are controlled by Sandersons, Ltd. This firm, owing to increasing and extending business, are removing from their present factory to larger premises at 66 and 68 Wellington Street West.

Greenshields Western, Limited.

Greenshields Western report a number of stock-taking snaps in all departments. Stock-taking will commence shortly and broken lines are being sold now at a reduction, in order to facilitate operations. Some particularly good values are offered in flannelette blouses and skirts in tweeds, homespuns and plain cloths. In this department there is also on sale at tempting prices a special purchase of net waists for immediate delivery. Special attention is directed to a nice range of flannelette wrappers and night gowns for immediate sale. Values are surprising. The ladies' ready-to-wear department also offers a special line of petticoats made of German flannelette skirting and extra heavy weight, to retail at 75 cents each.

Dressed dolls are a specialty this year with Greenshields Western for Christmas trade. They are offering some particularly fine assortments of 25s., 50s. and 75s., costing from 25 cents to $10 each.

In pearl buttons they are offering a special snap. They are selling a cabinet with 100 dozen pearl buttons in assorted sizes for $3.60. The buttons are two and four-holed, and at this price are special value.

Travelers are now on the road with samples of Spring goods. In all lines they are showing a better assortment than ever before. There has been a general advance in nearly all lines of dry goods, but Greenshields Western announce that they bought a big part of their stock well in advance of the rise and therefore they are able to offer particularly good values.

In ladies' ready-to-wear goods Greenshields Western are carrying more high-grade lines than ever before. They are offering special values in wash skirts, piques, ducks and crash goods. There are also some particularly attractive offerings in

children's pinafores, dresses, wash blouses and similar lines.

In hosiery Greenshields Western have some strong leaders for Spring trade. An extensive range of lisle hose was bought before the advance in price, and, accordingly, Greenshields Western are able to offer the trade some particularly good values in this line. It consists of embroidered and lace-work goods and is very extensive. In cashmere hose Greenshields Western are able to sell at only a slight advance over the prices charged last year. Their goods were bought right.

Greenshields, Limited, Montreal.

The various departments of Greenshields Limited, Montreal, are showing great activity. Orders are large and travelers report fairly satisfactory conditions throughout the Dominion. Further, they are enthusiastic over their line display of samples.

Greenshields ready-to-wear department reports trade in a healthy condition. This is strongly vermed by the increased business of the previous season. Ladies' and children's white wear, children's ready-to-wear garments, ladies' and misses' dress skirts are decidedly stronger than any previous season. The tendency, taken all around, is for higher class garments. Greenshields fully anticipate early and complete deliveries in all lines. They would strongly advise all merchants to place orders early in order to procure best possible prices and early deliveries, as the market at the present writing, on all fabrics, shows no tendency to decrease in price. As a result, everything points to higher prices on all repeats. The most important feature at the moment that should interest all retailers, is to get early deliveries, which mean to them a much longer season when starting out with a complete showing of these goods. This in itself is the best advertising a merchant can get.

In the knitted goods department there is great activity and some fear is expressed that there will be a shortage. At the moment they report a large business in Fall and Winter hosiery. They advise merchants to look into their stock of plain and ribbed cashmere hosiery, as after present contracts expire there is sure to be a big difference in the qualities at popular prices. Further, this firm call the attention of customers to their "Square Knit" brand, which they have entire control of. This firm have a fine range of balbriggan and natural wool hosiery which they are now showing to the trade. In these lines, especially, Greenshields find the demand for the better grade goods much larger than in previous seasons. The merchant who pays a little more for his goods insures his customers general satisfaction. In imported lines they are showing a particularly good range of embroidered goods, allover lace and lace ankle effects, besides plain silk, lisles, brilliant lisles and mercerized lisles. Another popular line which is meeting with popular favor is a lisle hose with ingrain heels and toe. This last-mentioned line is popular in all the markets of the world. As regards the color question this firm anticipate quite a demand for tans, also light evening shades, with white ruling.

L. Hirshson & Co.

L. Hirshson & Co., Montreal, state that greater care than ever has been exercised in the buying of their Spring stock for 1908. Prompt shipments are assured and everything possible to make business run smoothly and profitably to their customers has been done. In their warehouse you may expect to see all the latest things, in general dry goods.

They make special mention of some lines they are showing in Japanese fancy goods, direct from Japan, from handkerchiefs to gowns and plain and fancy silks. Further, an entirely new stock of Irish goods, table covers and cloths, tabling and napkins to match, towels and towelings, men's negligee and dress shirts, etc., are in stock. Special attention is also drawn to the line of collars handled by this firm.

Handkerchiefs in all qualities and materials, such as cotton, lawn, brocade and silk, plain stitched, hemstitched and embroidered, with emblems, mottoes and initials are now being shown by travelers on the road. Curtains, nets, laces, insertions and all-overs, etc. All this firm's other lines will be stocked as usual.

L. Hirshson & Co. are showing a large assortment of hosiery for men, women and children in cotton, worsted, wool lisle, and silk.

A New Glove Factory.

The Robert Ryan Company, Three Rivers, P.Q., is the style of a "new-in-name-only" glove firm, as the proprietor, Robert Ryan, has had an extensive experience in the glove trade, having been identified with the Balcer Glove Co. of the same city for 12 years. Although the new firm has been established less than a year everything is in smooth working order and the size of orders evidences the confidence in the new concern.

The plant owned by the firm is 42x36, three storeys, and preparations are under way for an addition in the Spring, 75x36, three storeys. A strong feature of this business is the systematic arrangement of every detail of manufacture and office equipment as well. Every process is closely watched, from the grading of skins until the last stitch is sewn. Quality in every sense of the word is the watchword and deliveries will be made according to sample. Expert glove cutters and skilful machine operators are employed. The range manufactured by this firm comprises over 300 numbers, consisting of lined and unlined gloves for ladies, men, boys, misses and children. The Maple Leaf, Canada, trade-mark is a standard they intend to live up to. Every glove want can be met by this firm. The lines are handled by representative jobbers.

Mechanical Santa Claus.

J. R. Palmenberg's, Sons, 710 Broadway, N.Y., will mail you, on application, an interesting description of their mechanical Santa Claus. This automaton is said to be the nearest approach to the human being, in action and aspect, ever perfected. Write, then, for particulars about this remarkable holiday attraction for window or department.

John Macdonald & Co.

A special purchase from a large manufacturer enables them to offer 100 dozen wrappers, a good quality of flannelette, in spots, stripes and floral designs, colors navy, royal and cardinal, neat-fitting, lined waist, made with turn-down collar, finished with belt, flounce or skirt, sizes 34 to 40, regular price $10.50 per dozen, special price $8.50 per dozen.

750 dress skirts, in black and navy vicunas, cheviots and tweed effects, ladies' sizes, 38 to 42; No. 619, navy only, fine vicuna, regular $3.50, special $2.25; No. 614, navy only, fine vicuna, regular $3.25, special $2.25; No. 621, navy only, fine vicuna, regular $3.75, special $2.75; No. 304, black and navy cheviot, regular $3.25, special $2.65; No. 301, black and navy cheviot, regular $2.25, special $1.90; No. 905, dark tweed effect, regular $3.25, special $2.25.

Misses' sizes, 32 to 36—No. 628, black only, vicunas, regular $2.50, special $1.90; No. 626, black only, vicunas, regular $1.50, special $1.10; No. 629, black and navy, regular $2.95, special $2; No. 953, dark tweed effect, pleated, regular $2.25, special $1.75; No. 2.18, grey stripe tweed, regular $2.50, special $1.98.

No. 165, black sateen waists, sizes 40 to 44, special price, $8.75; job flannelette wrappers, in colors, navy, royal, cardinal, sizes 34 to 40, special price $8.50; ladies' dress skirts, in assorted lots of 25, including 20

Don't Whine!

When Collections are Slow.

Send them to

The Beardwood Agency

313 New York Life Bldg.
MONTREAL

AND WE WILL GET THE MONEY FOR YOU

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop

DOMINION HOUSE
W. H. DURHAM, Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

MANUFACTURERS' AGENTS.

The ANDREW H. McDOWELL CO.
(Incorporated)
Dry Goods Commission Merchants, Mill Agents,
Woolens, Cottons, Dress Goods, Shoulder Pads, etc.
Head Office: 329 St James St., Montreal, Que.
Branch Office: 1 Wellington St. E., Toronto.
Manufacturers accounts SOLICITED on favora'le terms

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

MOULTON & CO.
Proprietors of the old and reliable
MONTREAL FRINGE AND TASSEL WORKS
165 Nazareth Street, - Montreal
Manufacturers of
Braids, Cords, Barrel Buttons, Chenille, Dress and Furriers' Trimmings, Girdles, etc.

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

W. E. WALSH & BRO.
207 St. James Street, - Montreal
SPECIAL LINES IN
Fancy Leather Goods, Bags, Purses, etc. Toilet Sets, Fans, Back and Side Combs, Brushes, Postcard Albums, Papeteries, etc., etc.

DIECKERHOFF RAFFLOER & CO.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal — 301 St. James St.
Winnipeg — Sylvester Willson Bldg.
Toronto—70 Bay St —Head Office
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HAROLD F. WATSON
Manufacturers' Agent
6 St. Sacrament Street - MONTREAL
GLOVES, SILKS, RIBBONS,
Laces, Embroideries, Hair Nets, Waists

Cable Address "Kingsons, Toronto" Phone Main 6158
W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC
74 YORK STREET - TORONTO
Canadian and Foreign manufacturers' lines solicited on favorable terms.

S. W. STEVENSON & CO.
DRY GOODS
COMMISSION MERCHANTS
TORONTO — 218 Stair Bldg. Phone Main 7130
MONTREAL — 42 Victoria Sqr. Phone Main 4843

MANUFACTURERS' AGENTS.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
MANUFACTURER and IMPORTER of Covered, Ivory, Pearl and Metal Buttons.
Complete stock always on hand.

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

Condensed Advertisements

AGENTS WANTED.

FIRST-CLASS AGENT
Wanted for Canada—must be well known to the best firms in the mantle and artificial flower trade, by two very good Berlin manufacturers. References I. L., 9522, care of Rudolf Mosse, Berlin S.W., Germany. (11)

EXPERIENCED AGENT WANTED—To represent up-to-date London manufacturers in the sale of down quilts, cushions, bedspreads, etc.; Toronto or Montreal preferred. Apply, giving full experience, Russell & Woollven, 28-30 Christopher St., London, E.C., England.

WANTED—Old establisned hosiery manufacturer wants up-to-date agent in Canada; one who can dispose of large quantities of men's seamless half-hose, ladies' seamless hose, women's and girl's ribbed hose, also women's ribbed hose with plain seamless feet. Apply, Tomlin, Pretoria Works, Hinckley, England. (11)

EXPERIENCED AGENT WANTED—To represent up-to-date London manufacturers in the sale of down quilts, cushions, bed spreads, etc.; Toronto or Montreal preferred. Apply, giving full experience, Russell & Woollven, 28-30 Christopher St., London, E.C., England.

A PLAUEN lace house requires a capable agent to represent them throughout Canada. Apply to Edward Johnstone & Co., 1 Bird-in-Hand Court, Cheapside, London, Eng., giving full particulars. (11)

AN important house of British shirt manufacturers are anxious to meet with a suitable agent to represent them throughout Canada. Applications to be made to Edward Johnstone & Co., 1 Bird-in-Hand Court, Cheapside, London, Eng. (11)

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. 465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,
Chartered Accountants and Assignees,
622 McIntyre Block and 422 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

ladies' and 5 misses', in vicuna, cheviots and tweeds, clearing price, each, $1.95. (The regular price of these range from $2.25 to $4.50). No. 505, ladies' black cashmere gloves, 6 and 6½, 7 and 7½, 7½ and 8, extra, value, $2.25; No. 446, ladies' black ringwood gloves, 6½ and 7, 7½ and 8, extra value, $2; No. 444, ladies' brown ringwood gloves, 6½ and 7, 7½ and 8, extra value, $1.80; No. 452, ladies' black ringwood gloves, 6½ and 7, 7½ and 8, extra value, $3; No. 445, ladies' white ringwood gloves, 6½ and 7, 7½ and 8, extra value, $2; No. 238, wool tartan dress goods, 37½c; No. 223, dress tweed, regular 37½c, special price 25c.

Men's black cashmere socks (seconds), $1.50 per dozen; special line men's black worsted socks (plain), $2; special line men's black overalls (with bibs), at $8.25; special line men's heavy moleskin pants at $8; special line men's four-in-hand ties, light and dark colors, 3 dozen to box, $1.50; two special lines in men's cardigan jackets, $9, $12; special line men's elastic ribbed underwear, $6.50; special lines in men's fancy sweaters, $6.50, $9, $10; special line ladies' lawn handkerchiefs (Hemstitched), put up 10 dozen in stock box, 37½c; special line men's lawn handkerchiefs (hemstitched), put up 10 dozen in stock box, 75c.

ALPHABETICAL INDEX

Occasionally advertisements are inserted in the paper after the index has been printed. The insertion of the advertiser's name in this index, is not part of the advertising order. The index is inserted solely for the convenience of the readers of the paper.

A

Page.

Accountants' Directory 129
Alexandor, A. J. 84
American Stocking Co. 60
Australasian Draper 13

B

Baldwin, J. & J., Partners 8
Barry, W. H., & Co. 96
Bastin, Merryfield & Cracknell, Ltd. ... 11
Beardmore Agency 129
Bell Telephone Co. 12
Berlin Robe & Clothing Co. 83
Berlin Suspender & Button Co. 112
Bestall, T. W. 46
Bradford Dyers' Ass'n. 4
British-America Assurance Co. 12
British-American Dyeing Co. 34
Brock, W. R. Co. 18, 55
Brock & Paterson 129
Brophy-Cains, Limited 21
Buckingham Skirt Co. 28
Burnet & Temple 46
Business Systems, Limited 27
Busy Man's Magazine 12, 60

C

Calico Printers' Ass'n., Ltd. 124
Canada Haircloth Co. 129
Cartwright & Warners 58
China & Japan Silk Co. 44
Chipman, Holton Knitting Co. 62
Claflin, H. B., & Co. 97
"Colossus" 106
Confederation Life Association 13
Cosbie, R. H. 15, 46
"Craftana" 51
"Cravenette" Co. 110

D

Davis, T. C. 33
Debenhams (Canada) Limited 70
Defiance Button Machine Co. 13
Delfosse & Co. 33
Dieckerhoff, Raffloer & Co. 45
Dominion Textile Co. 125
Dominion Thread Mills 126
Dominion Wadding Co. 15

E

Eagle Knitting Co. 49, 50
Ellis Mfg. Co. 51
Empire Mfg. Co. 98

F

Fairbairn, Rhys D. 94
Figg, Geo. E. 112
Flaws, R., & Son 123
Francois & Co. 77

G

Garland, John M., Son & Co. 17
Gill, W. P., & Co. 72
Glovine Mfg Co. 89
Globe Suspender Co. 113
Gold Medal Silk Waist Co. 104
Granby Mfg. Co. 45
Greenshields Western Limited—5, 6, 7, inside back cover.
Greenshields Limited 1, 2, 114
Greenlease, S. T., & Son, Ltd 81

H

Habben, H., & Co. 35
Hagen Shirt & Collar Co. 110
Harris & Co. 89
Harris & Sheldon 34
Haworth, Richard, & Sons 3
Hees, Geo. H., Son & Co. 120
Hermsdorf, Louis 56
Hewson Woolen Mills 111
Horrockses, Crewdson & Co, ... 14
Hirshson, S., & Co. 13, 126
Hitchcock, Williams & Co. 9
Hotel Directory 129

I

Imperial Carpet Co. 121
Irving Umbrella Co. 96
Ishikawa, K., & Co. 15

J

Jaeger, Dr., Co. 58
Japan Trading Co. 45

K

King, John, & Son 121
King, W. P. 129
Kingcot 122
Kleinert, I. B., Rubber Co. 8
Konig & Stuffman, ... 90

L

Lamson Consolidated Store Service Co. 34
Laurentian Whitewear Co. 103
Law, Russell & Co. 10
Lee, Behrens & Co., Ltd. 118
Legal Directory 129
Lennard, S., & Sons 51
Liddell, William, & Co. 36
Luxfer Prism Co. 36

M

Macdonald, John, & Co....outside back cover
Mackinlay & Co. 46
McDougall, A., & Co. 126
McDowell, A. H., & Co. 129
McComiskey, J. B., & Co. 42
McRae & Walker 12
Merchants' Mercantile Co. 129
Metropolitan Bank 12
Milbradt Mfg. Co. 36
Mishkin, I., & Co. 104
Monarch Knitting Co. 52
Montreal Waterproof Clothing Co. 102
Moulton & Co. 129

N

National Rubber Co. 104
Nazareth Waist Co. 59
Newey Bros., Limited 44
Nicklin, J., & Co. 12

O

Page.

"Old Bleach" Linen Co. 15
Oxford Mfg. Co. 109

P

Paton, J., Son & Co., Ltd. 62
Palmenberg's Sons, J. R. 36
Paquet, The, Co., Ltd. 78
Parker, R., & Co. ... ... inside front cover
Peerless Underwear Co. 63
Pearl Mfg. Co. 104
Peck, J. W., & Co. 78
Penman Mfg. Co. 112
Perrin, Freres & Cie. 95
Pewny's Kid Gloves 96
"Pirle" Finish 89

R

Raven, W., & Co., Limited 51
Revillon Bros. 3
Richardson, A. S. 37
Ripley, Edward & Son 89
Rock Island Overall Co. 113
Russell, A. N., & Son Co. 37
Ryan, The Robert, Co. 109

S

Sandersons Ltd. 95
Siberian Fur Co. 84
Silver, M., & Co. 83
Simpson, J., Sons 61
S. M. Co., Limited 109
Smith, J. Sproule 129
Smith, McKeown & Co. 113
Southall Bros. & Barclay 13
"Spero" 3
Standard Cloak & Skirt Co. 103
Stanfields Limited 56
Stauntons Limited 119
Stevenson, S. W., & Son 129
Storey, W. H., & Son 96

T

Toronto Bross Mfg. Co. 37
Toronto Engraving Co. 16
Toronto Feather & Down Co. 119
Tress & Co. 112
Turnbull, C., Co., of Galt 58

V

Vineberg, The A., Fur Co. 84

W

Walsh, E. H. 62
Walsh, W. E. 129
Watson, Harold F. 129
Watson Mfg. Co. 56
Watson Foster Co. 117
Weir Wardrobe Co. 27
Wener, Sam., & Co. 98
Western Assurance Co. 12
Weyerstall, Alfred 129
Williams, Walter, & Co. 112
Wilkins, Robt. C. ... ... inside front cover
Wolsey Underwear Co. 62
Wreyford & Co. 112

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Stock-Taking Snaps

Stock-taking period will soon be here, and we have made telling reductions in many lines to insure a double quick sale. In our

Ladies' Ready-to-Wear Department

we have a few lines of Fall and Winter Blouses which we are able to offer at 25 per cent. less than the regular value. Also a special line of skirts, (our No. 992) made up in tweeds and plain cheviots on which you can make a handsome profit by selling at $2.50 to $3.00. Regularly these skirts would bring $4.00 and $4.50.

Men's Furnishing Department

We are clearing out a number of heavy winter lines such as Sweaters, Underwear, Lumbermen's Socks, Mitts and Gloves, Wool Socks, Mackinaw Coats, etc., etc., at from 10 to 25 per cent. less than regular prices.

54, 56, 58, 60 **Arthur Street** | **Winnipeg** | 53, 55, 57, 59 **King Street**

The Negative and Positive of Buying and Selling

We are not asking you to buy goods that are out of season, old, shopworn, low priced because they are unseasonable, soiled, damaged or goods that are dear at any price owing to their existence in your stock deteriorating its entire value.

The goods we want to sell are positively in demand; new, fashionable, up-to-date in every particular, goods that people are buying and are thinking of buying to prepare themselves and their families for the *Fall and Winter Seasons*. Goods that will sell without having to use a vocabulary of words wasting your time, energy and self-respect.

One of the adages or maxims of successful business is "Do as large a business on as small a stock as you possibly can." Unsaleable goods eat up interest, and often deprive one of their cash discounts. A well assorted stock of goods, that people are asking for, of the best possible value, brings more customers, profit and dignity to your store or warehouse than any conglomeration of goods that are supposed to be bargains.

We respectfully invite you to inspect our stock of General Dry Goods, Carpets, House Furnishings, Men's Furnishings and Woollens.

"Truth is stranger than Fiction," and will wear throughout eternity. We have been in business in the City of Toronto since September 27, 1849. We are still in business and will remain in business as long as we can do business honestly, honorably and profitably.

John Macdonald & Co., Limited

TORONTO



Dry Goods Review

December

MacLean Publishing Company
Limited
Montreal
Toronto
Winnipeg
London, England

Time to Make Every Dollar Count

WHEN business is rushing, and money is made easily, the temptation with the most careful business men is to be indifferent to the small economies.

But if trade is going to tighten up some this Fall it's well to watch every leak and make every dollar count.

We can save the Dry Goods Merchant and Milliner many dollars by re-dyeing and finishing off-color and faded fabrics, plumes and feathers.

—Leading Merchants in all parts of Canada are our customers.

R. Parker & Co., Dyers and Finishers to the Trade **Toronto, Can.**

ADAMS LOCKSTITCH HOSE



Will win and hold your trade.

An unrivalled reputation for wearing qualities.

NOTE
The Lockstitch
10-fold Knees
6-fold Ankles

ASK YOUR JOBBER FOR THE RANGE.

A. E. ADAMS & CO.
LEICESTER, ENG.
Manufacturers

AGENTS
WALTER WILLIAMS & CO.
301 St. James St., Montreal 33 Melinda St., Toronto

ROOSTER BRAND



BEST MADE

See Spring Samples for the latest in

Scotch Flannels and "Hewson" Homespuns
Two-piece Suits
Fancy Wash Vests
Outing Trousers Flannels, Homespuns, Cream Serges, Ducks, etc.
Boys' Wash Suits Knickers with Buckled Knee
Men's White Coats and Bar Vests
Negligee and Working Shirts
Men's Working Pants
Overalls and Jackets.

ROBERT C. WILKINS
MONTREAL

Greenshields Western Ltd., Winnipeg, Wholesale Dry Goods.

See our ads. on pages 5, 6 and 7 and inside back cover.

Greenshields Limited
MONTREAL

Newest Materials
and
Latest Styles and Designs

For the coming season will be found in our travellers' extensive and complete ranges of

Samples For Spring 1908

For Your Own Satisfaction

PLACE YOUR ORDERS EARLY



The Public Knows **PRIESTLEYS' "CRAVENETTE"**

PRIESTLEYS' "CRAVENETTE" is a Process, not a Cloth

and back of it stands as good a guarantee as has ever been given since the days of Adam and Eve. No argument on the part of the retail salesman is required to sell a

"CRAVENETTED" CLOTH or GARMENT made from it

Any reputable manufacturer of garments can have his own clothes proofed by the ***"Cravenette"*** process and stamped with the ***"Cravenette"*** circular registered trade mark IF THEY ARE UP TO THE STANDARD.
A garment made of a ***"Cravenetted"*** fabric should not cost the retailer any more than the same garment made from any other (so-called) waterproof cloth

GREENSHIELDS LIMITED

GREENSHIELDS WESTERN LIMITED
WINNIPEG, MAN.

MONTREAL

GREENSHIELDS & CO., LIMITED
VANCOUVER, B.C.

HOLIDAY TRADE



Revillon Bros., Ltd.



Established 1723

A necessity to a well-stocked merchant is a nice assortment of real Lace Goods. A varied and choice stock is at your disposal, and an inspection of same will prove beneficial to your trade.

OUR SPECIALTIES:

DUCHESSE PRINCESSE POINT DE GAZE
POINT DE VENISE POINT DE FLANDRES

134-6 McGILL STREET, - MONTREAL

Paris	London	New York	Leipzig	Shanghai	Edmonton
Moscow	Nijny	Nicolaiev	Khabarosk	Bokhara	Prince Albert

Wishing you a prosperous holiday business and trusting that your New Year's trade will be an ever increasing one.

The W. R. Brock Co., (Limited)
Montreal

Whenever you want
the latest and smartest
Creations in Blouses,
Costumes, Millinery,
Robes, Chiffons, Tulles,
Laces and Veils,
write Bastin
Merryfield and
Cracknell Limtd
of 12,14,16 Great
Portland Street
London, Eng.
Canadian Agent
E. DeBoeck Montreal.
43 St. Sacrament St.

GREENSHIELDS WESTERN LIMITED

Wholesale General Dry Goods

Christmas Goods

Fancy Handkerchiefs

¼ to ½ dozen to Fancy Box to retail from 30 cents per box.

Ladies' Initial Handkerchiefs

Pure linen, ½ dozen to box.

Ladies' Fancy Embroidered Handkerchiefs

In hem stitched and scalloped.

Silk Handkerchiefs

Ladies' and men's, in colors and white.

Fancy Belts, Pearl and Fancy Necklaces, Dolls, Hat Pins and Hand Bags.

54, 56, 58, 60 ARTHUR STREET

Winnipeg

53, 55, 57, 59 KING STREET

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Spring Hosiery

Our range of hosiery for Spring, 1908, is complete in every detail and is undoubtedly the finest collection we have ever shown. Prices are right, too. The latest patterns are here in lace ankle, allover lace, lisle, cotton, silk and silk-embroidered, lisle in black, white, greys and tans.

Embroideries

We also show a comprehensive range of embroideries in edgings, insertions, strappings, allovers and flounces—the best values we have ever offered. A strong feature is our box lots of edgings, baby sets, etc., from six ends to twelve ends per box.

Laces

A splendid assortment is yours to choose from in valenciennes and fancy laces.

It will repay you to examine our samples before placing your orders.

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods

Staple Cottons at Old Prices

Although the mills show advances from ten to fifty per cent. on cotton goods within the last twelve months, we are yet in a position to quote most staple lines at old prices.

At present we have a magnificent assortment of patterns, but the spring business so far received tells us that our full range will not last long. We would therefore strongly advise the trade to place their orders for all cotton goods at once. Prices at the mills maintain their high level and all repeats to the mills will be accepted only at the present high prices.

Ginghams, Etc., at Old Prices

Our representatives are carrying an enormous range of Scotch and Canadian Ginghams, Shirtings, Flannelettes, etc., at old prices; also 1,500 pieces Job Gingham at twenty per cent. less than present prices, and 3,000 pieces Bleached Cotton at less than mill prices.

Overalls

Our Overalls are selling faster and giving better satisfaction than ever.

Ask for Shield Brand Union Made.

54, 56, 58, 60 Arthur Street | **Winnipeg** | 53, 55, 57, 59 King Street

SPERO CALICOES

WIDE and vigorous advertising, coupled with a really first-rate article, is creating a big demand for the unrivalled

"SPERO" Calicoes

Do not delay in asking your Wholesale House to show you a full range of samples. All "Spero" Calicoes are made of highest grade cotton, and may be recommended with complete confidence for lasting wear.

See that the words "Spero Make" are stamped on the selvedge

"SPERO" MANCHESTER

"SPERO" QUOD SPERO ERO MAKE REGISTERED No 117512

Experienced Traveler Wants Side Line

I represent a prominent Montreal manufacturing company and have their permission to carry a high-class side line. I have a good connection of many years' standing with the dry goods trade and also with manufacturing furriers and clothiers.

I call at all the largest towns and cities in Ontario, Quebec and Maritime Provinces and would represent a good house on a commission basis only.

Address

ALEX. ROUGH,
156 Guy St.,
Montreal

May You

Enjoy a Splendid

Holiday Business

And a very

Merry Christmas

Greenshields Limited

Montreal


BDA
Mohairs &
Sicillians
Dyed & Finished by
The · BRADFORD
DYERS ASSOCIATION
of BRADFORD - ENGLAND

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROOKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

H.M.



LATEST SPECIALTIES:

BALDWIN'S BEEHIVE FINGERING

The ORIGINAL Fingering

GREAT BRITAIN'S BEST

Cannot be surpassed for warmth, comfort and durability.

Beehive Double Knitting Wool. A grand yarn for warm garments, such as Socks, Stockings, Golf Hose, Gloves, Comforters and Combinations. It is the same length and thickness as the best 3-ply Wheeling Yarn, but is much stronger and more durable in wear.

Beehive Rug Wool. A novelty for making Rugs and Mats at home. Cable twisted, lustrous finish. Supplied in 3-dozen art shades.

Beehive Eider Wool. A really choice article for making dainty shawls and wraps. It washes beautifully and is particularly suitable for Undervests.

Beehive Feather Wool. A novel looped thread for Knitting or Crochet. Reproduces the wavy appearance of an Ostrich Feather or of Astrachan.

White Heather. "Baldwin's 2nd Quality," supplied in Scotch Fingering, 2, 3, 4 and 5-ply; 3-ply Wheeling; Vest Wool; and Petticoat Fingering, 4-ply. Good, reliable, high-class Wools at a popular level of price.

J. & J. BALDWIN & PARTNERS, LTD.
HALIFAX, ENGLAND

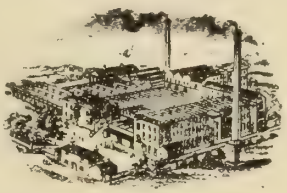
Established 1785 WHOLESALE ONLY

AGENT:
DUNCAN BELL
MONTREAL & TORONTO

Please Send for Samples.

Trade Mark

Registered



Trade Mark

Registered

ESTABLISHED 1752.

Thos. Burnley & Sons, Ltd.

Manufacturers of Scotch Fingering and Knitting Wools, Gomersal Mills, near Leeds, England.

¶ The oldest firm in England (established over 150 years) as manufacturers of all kinds of Knitting Wools. That means something.

¶ If you will examine our lines you will find quality irreproachable, prices lower than you pay for equal values.
It's not what we claim. It's what the goods prove.

If Your Wholesaler has not these lines, write our Agents who will tell you who stocks them.

THE ETHEL	VANGUARD	THE MAPLE
Reg'd Knitting Yarns, 4 fold Made in England.	Reg'd Knitting Wool Made in England.	Reg'd Knitting Wool Made in England.

Large Stocks of Above Lines are Always on Hand.

Ask our agents for Samples and make a comparison. Advertising Literature and Sales Helps on request.

D. M. CHORLTON & BRO., CANADIAN AGENTS HEAD OFFICE **MONTREAL**

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96

Make Your Unused Funds

bear interest at the highest current rates. Amounts of $1 00 and upwards are received in the SAVINGS DEPARTMENT of THE METROPOLITAN BANK. Interest is allowed from date of deposit, and compounded every 3 months. No delay in withdrawal.

ALL DEPARTMENTS OF BANKING ARE CONDUCTED WITH ABSOLUTE SATISFACTION AND SECURITY.

The Metropolitan Bank

Capital Paid Up: $1,000,000.00
Reserve Fund and Undivided Profits: $1,183,713.23

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

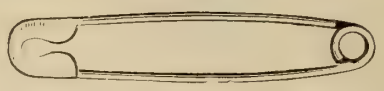
Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

This is an illustration of another

ENGLISH MADE SAJONIC SAFETY PIN

REGISTERED TRADE MARK



Size 3

NICKELED STEEL DUPLEX in 7 Sizes.

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Co. 8th St.,
NEW YORK, U. S. A.

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT
And Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED

BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

CONDENSED ADS.

AT A COST OF

2 CENTS PER WORD

All clerks requiring positions will do well to invest a few cents in the Dry Goods Review and state their requirements.

Those merchants who wish to dispose of their business can insert their ad. under a box number and we will forward any replies. This ensures secrecy to those that desire it.

The Review is read by 90 per cent of the entire trade. This ensures your wants being read by the merchants throughout the Dominion of Canada.

ADDRESS ALL CORRESPONDENCE TO

THE DRY GOODS REVIEW
10 Front St. East, TORONTO
232 McGill St. MONTREAL

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. O. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 195	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne,	Fink's Buildings
Sydney,	Post Office Chambers
London,	112 Wood St., E.C.
New York,	29 Broadway

Why?

Why is the **BUSY MAN'S MAGAZINE** the best publication in the magazine field?

Simply because each issue contains, in addition to its original articles, the Cream and the Choicest and Best articles appearing in all other magazines and periodicals.

Take your favorite magazine, pick out the articles that interest you, then turn to the Busy Man's and you will find that these same articles appear in it.

Not only do the best articles in your favorite magazine appear in Busy Man's, but the live, up-to-date ones appearing in SCORES of publications which do not come your way.

Think of how interesting, entertaining, and instructive this many-in-one magazine must be. Not a dull page in it; every page SELECT.

It is so interesting that not one per cent. of our thousands of readers discontinue their subscriptions. A post card giving us your address will bring you the unsolicited testimony of dozens of our readers.

We will send the Magazine till January 1st, 1909 (14 issues) for $2, the price of one year's subscription. This offer only holds good while the Christmas Number lasts.

Send Us Your Order To-day

The Busy Man's Magazine
Toronto

Established 1832

Cable Address:
"LAW," Bradford

SPRING 1908

"Lawrus" Fabrics.

(Registered)

These Goods are rolled on Special boards and stamped "Lawrus" every five yards.

MOHAIRS

In all the Latest Weaves

"Lawrus" Showerproof Regd

We are showing a most extensive line in these fabrics.

Law, Russell & Co.

Converters of Bradford Goods **LIMITED**

BRADFORD AND LONDON

When writing advertisers please mention The Review.

The Last Call For
Xmas Holiday Goods

A Partial List of what The Departments are Offering.

Men's Goods

Boys' and Men's Gloves and Mitts
Boys' and Men's Sweaters
Boys' and Men's Mufflers
Boys' and Men's Caps
Boys' and Men's Neckwear
Boys' Colored Toques
Boys' and Men's Suspenders

Women's and Children's Goods

Women's and Misses' Ice Wool Scarfs
Women's and Misses' Gloves
Women's Japanese Kimonas
Women's Golf Jerseys
Women's Long Elbow Gloves
Women's Knitted House Jackets
Children's Bear Skin Coats
Children's Wool Hoods and Caps
Children's Ice Wool Scarfs

Special Showing of Holiday Linens in Table Covers and Napkins to match in Hemstitched Goods.

House Furnishing Dept.

Art Cushion Covers
Cushion Forms
Door Panels
Tapestry Door Hangings
Cushion Cords and Tassels
White Bed Spreads
Down Comforters in Silk and Satin Coverings.

Write your Rush Orders on Our Mail Order Forms and they will be filled same day as Received.

Dress Goods and Silks

Special Dress Ends of Black Crispin, Cord-de-Soie, Poplins, Satin Cloths, Venetians, Chiffon Cloth, Silkwarp Mohairs, Serges, Voiles, London Twines.

Colored Broad Cloths, Venetians, Panamas, Fancy Tweeds, Tartan Cloths, Shadow Plaids, Bannockburn Tweeds.

Black Peau-de-Soies, Black Louisines, Chiffon Taffettas in Black and Colors.

Woollen Department

Is showing some very Tasty Vestings in popular designs and colors. Samples for the asking.

A full range of 1908 Samples is now in the travellers' hands, if you will take a look through you will find that we are among the Houses doing things right.

John M. Garland, Son & Co.
OTTAWA

Wholesale Dry Goods, Carpets and Woollens

Please Answer the Following :

1. Are you contemplating any changes or additions to your store?_____

2. Are you going to move to a new store?

3. Are you going to rebuild your store within the next year?_____

4. Are you going to put in any new fixtures?

5. Are you cramped for room in your present quarters?

6. Can you expand where you are?

NOTE.—The above questions are asked with a desire to improve store conditions and to ascertain the exact standing of the best stores. It will be appreciated if you will reply promptly.

What Do You Want to Know ?

Have you a problem about your store that you would like to clear up?——— Are you satisfied with your COUNTERS, your CASH SYSTEM, your LIGHTING, your SHOW CASES, your SHELVING, your FIXTURES? ———Are there no improvements that you are contemplating?

If you want reliable information about any of the following :

A
1. Address Labels
2. Arc Lights
3. Adding Machines

B
4. Button Machine

C
5. Clothing Cabinets
6. Cloth Sponging Machines
7. Calculating Rules
8. Cash Carrier
9. Cash Register
10. Cartons
11. Cases for Hats
12. Ceiling Material
13. Curtain Display Form
14. Curtain Stretchers
15. Counter Trays

D
16. Decorative Plants
17. Display Fixtures
18. Dusters and Sweepers (Dustless)
19. Duplicating Sales Books

E
20. Electric Advertising Signs.
21. Electric Arc and Incandescent Lights

F
22. Filing Cabinet
23. Forms for Cloaks, Suits and Dresses
24. Fire Extinguishers and Fire Alarms

G
25. Garment Hangers
26. Gum Labels for addressing packages

I
27. Illustrations for Advertising
28. Indian Moccasins
29. Incandescent Lights

L
30. Lighting Fixtures
31. Label Registration
32. Labels for addressing packages

M
33. Mosaic Flooring
34. Metal Fixtures

N
35. Notion Counter Cabinets
36. Novelty Displays

O
37. Ornamental Hard Wood

P
38. Package Carriers
39. Paper Boxes
40. Papier Mache Figures
41. Paper Patterns
42. Price Tickets

R
43. Ribbon Cabinets
44. Rolling Ladders
45. Rubber Stamps

S
46. Sales Plan
47. School of Window Dressing
48. Show Cases
49. Shoe Trees
50. Show Window Constructors
51. Sign Letters, Metallic
52. Sign Writing
53. Sign Writing Supplies
54. Silent Salesman
55. Store Arrangements and Plans
56. Store Chairs
57. Store Front Construction
58. Store Furniture
59. Store Fixtures
60. Store Mirrors
61. Store Stools
62. Store Sundries

T
63. Trouser Hangers
64. Time Switch
65. Time Stamp

W
66. Wax Figures
67. Wagons
68. Window Fixtures
69. Window Fitments
70. Window Lighting and Signs
71. Window Prisms
72. Window Time Switch
73. Window Reflectors
74. Wooden Fixtures

Fill out this coupon and send the page today.

EQUIPMENT EDITOR, 10 Front St. E., Toronto.

Will you please send information regarding Nos. _____

(write numbers plainly)

Name _____ Town or City _____

Street _____ Province _____

"MEN'S WEAR" says: "Tailors and Outfitters all over the Kingdom are greatly indebted to Messrs. Samuel Kirk & Sons, Ltd., for the perfection to which they have brought their permanent finishes for linings (Italians, Mohairs, etc.)"

The BEST Linings *are those that bear the stamp of*

SAMUEL KIRK AND SONS

LIMITED

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY AND STRENGTH.

(1) The Original *"Permanent" Finish.*

(2) *"Velper"* (Regd.)
The Velvety Permanent Finish for those who prefer a soft handle

Patterns of either Finish can be had on application to

BDA (Copyright)

The Bradford Dyers' Association, Ltd.

or Advertising Offices: 100c, Queen Victoria Street, London, E.C.

Points Ladies Appreciate

- No Pins—
- No Sewing onto the Corsets—
- No Heavy Snap Fasteners—
- Hooks on the Corset Stud—
- Prevents the Pad becoming Displaced—
- Takes the Strain off the Back—
- Gives the Straight Front Effect—
- Holds the Corsets Down in Front—
- And Keeps the Stockings Up.

SOLD BY ALL THE LEADING JOBBERS

Sole Manufacturers

I. B. KLEINERT RUBBER CO.
TORONTO

Kleinert's

"FAVORITE"



BELT PAD HOSE SUPPORTER
(Patented Dec., 1900. Patent pending on Hook.)

The W. R. Brock Company. (Limited)

TORONTO

For Christmas Trade

B Department

Fancy Linens

D'Oylies, Tray Cloths, Napkins, Centre Pieces, Pillow Shams, Tete a Tete's, Sideboard Runners, In Drawn Work, Teneriffe, Embroidered, Battenburg and Damask from 50 cents to $45.00 per dozen.

F Department

Ice Wool Fascinators and Shawls. Ice Wool Motor Scarfs and Mufflers.

Holly, Mistletoe, and Violet Ribbons.

Gold and Silver Handled Umbrellas in individual boxes. Immense assortment of Silk, Linen and Cambric Handkerchiefs in Hem-Stitched, Initial, Swiss Embroidered, Lace Trimmed, Picture, Excelda and all Staple Lines.

Novelties in Infants' Bibs and Celluloid Combs.

Men and Methods

PARCEL CARRIER PAYS FOR ITSELF.

For more than a quarter of a century the firm of D. McMillan & Company has been identified with the business life of Petrolia. The present head of the business, D. McMillan, has conducted it for twenty-one years, and for five years prior to that time, another member of the family was in charge.

The firm handles general dry goods, furs, men's furnishings and clothing, the two latter departments being located in a separate portion of the store. The building now occupied was erected by the present head of the firm several years ago, and is well adapted to the requirements of the business.

Five years ago a parcel carrier system was installed, and Mr. McMillan is authority for the statement that it paid for itself the first year. Following the installation of this system it was found that, inadvertently, of course, the clerks made many errors in measurement and in counting, and a peculiar feature of this situation was the fact that in the great majority of cases the errors were in favor of the customer.

The parcel carrier system, by which all the goods are remeasured and checked at the parcel office, detected these errors, and from information gained from reports of the clerk in charge of the parcel desk, Mr. McMillan based his statement that the system had paid for itself the first year.

The firm does a moderate credit business, but special care is exercised in opening accounts, and the aggregate amount on the books at one time would not exceed $500.

The district surrounding Petrolia, which is one of the oldest sections of the province, resembles, in many respects, the newer portions, an extensive migration having taken place during recent years from the more northerly counties, and, as a consequence, agriculture has developed in a section in which that industry is of comparatively recent origin. The farmers, as a rule, are prosperous and enterprising, and the market town of Petrolia affords an easy outlet for their produce, for which good prices are paid.

Mr. McMillan reaches the residents of the town and county with his business announcements through the medium of the local press. His advertisements describe the goods and quote prices.

BIRTHDAY CELEBRATIONS.

Geddes Brothers have had twenty-six birthdays since they commenced business in Strathroy, and each birthday is celebrated by the firm, various forms being given to these celebrations, which are times of merry-making, rather than direct appeals for business.

On a recent birthday a concert was given in the store which was thrown open during the evening, and an orchestra furnished music, in addition to which there were other concert features of interest.

Two stores are conducted by this firm, one each in Strathroy and Sarnia. In the departments carried they are practically duplicates, general dry goods, millinery, mantles, ladies' ready-to-wear, furs, staples, carpets and house furnishings, men's furnishings and clothing being the general divisions of the stock.

A new store front has recently been installed and greatly improves the appearance of the Strathroy store premises, affording greatly improved facilities for window display. Entrances are placed at either side of the store, the centre portion of the windows thus being available for the displays.

Two-thirds of the ground floor, and the entire two upper floors are utilized by the firm, millinery, mantles and ladies' ready-to-wear being placed on the first floor, above the main store.

A staff of thirty is employed in sales and dressmaking departments.

Each department is placed in charge of a salesman, who is held responsible for its success, and clerks confine their attention to their particular departments, except on rare occasions, when they are transferred to assist in a rush.

Wm. Geddes has charge of the Strathroy store, while that in Sarnia is presided over by J. R. Geddes.

PETROLIA AND THE OIL INDUSTRY.

The R. Stirrett Company has been in business in Petrolia for fourteen years, and that period has been one of progress. The firm, of which R. Stirrett is the presiding head, occupies a store with a commanding front on the principal business street of the town, 110 x 60 feet, in which a good general stock is carried. Dry goods, millinery, carpets and house furnishings occupy a prominent place in the store, and special attention is given these departments, with the result that a good trade has been developed.

In a separate building manufacturing is carried on, the products comprising whitewear, children's goods and men's trousers.

In the sales staff and manufacturing department thirty-five persons are employed, and in addition to the Petrolia store the firm has been conducting a general business at Hagersville, where a $10,000 stock is carried.

Mr. Stirrett is a heavy advertiser, using space not only in the Petrolia papers, but in those published at Forest, Wyoming, Brigden and Oil Springs as well. The trade of the agricultural community is an important factor in the business of the Petrolia stores, and Mr. Stirrett uses the newspapers in the surrounding towns for the purpose of securing his share of it.

The store is equipped with a modern parcel carrier system, all the goods being remeasured and checked at the parcel office.

General trade conditions in Petrolia depend largely upon the oil industry, the feature of which is its speculative nature, and, as a consequence, Petrolia's business life has been characterized by a series of inflations and depressions. It is anticipated, however, that with the development of the agricultural industry a more stable condition will be secured.

Mr. Stirrett reports that business conditions and prospects, so far as his firm is concerned, are satisfactory, and he has been buying heavily to keep his $40,000 stock up to normal.

The selling space available in the present building is fully occupied, and Mr. Stirrett is negotiating for an adjoining building, which he expects to secure in time to facilitate the Christmas business, which promises to be fully up to the volume of last year.

For five years this store has used trading stamps, taking over the Petrolia business of the Lynch Trading Company, when the latter concern went out of business. The coupons issued by this company were redeemed by the Stirrett Company and a suit was entered to recover the amount from the Trading Company, and won. Mr. Stirrett stated to The Review that he was satisfied with this feature of his campaign for business, his continuance of it for five years being proof of this fact.

BRASS BAND AT OPENING.

McKenzie & Martin, of Vernon, B.C., have recently opened a men's furnishing department, adding it to a grocery stock which they formerly carried. They moved into new premises, which are the largest in the city, and on the occasion of the opening of "The Big New Store" which they call it, had a brass band and a formal opening. In Vernon no stores are open in the evenings, except Saturday and on the opening night no goods were sold.

The credit system is in vogue in that city, and McKenzie & Martin characterize it as a great nuisance. They believe in the cash principle, and although conditions are such that they cannot adopt it, they watch their credits closely and state that they have been fortunate, but that they have had some losses.

Vernon is in the fruit district of British Columbia and in a section which is being settled rapidly.

WESTERN STORE'S GOOD RECORD

An aggregate year's business of $175,000 in three stores owned by the Imperial Trading Company in Moose Jaw, Sask., and Medicine Hat and Calgary, Alta., is the record made by W. J. Binning, who is the directing head of the company named. In the three stores general and fancy dry goods, carpets and furs are handled and modern business methods are employed. A recent issue of the Moose Jaw Times contained views of the company's store in that city, which would do credit to a city of much greater pretensions than Moose Jaw.

CASH SYSTEM IN COUNTRY STORE

Robertson Brothers, Company, of Dunchurch, Ont., introduced the cash system into their general store last Spring, and report that the results have fully justified the course taken, the volume of business increasing to a satisfactory extent, following the inauguration of the system. W. M. Robertson, the manager of the store, states that one of the advantages of the cash business is the fact that it discourages the purchase of goods for which there is an inability to pay.

"WEDNESDAY WINNERS" WEEKLY SALE.

"Wednesday winners," specially priced items for the mid-week market day, are being advertised by Richard Hall & Son, Peterborough, as a means of stimulating trade for that day, and it is reported that the results have fully justified the adoption of the plan. The practice is to cover the city thoroughly with bills on Monday, giving prices and descriptions of the offerings for Wednesday, and on Tuesday the daily newspapers carry three-quarter page advertisements, giving the same information. This plan has been in operation for several months, and it is stated that each week the volume of business attributable to this method shows a gratifying increase.

TWO NEW DEPARTMENTS.

Subsequent to the enlargement of his dry goods store in Peterborough, A. W. Cressman added two new departments, shoes and stationery. Men's shoes are, of course, placed in the portion of the store devoted to men's wear, while those for ladies are sold on the second floor. The stationery department occupies a considerable space on the main floor. This is the first Peterborough store in which these departments have been opened, and their introduction is reported to have been followed by satisfactory results.

A REPRESENTATIVE STORE.

Mihell, Gill & Mihell, of Strathroy, are among the oldest business firms of the town, and conduct a general store, in which dry goods, millinery, men's clothing and furnishings and house furnishings occupy a prominent and important place, one half of the ground floor space, and the first floor being devoted to these departments. The firm report business conditions satisfactory and prospects for the future good, buying for Spring being on a basis indicative of the belief that the record of last season will be equaled, if not surpassed. A dressmaking department is maintained, a staff working outside the store being employed.

BRITISH EXPORTS STILL GROWING.

The most conspicuous feature in British trade statistics is the continued growth of the exports, the increase for September being $22,537,574, or 15.17 per cent.

The imports, on the other hand, have gained only $1,126,308, or 0.62 per cent. Among the exports the improvement was mainly in manufactured articles, which increased $15,704,195, including cotton goods, $3,780,823; woollen goods, $1,648,274; new ships, $3,448,256; machinery, $2,261,414; iron and steel, $1,852,949, and electrical goods and apparatus etc., $751,709. The increase in raw materials amounted to $5,904,067, made up principally of the exports of coal and coke, which were larger by $5,281,277. Great Britain exported 5,674,718 tons of coal, valued at $18,449,586, against 4,843,491 tons, valued at $13,068,309 in the corresponding month of last year. In food, drink, and tobacco the increase is only $915,943.

The net gain in the imports is trifling, as was the case for August, and this is owing principally to the reduction in various manufactured articles, notably woollen goods. Among raw materials wood and timber declined $1,477,284; metallic ores, other than iron and steel, $1,122,336, and hides and undressed skins, $1,117,923, while cotton increased $1,584,571, and oil seeds, nuts, fats, and gums, $1,156,694. Food, drink, and tobacco show a net improvement of $1,663,087. Receipts of wheat from Canada, Australia, Argentina, and Turkey were larger, while those from Russia, Roumania, the United States and the British East Indies declined. Less wheat, meal and flour came forward from the United States, Canada and Australia. With respect to corn, more of that cereal was imported from Russia, Roumania, the United States and Canada, but a smaller quantity from Argentina.

For the nine months ending September, the imports have increased 7.25 per cent., or to $2,312,292,354, and the exports 14.82 per cent., or to $1,553,781,785.



The Business Outlook



¶ Depression! Who said the word? It's merely a matter of mood. Do you need any proof that Canada's Prosperity is permanent and safe? Think of our truly marvellous resources—our lumber, our pulp!

¶ All the talk going around about depression should but arouse you to greater efforts—a record Holiday Trade and well-laid plans for Spring 1908.

Our salesmen are showing the widest variety and the most extensive assortments of merchandise in our history.

Order with the full confidence of a good Spring business. Every department has some fine values.

Note the showing in these lines of samples

Dress Goods **Hosiery**
Silks **Underwear**
Wash Goods **Gloves**

Your Holiday Rush Orders will have prompt attention

BROPHY-CAINS, LIMITED

Victoria Square, MONTREAL

WHOLESALE DRY GOODS. **QUICK SHIPPERS.**

Good Advertising

How to Produce It

Brief Talks Given Monthly
By T. J. Tobin

Advertising is the department of his business which the average drygoodsman knows least about.

It is undoubtedly a very important department, and, therefore, one to the study of which he should apply himself diligently.

There are no stupendously intricate problems to be solved. As a matter of fact, effective advertising is mainly the product of common sense principles used in conjunction with knowledge of the goods to be sold.

Every successful merchant possesses both of these requisites. Comparatively few seem to recognize their full relation to the matter of good publicity.

In the first place you must have confidence in the selling power of advertising, and you must believe in the merchandise which you wish to dispose of.

When you have grasped the fact that the best advertising ever published was nothing more or less than



printed salesmanship of a high order, you are on the right track.

It is not sufficient that you contract for so much space and put in it a list of lines which you carry, with your name at the bottom in prominent type. That sort of publicity won't sell goods.

Very likely you consider yourself a good salesman. If you hadn't considerable ability in this direction it is not likely that you would be at the head of a business today. Model your methods of selling goods through newspaper space after those which you employ in making sales over your counter.

Give the people the information that they would naturally look for—and which you would just as naturally give—if they went into your store to buy. Why don't you do this now? Simply because you have not brought your common sense to bear on the matter.

If you speak interestingly, descriptively and informingly of the merchandise in your store I'll guarantee that your advertising will pay you well.

Be honest. Aim to get the confidence of your public. Be straightforward. Avoid exaggeration.

If you are putting on a special sale, state the reason for it briefly and plainly. The people will appreciate that policy, and when they come to rely on what you say through your ads. you will have established a very valuable asset. It can be done.

You may not know the first thing about type and typography. Don't worry about that. You can tell when an ad. looks well. Insist upon good work and your printer will give it to you. Consult with him as to the lay-out of your space, and he will be very glad to advise you as to the writing of copy so that he may get the best results from it.

With a great many merchants the writing of ads. is something to be attended to in spare moments. A jumble of items on sheets of wrapping paper—often of assorted sizes—is delivered to the printer, and he is expected to whip it into shape. That's not a square deal. Without good copy the best printer on earth is at a big disadvantage.

The Review will be glad to help you, at any time, to a better knowledge of good advertising principles and practice.

* * *

McCurdy & Co., Sydney, C.B., are liberal advertisers, and their space is generally filled with matter that has good selling quality. I have before me a full-page ad. which is well laid out, well illustrated, and which contains some pretty fair descriptive paragraphs. It would be more effective if the prices were brought out in black type, though not too prominently. The introduction is of the right length and has a moderate and reasonable tone.

* * *

I have reproduced an ad. run during October by Hodgens Bros., Goderich. It is a splendid one for its purpose. The style is sufficiently unique to attract special attention, the introduction contains all necessary information in concise form, and in each paragraph below a particular line of goods is spoken of interestingly. Space did not permit of a great deal of descriptive matter.

* * *

Some good firms that I know of occasionally devote their space almost exclusively to a particular line upon which they are strong. I believe this policy is a good one. It is well exemplified by the ad. of Henry Young

& Co., Victoria, B.C. All ladies buy waists, and if the firm can engage their keen interest in these goods it is likely to get more of them into the store than if it excited only a moderate interest in a variety of lines.

* * *

Will J. Whelan, men's furnisher, Quebec, issued a splendid little folder dealing with the subject of "Whelan's Collars." The matter is so good that I am reproducing the greater portion of it :

Want to try an experiment ?

Take off your coat and vest and look into a mirror.

Nothing immodest about it is there—nothing undressed.?

Now put on the coat and vest, but leave off the collar—and look again.

See the point ?

Before you tried you wouldn't have said the collar had more to do with your looks than the coat and vest, would you ?

What do you say now ?

And then, too, there are collars and collars.

Ever notice the difference ?

Look at the next ten men you meet, and you will.

The man wearing a fresh, well-fitting collar and a cheap suit looks better dressed then he of expensive clothes and ill-fitting or wilted collar.

By the time you have read this far you realize.

First, the importance of the collar itself.

Second, the importance of its fit and shape.

I sell collars.

Collars that are collars.

And the collars I sell fit.

They are not made on theory. Each pattern before it is approved is made up, tried on and worn.

Every design is original and smart.

And there are nearly two hundred of them—all different.

* * *

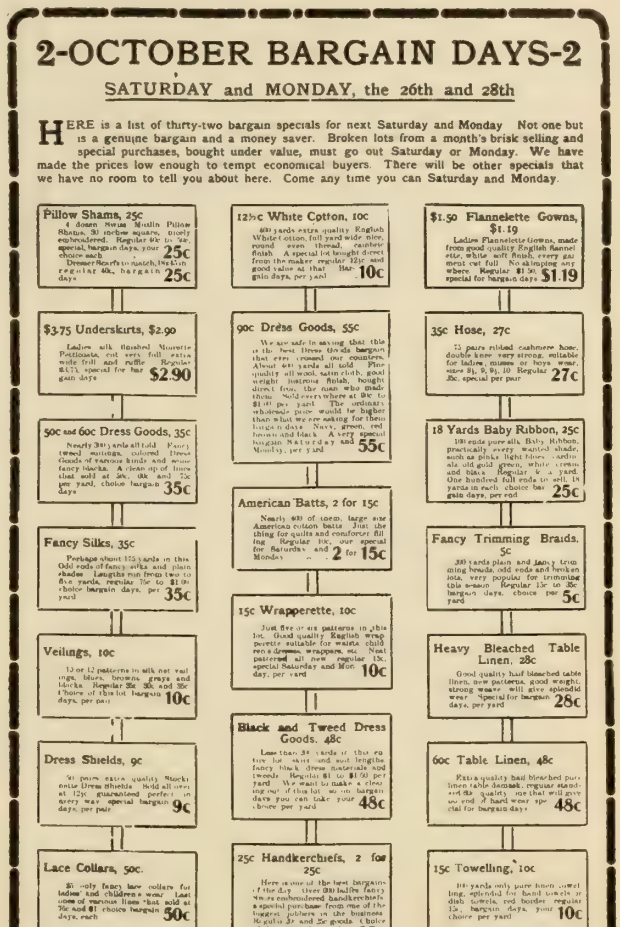
The Hudson's Bay Stores, Fort William, carry a large variety of lines, yet only a fair-sized space is used, and it is very often devoted to ads. of one subject. Out of six that I have on my desk, the first deals with corsets, the second with dress goods, the third with raincoats and umbrellas, the fourth with tapestry art squares, the fifth with skirts, collars, belts, toques, men's shirts, curtain ends, brass extension rods and curtain poles, and the sixth with both dry goods and groceries. The copy is bright, interesting and impressive. When I receive more of this store's ads., I hope to reproduce one of them.

* * *

Last month the W. H. Scroggie Co., Montreal, held a special men's collar sale, which was advertised as follows :

"To-morrow morning we inaugurate the biggest sale of men's collars ever held in Montreal. Thousands of collars—all heights and sizes, including stand-ups, wings, stand-up-turn-down collars, easy-to-button collars, etc. These collars are not "seconds." All first-class four-ply Austrian linen; sold regularly at $2 per box. We put them on sale Friday and Saturday at an extraordinarily low price—a price per box of one dozen. Remember these are only sold by the box at 69c."

An investigation of these values as shown in their window display and department proved that the majority of the collars were a special patented brand, known first as Kelly's Patent, and later as Nick Collar. They are notched at either side of the opening, and are featured in stand-ups and wings. Very few of these goods were of Austrian lines, and the lot was unquestionably made up, outside of the Nick Collar, of clearings from the wholesaler. This was decidedly poor policy on the part of the Scroggie Co. They told the truth, but certainly not the whole truth. As a result many people were, doubtless, misled.



2-OCTOBER BARGAIN DAYS-2

SATURDAY and MONDAY, the 26th and 28th

HERE is a list of thirty-two bargain specials for next Saturday and Monday Not one but is a genuine bargain and a money saver. Broken lots from a month's brisk selling and special purchases, bought under value, must go out Saturday or Monday. We have made the prices low enough to tempt economical buyers. There will be other specials that we have no room to tell you about here. Come any time you can Saturday and Monday.

Pillow Shams, 25c
4 dozen Swiss Muslin Pillow Shams, 30 inches square, nicely embroidered. Regular 40c to 50c, special, bargain days, your choice each 25c
Dresser Scarfs to match, 54x18 in regular 40c, bargain days 25c

$3.75 Underskirts, $2.90
Ladies' silk finished Moirette Petticoats, cut very full, extra wide frill and ruffle. Regular $3.75, special for bargain days $2.90

50c and 60c Dress Goods, 35c
Nearly 300 yards all told. Fancy tweed mixtures, colored Dress Goods of various kinds and some fancy blacks. A clean up of lines that sold at 50c, 60c and 75c per yard, choice bargain days 35c

Fancy Silks, 35c
Perhaps about 175 yards in this. Odd ends of fancy silks and plain shades. Lengths run from two to five yards, regular 75c to $1.00, choice bargain days, per yard 35c

Veilings, 10c
12 or 15 patterns in silk net veilings, fillets, brussels and lisleta. Regular 25c, 35c and 50c, choice of this lot bargain days, per yard 10c

Dress Shields, 9c
50 pairs extra quality Stockinette Dress Shields. Sold all over at 12½c, guaranteed perfect in every way, special bargain days, per pair 9c

Lace Collars, 50c.
35 only fancy lace collars for ladies and children's wear. Lace collars that sold at 75c and $1 choice bargain days, each 50c

Linen Collars, 5c
Ladies' plain and fancy linen collars, all new in the lot, but not of any one kind. Regular 12½c, 15c and 20c, choice bargain days 5c

Moire Petticoats, $1
18 ladies' Moire Petticoats, made very full with deep frill and flounce, an exceptionally good garment very special for bargain days each $1

Tinted Novelties, 19c
Clearing up of our entire tinted novelties for embroidery, white, natural and tinted tapestry grounds, 22 and 24 inch sizes, regular 30c, 40c and 50c, clearing bargain days, each 19c

Fancy Pieces, 25c
An assortment of fancy gloves, valling and handkerchief holders, most of these handkerchief bags value 50c clearing out Saturday and Monday, each 25c

Costumes, $7.50
7 only, ladies' tweed and plain cloth tailor-made costumes. Every garment man tailored. Worth in the regular way over double their price. We want to clear them out and do it quickly, so on Saturday you can take your choice for $7.50

12½c White Cotton, 10c
600 yards extra quality English White Cotton, full yard wide, nice, round even thread, excellent finish. A special lot bought direct from the maker, regular 12½c and good value at that. Bargain days, per yard 10c

90c Dress Goods, 55c
We are safe in saying that this is the best Dress Goods bargain that ever crossed our counters. About 600 yards all told. Fine quality all wool, satin cloth, good weight, lustrous finish, bought direct from the man who made them. Sold everywhere at 80c to $1.00 per yard. The ordinary wholesale price would be higher than what we are asking for them. Bargain days. Navy, green, red, brown and black. A very special bargain Saturday and Monday, per yard 55c

American Batts, 2 for 15c
Nearly 600 of them, large size American cotton batts. Just the thing for quilts and comforter filling. Regular 10c, our special for Saturday and Monday 2 for 15c

15c Wrapperette, 10c
Just five or six patterns in this lot. Good quality English wrapperette, suitable for waists, children's dresses, wrappers, etc. Neat patterned all new, regular 15c, special Saturday and Monday, per yard 10c

Black and Tweed Dress Goods, 48c
Less than 300 yards in this entire lot, short ends and lengths fancy black dress materials and tweeds. Regular $1 to $1.50 per yard. We want to make a clearing out of this lot, so bargain days you can take your choice per yard 48c

25c Handkerchiefs, 2 for 25c
Here is one of the best bargains of the day. Over 300 ladies' fancy white embroidered handkerchiefs, a special purchase from one of the biggest jobbers in the business. Regular 15c and 25c goods, choice of the entire lot on bargain days, 2 for 25c

Remnants
Two months extra good fall business has left us with a lot of remnants of all kinds, especially in dress goods. We have had them all marked and gathered up and put on a bargain table. You will find it at the back of the store with all remnants marked at prices that are very little more than half their worth. If there is one in the lot you can use you can buy it at a price that will undoubtedly save you money.

All Wool Carpet, 43c
Regular 60c.
All wool Carpet, full yard wide, reversible patterns, good weight. Four designs, colors of red, brown and green. Quality that will wear well. A clearing lot bought very much under value. Regular 60c. Bargain days we pass it along to you at per yard 43c

$1.50 Flannelette Gowns, $1.19
Ladies' Flannelette Gowns, made from good quality English flannelette, white or soft finish, every garment cut full. No skimping any where. Regular $1.50, special for bargain days $1.19

35c Hose, 27c
75 pairs ribbed cashmere hose, double knee, very strong, suitable for ladies, misses or boys wear, sizes 8½, 9, 9½, 10. Regular 35c, special per pair 27c

18 Yards Baby Ribbon, 25c
100 ends pure silk Baby Ribbon, practically every wanted shade, such as pinks, light blues, cardinals, old gold, green, white, cream and black. Regular 5c a yard. One hundred full ends to sell, 18 yards in each, choice bargain days, per rod 25c

Fancy Trimming Braids, 5c
300 yards plain and fancy trimming braids, odd ends and broken lots, very popular for trimming this season. Regular 15c to 25c, bargain days, choice per yard 5c

Heavy Bleached Table Linen, 28c
Good quality half bleached table linen, new patterns, good weight, strong weave, will give splendid wear. Special for bargain days, per yard 28c

60c Table Linen, 48c
Extra quality half bleached pure linen table damask, regular stand-ard 58 quality, one that will give no end of hard wear, special for bargain days 48c

15c Towelling, 10c
300 yards only pure linen towelling, splendid for hand towels or dish towels, red border, regular 15c, bargain days, your choice per yard 10c

10c Crash Towelling, 8c
300 yards in this lot, 18 inch linen crash towelling, fancy border, good weight, makes first class drying towels, regular 10c bargain days, your choice, per yard 8c

Fancy Collars, 5c
20 or 25 ladies' fancy silk and wash collars. A clean up of our 25c lines before Christmas goods arrive. Choice bargain days, each 5c

Plush Door Mats, 79c
A dozen extra quality Plush Door Mats, in colors of green, gold, red and blue. Regular $1.00, special for bargain days 79c each

Wide Shaker Flannel, 9c
Heavy Shaker Flannel, splendid assortment of fancy stripes, fast colors, 36 inches wide, regular 12½c, for winter use. Special bargain days, per yard 9c

Cloth Skirts, $1.95
We have bought so many of the Cloth Skirts we have had given to us we propose making some values startlers in the department for next week. Bargain days you can take your choice of 25 to 35 fancy tweed and cloth skirts that sold at from $2.50 to $3.50 for the very special price of $1.95

Hodgens Bros.
Direct Importers
GODERICH, ONT.
Phone No. 25

Interesting Extracts and Ideas

"We try to make our store news interesting reading from day to day. We try to make it helpful and instructive—helpful from the point of true economy, and instructive because of our progressive methods."—Madill Bros., Napanee, "The Daylight Store,"

"Ten pairs only of heavy wool blankets, large size, well napped, scoured and clean, fancy pink borders. * * * White Holland window shades, best quality of cloth and roller standard size, some trimmed with rather wavy lace and insertion, others with silk lace."—Richard Hall & Son, Peterboro.

"On Friday last one of our regular customers, who is located 160 miles west of here, drove in for his Winter supply of goods. This morning we loaded up another man, who came in 120 miles, and took out $320 worth of supplies for himself and his neighbors. He had never dealt with us before, but had heard of the Cairns reputation for right goods and right prices There's a reason for these trips. These men aren't taking pleasure jaunts across the country with ox teams and working horses. It means that the stock is here ; that prices are right twelve months in every year ; that we play fair with our customers. When we offer specials they're not simply goods marked up and then marked down again. They are genuine money-saving specials which cannot be matched elsewhere. We guarantee every purchase and every price."—J. F. Cairns, Saskatoon.

"Fashionable long-neck scarfs in wide assortments.—Beautiful long silk and lace scarfs are here in a large variety of charming and distinguished styles. Long Spanish silk lace scarfs, new Brussels applique lace scarfs, pretty crepe de chene scarfs, black, white, plain, colors and exquisite Dresden and stripe effects."—Thos. C. Watkins, Hamilton.

"Men's full-sized solid steel ribbed unbrellas, with fine silk and linen covering, self-opening attachment, with invisible spring, with plain or fancy carved handles, outside pull-over of solid silk."—T, Lindsay, Ltd., Ottawa.

"Hello ! Mrs. Housekeeper ! This is your time. Starting to-morrow we will hold a sale of the household necessities which you are most interested in, at prices which are most agreeable. Take inventory of your linen supply. Cast an eye over your carpets and rugs. Look to your curtains and draperies."—John White Co., Woodstock.

"Fine, fleecy, chill-repelling woolen blankets ; splendid qualities, in cotton blankets ; finely made, comfortables, filled with pure white carded cotton or excellent quality down."

"When Scroggie's, noted for their strict adherence to the truth in advertising, say that this sale is extraordinary in the extreme, depend upon it the statement is true."—W. H. Scroggie, Ltd., Montreal.

"The public confidence is a great asset for any store. How near the Right House comes to commanding the confidence of the people of Hamilton and vicinity is best shown by the enormous increase in our business of late. * * * Fair dealing, honest methods, splendid values, unfailing reliability and good service for upwards of 75 years are reaping their reward—the entire confidence of the public. * * * It is an enviable reputation, one which we are striving with every energy to further enhance."—Thos. C. Watkins, Hamilton.

"Beautiful Louisines.—Rich, mellow weaves, with an exquisite finish ; good, dependable qualities ; tan, medium and dark brown, grey, slate, marine, navy, sky, turquoise, old rose, pink, coral, cadet, castor, crimson, reseda, myrtle and helio."

Post Office Mismanagement

Toronto Grand Jury Criticizes Policy of Department—Staffs are Inadequate and Underpaid—Consequent Annoyance and Loss to Business Men.

A grand jury in Toronto, recently in its presentment to Judge Winchester, referred to the policy of parsimony characterizing the administration of the Post Office Department. The clause in which this criticism is given reads:

> In the matter of the theft of letters from the post office in which one young man was found guilty and sentenced to three years in the Kingston Penitentiary we are compelled to call public attention to the small salaries that these clerks receive. It was shown in evidence that this man was married. His hours were long, his responsibilities important and his salary nine dollars per week. We mention this, making no excuse for the criminal, but we are fully persuaded that the conditions are such that in the end the public service will be filled with incompetent and unambitious men, and the present intention to save money will, in the long run, end disastrously for the service."

The Post Office Department is Canada's biggest business organization, surpassing in magnitude the operations of even the Canadian Pacific Railway. In view of its size, and its importance to the people of Canada, it would seem to be but good business judgment to place at its head a man trained for the position, and thoroughly competent.

In every city of the Dominion complaints are made at the inadequacy of the postal service ; business is hampered and annoyance is caused by reason of the fact that the department is not properly organized, and that there is no one at its head who has sufficient grasp of the situation to place it on an efficient basis. An instance, illustrating the general character of the service, is reported in the Victoria, B.C., Colonist, which says:

> "The post office staff is working energetically to cope with the receipt of mail at the local post office, but the staff of sorters is all too inadequate to prevent the accumulation and delay, especially of the second class mails. Efforts are made to give as early a distribution as possible of letters, but the newspaper mail is delayed daily. Often newspapers lie for a day on the floor of the post office unsorted. Yesterday much of the newspaper mail received by the steamer Charmer at 7 a.m. was still unsorted at 5 p.m.
>
> "The delay is entirely due to the utter inadequacy of the staff. The situation has existed for some time and attention has been drawn to the poor service as a result. Officials of the post office, however, have been unable to secure permission for the necessary increase of the staff, and the staff has struggled short-handed to cope with the accumulating piles of newspaper mail. Often the day staff leave the accumulated mails for the night staff and in the morning when the day staff return to work there is still a large pile to which further additions are made as the incoming mails are brought in."

Similar conditions prevail in the majority of city offices in the Dominion, this case being cited merely to indicate the general inefficiency of the service.

Hon. Mr. Lemieux, the new Postmaster-General, has done considerable to improve the situation, but the seat of the trouble is in the incompetence in the administrative officers of the department. It should be adopted as a rule of the service that appointments of promotion are to be given to men who have proven that they have the capacity to fill them satisfactorily.

The Principle of Exchange

The Credit System and Its Application to the Retail Business — Importance of the Exercise of Tact in Salesmanship—Store Problems.

BY HOWARD R. WELLINGTON

It is to credit alone that we are indebted for that intermediate agent which plays so important a part in the transaction of business, whether it be in causing supply and demand to meet, or in applying to the industry of exchange the principle of the division of labor, which is so necessary to production. Without credit this intermediary is impossible in most instances. By facilitating exchange it accelerates and increases it, encouraging both industry and trade. Strictly speaking, the largest share of the business of the world is done on a credit basis, and how could it be otherwise? The merchant starts in business with possibly only two or three thousand dollars capital, expecting to turn over ten to twelve thousand a year. According to this he would have to turn over his capital five or six times a year and were it not for the credit extended him it would be impossible to continue in business. In many instances the instruments of payment which we call cash are in reality only promises to pay.

During the Middle Ages credit transactions of great importance and on long time were effected without having the slightest trace in writing, and even to this day the Russian producers and merchants who frequent certain great fairs, contract credit obligations for twelve months' time, without giving the least evidence of debt, and for a very good reason, perhaps, for frequently they can neither read nor write.

When we give credit, we give value and wait for the value we are to receive in return; but we often cannot afford to do this, so we get some other person to wait for us by giving him an instrument of credit which we take when we deliver our goods, or later. The person to whom we give this instrument of credit may not be able to wait either, as will very likely be the case at a time when the money market is tight, so he takes the paper to the bank and discounts it. It is the business of the bank to wait, not the business of the merchant. The latter should keep his full capital active every day, and every dollar he is waiting for is inactive and is earning nothing. On the other hand, the bank increases its capital by waiting, for the simple reason that it charges for the accommodation, just as a lawyer charges for giving his time to his client.

But does this increased circulation increase capital? The machine runs faster and turns out more work, but does not increase its size, or its intrinsic value; it is the work that counts, not the machine. The system affords an opportunity for a greater volume of business from the same capital.

History of Exchange.

In early times foreign trade consisted in the direct exchange of commodities. A caravan would set out with a variety of manufactured articles across some desert, and come back with ivory, spices and other valuable raw products, obtained by barter. Or we need not go farther than our own country, where the North American Indians bartered or traded in similar manner, for an illustration. In later times the merchant loaded his own ship and sent her forth on an expedition, trusting that the master would sell the cargo to advantage and with the proceeds bring back another cargo to be sold at a good profit in the home market. Trade was thus reciprocal and what was sent out paid for what was brought back.

Wherever this direct reciprocal exchange did not exist, it was necessary to devise some mode of transferring debts. To the early Italian and Jewish merchants we owe the development of the use of the credit instruments which have since developed into bills of exchange. As early as the fourteenth century bills were used under similar conditions and of about the same form as those of the present day.

Treatment of the Customers From Out of Town.

Just a word or two along this line may prove helpful. One of the most important things for the inside man to remember is the old maxim, "common courtesy is the first rule of business." It requires a great deal of tact and ingenuity to know exactly how to treat a customer who comes into your store taking it for granted that everyone in the establishment knows who he is, whether this is his first call or not. In such a case it is far better policy not to ask the customer outright his name and address, but the desired information can be obtained in such a way during the course of conversation as not to offend him, and without giving him the impression that he was unknown. Make your customer feel that his call is greatly appreciated and whether his order is small or large, the same attention will be observed in every detail.

Careless, indifferent clerks can do more to drive away business by not observing these courtesies than all the effort made by a progressive and up-to-date sales department to build up. Cultivate a memory for faces and names. A customer appreciates the friendly greeting and it goes a long way toward securing an order, to be in a position to call such a patron by name. Appear interested in his business, ask him how he finds trade, what he thinks of the present outlook; these may seem small matters, but try it and see the result.

Of course there are exceptional men who would take offence at what appears to them undue familiarity; a very amusing instance was told by a traveler a few days ago, which illustrates this "exceptional" storekeeper: A certain dealer was approached in a very friendly manner and a hand extended in a free-and-easy way, but to the amazement of the traveling man, this approach to friendliness was ignored, and the traveler severely censured for his undue familiarity upon this, his first appearance in the store. Naturally the traveler was somewhat annoyed and asking for an explanation was told that it was not customary in his (the merchant's) district for travelers on their first calls to shake hands with the dealer, intimating that the latter might be led to believe that he had done business before with the firm represented, whereas this might not be the case.

The same exercise of tact which is essential to the success of the traveling salesman must characterize the store clerk if he is to attain to the highest success.

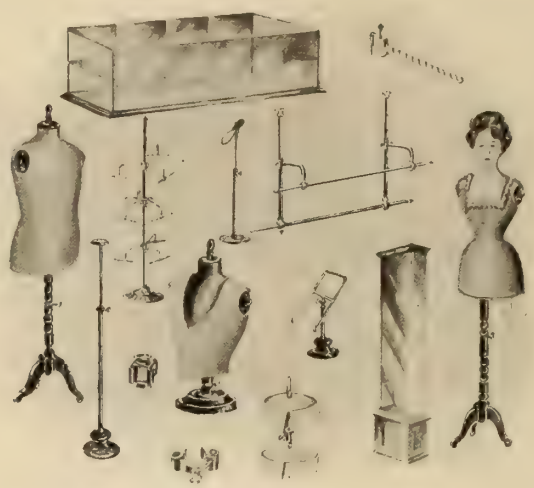
PROFITABLE MILLINERY DEPARTMENT.

H. G. Marr, of Moncton, N.B., makes a special feature of his millinery department. The name of Marr has been associated with millinery in Moncton for nearly half a century. A branch store has also been opened at St. John, where a large stock is carried

HARRIS & SHELDON LTD

THE ACTUAL MAKERS OF STORE FITTINGS OF EVERY DESCRIPTION

ILLUSTRATED CATALOGUE MAILED FREE ON APPLICATION



ENGLISH BRANCHES

LONDON
70 Wood St.
MANCHESTER:
38 Thomas St.
GLASGOW:
71 Queen St.
DUBLIN:
15 Wicklow St.

DEPOTS

CAPE TOWN:
94 Hout St.
JOHANNESBURG:
102 Fox St.
BERLIN:
40 Krausenstrasse

SHOPFITTERS, BIRMINGHAM.

ENGLAND

PROFITABLE DISPLAY FIXTURES

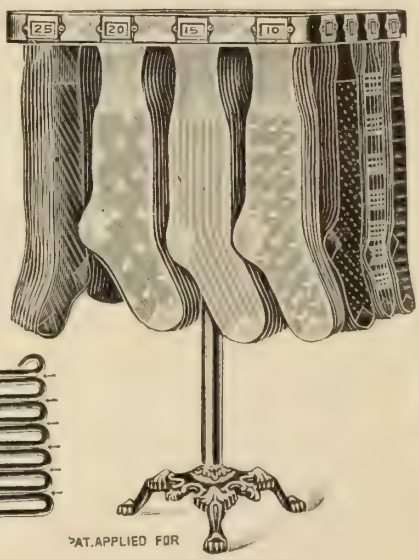
PRACTICAL HOSIERY RACKS

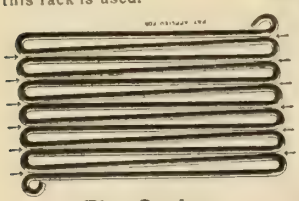
Made of steel, nickel-plated.

Slip the stockings in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

A quick jerk disengages he pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.





The Spring

PAT. APPLIED FOR

No. 2—Price, $6.75

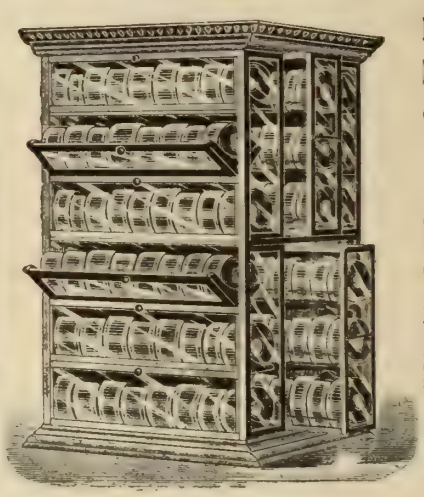
No. 1 34 ins. high, 16 ins. wide. Has 4 springs. Capacity 72 pairs hose **$5.75**

No. 2 34 ins. high, 17 ins. wide. Has 8 springs. Capacity 120 prs. hose **$6.75**

Sold by the Leading Jobbers of Dry Goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers.



No. 3 Ribbon Cabinet.

Practical Piece Goods Fixtures.

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50

Practical Floor Fixture, height 5 feet. Price.....$7.50

For full description of the practical Display Fixtures send for a Catalogue to the manufacturers.

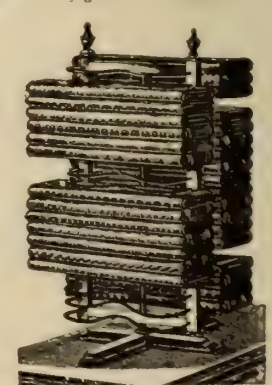
PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¾x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK

Sold by the leading jobbers of dry goods and notions.



Counter Fixture

A. N. RUSSELL & SONS CO., Ilion, N. Y., U. S. A.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

Make an Appropriation

Fixtures and Trimmers' Supplies a Necessary Investment—Yearly Appropriations should be Made.

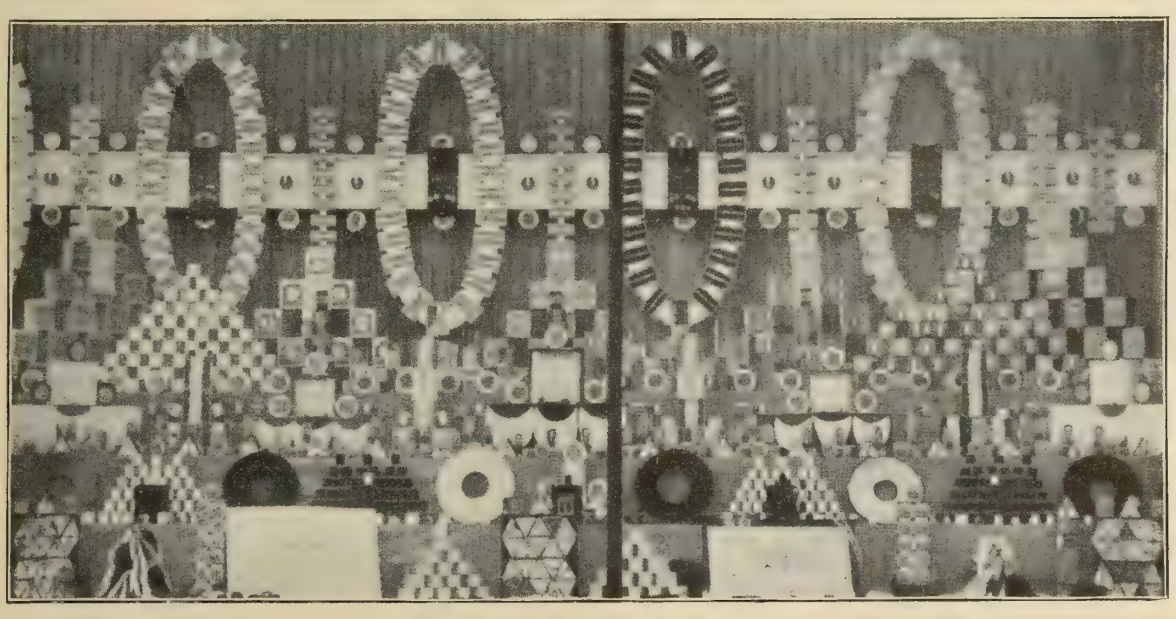
About the hardest task the window trimmer has in some stores, is that of getting from the firm, the money for needful fixtures and materials. And yet, the firm expects the store windows to be selling propositions.

The work of making them such is, under these conditions, a hard task, since of necessity they must lack the much desired element of novelty and individuality. These are the features of a display that make the buying public take a look into store windows, "because," as they tell their friends, "there is always something new to be seen there."

ing and twisting old trimmings and fixtures, it is going to take him longer to put in a trim. Therefore, in addition to the fact that the completed work is but second-rate, the windows are of necessity dark, for many hours when they would otherwise be in use. Then many lines cannot be shown at all, or, at the best, are only imperfectly shown, because, the proper fixtures are not available.

When valuable time is wasted, and goods cannot, through lack of fixtures, have the benefit of a window display; when only two trims are put in, where three could be; and when windows are a blank longer than is necessary, where does economy come in? Where do you make a saving? No saving is made, but a very material and distinct loss, that is putting the whole store at a disadvantage.

New fixtures from time to time, and new materials for



Christmas Notion Window.

Yet all merchants know—or say they know—the great value of good attractive windows; not windows full of freak decorations, but good, sensibly dressed, trade-pulling windows.

The trimmer, who is working for a firm of this kind, is laboring under a great disadvantage. Not only will his work be heavier, for he will have to spend much valuable time in adapting old material to modern uses, but his windows will not be satisfactory when they have been completed. Window trimming is judged by results, and he knows that with the means at his command he cannot hope for the best.

Nor is the merchant a gainer, for if the trimmer has to spend his time, and brains, adapting, rearranging, turn-

window trimming, are a necessity, in every store, however small. This expenditure should be looked upon as an investment, and is a just and a legitimate one, as much so as advertising is, and should be properly provided for. The best way, is to make a certain appropriation each year for this purpose, increasing it, of course, as the business grows.

As the majority of stores are now reaching the end of the store year, this is a good time to take up this matter, and put it on a proper business basis. As soon as January is reached your trimmer will be preparing for Spring openings and Easter displays, and he will be needing new materials and fixtures, if he is to get the best results from his windows. Be assured that a reasonable appropriation

for this purpose will be more than repaid, and results will fully justify the investment.

White Windows for January

Many Stores devote the early part of January to White Goods Sales—Some Hints about Lingerie and Corset Windows.

The fact that so far as the task of planning and preparation is concerned, the work of the window trimmer for the Christmas season is over, brings no cessation of work to him. As a matter of fact, while less elaboration is exacted, perhaps more real work is demanded of him in future preparation than during the work preliminary to the holiday season.

In many stores, January opens with a White Goods sale. Though this sale has lost the attractive element of novelty, store managers are loth to let it go the way of disused ideas. This is because it stops a vacancy, that would otherwise be difficult to fill, and furnishes an excuse for attracting people to the store. Therefore, the January White Goods sale promises to be a feature, with, possibly more or less modification for many years to come. The rest of January is taken up with stock reduction operations, preparatory to the general half-yearly inventory taking, at the end of the month. During January, therefore, department heads are in active competition for window space, and the decorator frequently has his work set, to satisfy the claims of all.

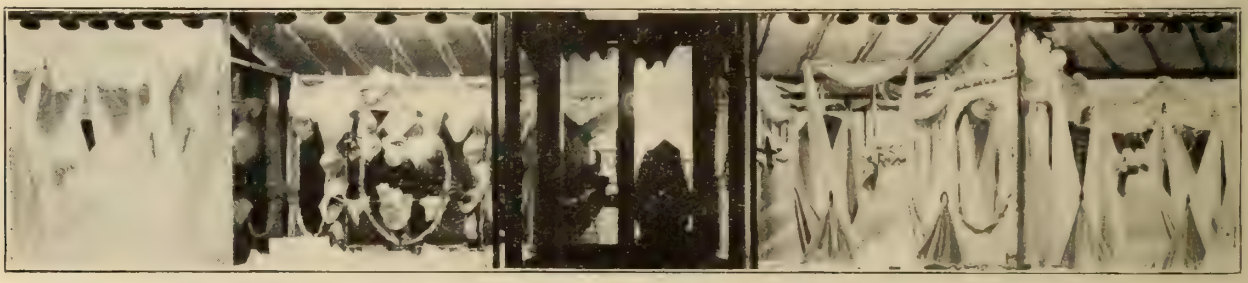
Everything that is white, carried in the store, is featured for this sale. In lingerie, by the way, the line with which this White Sale started, it is really more of a popular priced display of the new season's whitewear, that is held. For months previous to this sale manufacturers have been busy preparing for it, and not only moderate prices, but new ideas, in lingerie furnish the attraction.

The window trimmer, will be called upon to put in, in the first half of January, a number of white windows. Two of the most troublesome of these lines to handle, he will find, to be lingerie and corsets. In putting in a lingerie window, if the garments are not carefully and tastefully handled, the window display is apt to result in little more than a conglomeration of white. No display should be crowded with goods; but crowding is particularly fatal to a good whitewear window. The garments shown must be spaced, as it were, so that a goodly margin of background is seen. Generally speaking, the goods should be grouped—each garment by itself.

In making a display of this kind a good supply of the proper fixtures is very necessary. Metal stands with arms, and cross-pieces, should be used, and glass shelves, upon pedestals of various heights, give a good effect, and make a handsome display. Horizontal arms, up each side of the window, can be used with good effect, for showing the smaller articles, such as corset covers, drawers, etc. Governed by the size of the window, one or more groups, consisting of a tastefully arranged set, might be used. These sets consist of the following garments, viz: Chemise, drawers, corset cover, skirt and gown. Combination garments are a comparatively new feature with the general trade, and should be prominently displayed.

If the permanent background is either of paneling or mirrors, little else will be needed. If the background, for some reason, must be a fancy one, plainly stretched felt, burlap, etc., or a curtain hung in straight folds of either green, or bronze brown, will serve. Empire green, forms, by the way, a splendid background for the display of whitewear. These colors also harmonize well with the pink, sky or helio ribbons, run into the beadings as trimmings. The shade of green chosen should be used to cover the floor of the window. A good finish to the display would be a large bow, of the same colors, as the ribbons used for trimmings. The streamers being brought down and ending in front, or at one side of the window. Narrower ribbons—pink, sky, and helio, could be twisted around wires, and the whole formed into a big looped bow with the narrow streamers running out to the front, through the trim.

The larger stores—those that make a specialty of high-grade garments, might for a change, show an interior arrangement. Either a paneled background, or a background of plain burlap, headed by a handsome border paper, could be used. Suitable articles of furniture, such as chairs, tables and a dresser, could be introduced. Figures in negligee should be used, and the rest of the display should be arranged with studied carelessness on the chairs, hanging out of the partly opened drawers, etc. The floor for this display should be covered with a pretty light-colored carpet or rug.



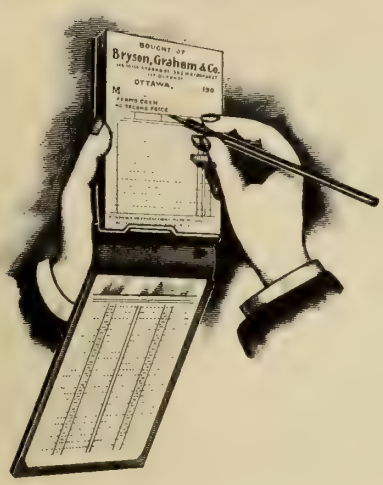
Windows dressed by W. J. Keeler for D. E. Macdonald & Bro., Guelph.

There is a good deal of sameness about the average corset display. This is due to the goods being so intractable, and uniform, the only relief note, possible, being ribbons, or ribbon bows. For this reason a mixed display is best. About the best line to show with corsets is silk skirts. Corsets for display purposes are mounted upon satin covered forms. The majority of these forms are covered with white, but pink and blue are also used, and the color of the forms will, in a measure, determine the colors used in the rest of the display.

The glass topped stands used in the lingerie window may also be used for the corset display; and groups may be built up of a handsome skirt, one or more corsets on forms, and a few pairs of corsets, taken out of the box and laced up the back. When underskirts form part of the display, they should be well opened out, and should be draped in such a manner that they hide completely the stand, or stands. Hosiery, garters and corset accessories could be worked in with this display.

The background should be a simple one much after the order of that described for the showing of lingerie.

CASH SALES BOOKS



THE

CONTINUOUS

is the **ONLY PERFECT SALESBOOK** made. Numbers guaranteed. Printed in colors. Advt. on back if desired.

WE ARE SOLE MAKERS **WRITE FOR SAMPLE**

THE CARTER-CRUME COMPANY, LIMITED

TORONTO and MONTREAL

MONTREAL REPRESENTATIVE

W. W. JOHNSTON

Mention this paper 203 Birks Building. Phone, Uptown 1630.



Kandy Kitchen, Guelph, Ont.

Illustrating

Confectionery Store magnificently lighted right to the very rear with

Luxfer Prisms

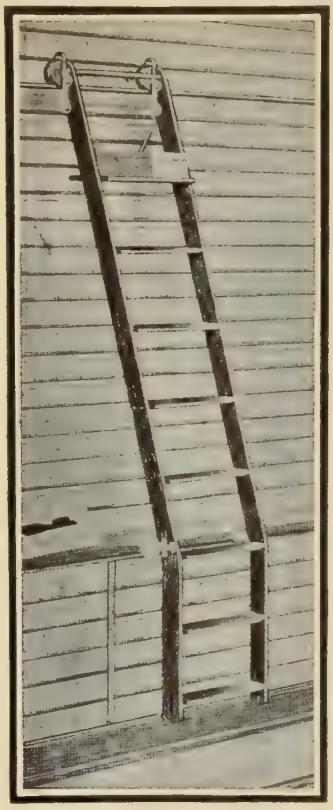
in front transom.

See Us

This is the way to show goods to advantage—that is, in a Clear White Light.

Luxfer Prism Co., Ltd., 100½ King St. W., Toronto

"DO NOT MOVE"



If you need more room, simply build your shelving to ceiling, which you can conveniently utilize by installing a system of the

Milbradt

Rolling Step Ladders

They cost but little and enable you to utilize space now vacant.
Save your goods and fixtures.
Save time and clerk hire.
Add to the beauty of your store.
We make ladders to order and to fit any shelf arrangement. A fully illustrated catalogue will be sent on request.

Milbradt MFG. CO.
1450 N. 8th St.
St. Louis, Mo., U.S.A.



No. 93 T L

WORTHY WAX——

ONLY KIND WORTH WHILE.

Inferior Figures are an Abomination.
They Mar Effect of the Smartest Display.

We are supplying many of the best trade in Canada. Why not you?

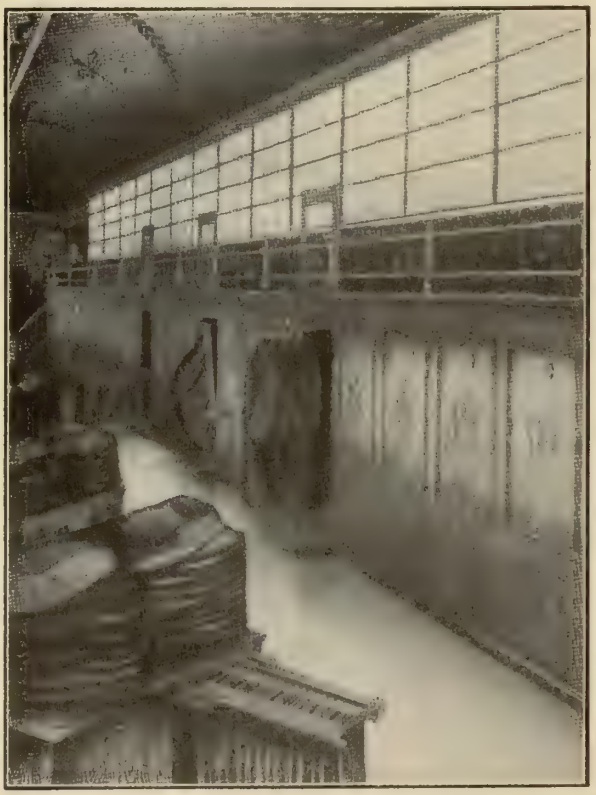
Write for particulars respecting our life-like magnificent creations in finest grades of wax. Our figures are fashion figures and made for the latest mode models in gowns, suits, fur garments, etc.

Our new catalogue, No. 15L, Window Dressing and Display, will tell you all about our wax goods, in handsome pictures and descriptive text.

Write promptly for full details prices etc. of our mechanical Santa Claus.
A Town Winner—One to a Town

J. R. Palmenberg's Sons,

FACTORY 89 and 91 W. Third St.
710 BROADWAY, **NEW YORK, U.S.A.**
(ESTABLISHED 1852)



Section of Modern Store Equipped with our System

Weir Wardrobe System

PATENTED

For the Economic and Scientific Handling of Men's and Women's Ready-to-wear Garments.

Sectional Wardrobes—each complete in itself

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style, size and height.

Capacity: High Boys—in 30 in. frontage—**50 Suits**
Low Boys —25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides. Price list and catalogue on application. Estimates furnished.

Intending purchasers are specially requested to see our Trouser Slide and Suit Counters—the only thing of the kind in existence.

Weir Wardrobe Co. of Canada, Limited

Head Office and Factory: **Mount Forest, Ont.**
U. S. Factory: **Mason City, Iowa**



Buckingham Skirt Rack



THE MOST PRACTICAL SKIRT HOLDER EVER MADE. HOLDS FIFTY SKIRTS. THIRTY INCHES DIAMETER, FIFTY-TWO INCHES HIGH. DOES NOT OBSTRUCT YOUR VIEW.

Buckingham Skirt Rack

Price $16.50

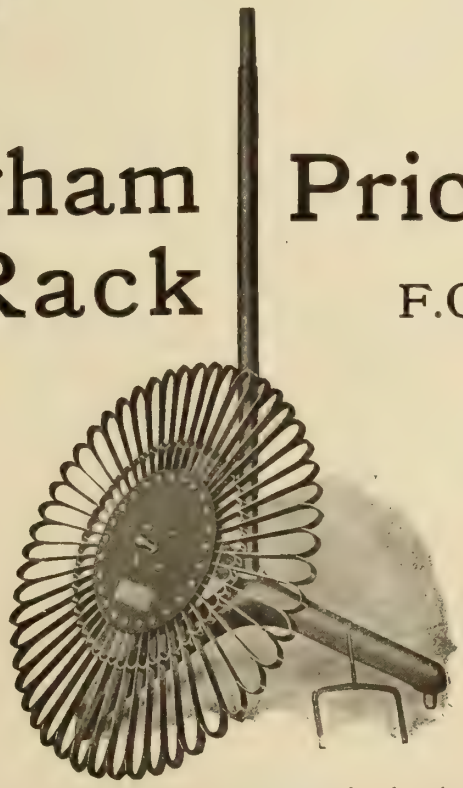
F.O.B. Toronto

Displays Your Garments

Does Away with All Single Hangers

Saves Space

Saves Time



Head removed to show arrangement of clock spring steel hangers.

MANUFACTURED FOR CANADIAN TRADE BY

Toronto Brass Manufacturing Co.

17-21 Temperance Street,

Toronto, - Ont.

Illustrations and Signs

By Craftsman

(Continued from November Issue.)

Oil Cloth Paint.

For lettering in black the best mixture is asphalt, two parts, and dry lampblack, one part. Mix thoroughly by adding a little of the lampblack at a time, then thin carefully with a little turpentine.; this dries glossy and hardens rapidly.

Ivory black ground in Japan and thinned with a little turpentine is another black. This dries with a duller finish, and is generally used by sign-painters. English vermilion dry, mixed thick with white demar varnish and thinned with turpentine, dries glossy. The best method for filling in letters on oilcloth signs to prevent the paint from running streaky is to lay the sign flat across two wooden horses or tables.

The best brushes for oilcloth work or other sign work are flat-pointed, red sable, ranging in size from Nos. 3 to 12. These are all for out-lining, or the small letters. To fill in you should have brushes ½-inch, 1-inch and 2 inches wide. Rinse in turpentine, after using.

Outdoor Cloth Transparencies.

If you desire a sign that will be of service for special occasions ; one that may be read clearly at night, as well as in the daylight, you should proceed as follows : Across a strong wooden frame stretch a cheap grade of bleached cotton ; tack the top end of the cotton to the back part of the frame, placing a tack every three inches; then stretch the cotton tight on the frame as you go along, tacking the lower end. The two sides are then stretched in the same manner. With colored chalk and twine you can snap lines across the desired distances for the height of your letters. Then take a piece of artist's charcoal and lightly mark out your letters or design. If you wish to expose the sign to the weather outside of your show window, you must mix oil colors as follows : Mix the color with oil and a small quantity of turpentine, adding some japan, just as you would with any oil paint.

Now take a wet sponge or a wet cloth and dampen the entire back surface of your stretched cloth, and with a lettering brush mark out all your letters or designs with clean-cut edges, taking care not to touch with paint any part of the design that is to be illuminated. This is called "cutting-in." Now, take one or two sizes of bristle brushes and paint the entire surface that is to be dark ; allow it to dry thoroughly, and with a cloth rub off all charcoal marks.

Indoor Transparencies.

For signs of this nature proceed in the same manner as explained above, but paint with water color by using a liberal amount of color and gum arabic, being sure that your color is pretty heavy. The best color for this purpose is black. Buy dry lampblack and mix it in a can. Mix it with your green as thick as possible, using a stick, and have it ready for lettering as thick as a free syrup, taking care that it is ground smooth before you outline with it. For filling-in you can use bristle brushes. To force the color into the sheeting makes it thoroughly opaque when painted. A pretty effect for such work is to show a row of buildings. This can readily be done by painting them in silhouette (out-line), marking out many little oblong spaces for windows, and all the buildings then blackened. Your sign may be cut in on top of this ; in a panel, or, you can letter it in black.

Water colors can be effectively used on satin. There is no special preparation necessary, and the paint can be applied exactly as on show cards. We would recommend that you use diluted glue sizing, instead of mucilage. Silver and gold bronze can be applied in the same manner.

Oil Colors on Satin.

Tube colors are used for this purpose. Apply a thin coating of white lead, from which the oil is first freed by placing the paint on blotting paper. When this is dry the other colors are applied. When no white background is desired, treat the colors in the same manner, but thin with a little turpentine.

Black in Japan.

Ivory black ground in Japan is used by coach and sign painters. It makes an excellent solid black surface which can afterwards be varnished to good effect. As has been explained earlier, it can also be used for oilcloth lettering.

Black Paint.

Black paint is more often used than any of the colors. For water color mixing, use lampblack or ivory black. They can be bought dry in small packages at trifling cost. They are, however, in this dry state, very undesirable colors to have about any premises, except a paint shop, as they are so light that a slight draught of air may blow them over a room and cause much damage. Unless you have a very large job, like a cloth transparency or wooden sign, we would advise you not to buy black in dry form.

If you do require it, mix it outdoors in a can, being careful to mix a small quantity at a time and thoroughly grind it. Should you want dull black lettering on card signs we would advise you to buy one jar of ivory black in "distemper." You need only a small quantity of this each time you write a sign. You must be sure, however, to mix some mucilage with it before using. The jar must always have about one-half inch of water on top of the paint before you put the cover on. In this manner it will always remain moist and fit for mixing.

Smalt.

Smalt is sand colored by a special process and mostly used by sign painters on wooden backgrounds, and also on oilcloth signs. Blue, black, green, brown and maroon are the most popular colors. The background is usually painted with lampblack, mixed with japan, and the sand is liberally sprinkled over it by placing the sign flat, then immediately setting it upright, and the surplus smalt comes off. It dries over night. Before using the smalt place your sign over a cloth or newspaper, so that the smalt will not be on your floor afterwards.

Flock.

Flock is ground shoddy or felt dyed in various colors, chiefly red, maroon and green. It is applied exactly like smalt, but is an undesirable substance in any store, as it is readily blown about. For interior signs that are lettered in gold, a flock sign has no equal in richness.

Allow us once more to caution you not to use your lettering brushes for mixing colors. Use any cheap brush, a stick, or the palette knife for this purpose. The mixtures here noted are used chiefly for flower and figure painting, but you often require many of them for card writing. There are a great many other color combinations besides those noted here, but they are not deemed of sufficient importance to warrant mention. You will soon learn them for yourself.

Two Colors.

To make green—Mix blue and yellow.
To make navy blue—Mix green and violet.
To make purple—Mix blue and red.
To make orange—Mix red and yellow.
To make peach—Mix vermilion and white.
To make rose—Mix Madder Lake and white.
To make lemon—Mix chrome yellow and white.
To make pink brilliant—Mix rose lake and white.
To make azure—Mix Cobalt blue and white.

Three Colors.

Violet—Blue, red, white.
Claret—Red, amber, black.
Brown—Red, yellow, blue.
Fawn—Red, yellow, white.
Flesh—Yellow ochre, ¼, vermilion, ¼, white, ½.
Chestnut—Red, black, yellow.
Chocolate—Raw amber, red, black.
Copper—Red, yellow, black.
Buff—Yellow ochre, white, red.
Cream—Burnt sienna ¼, yellow ¼, white ½.

Four Colors.

Drab—Yellow ochre, white, red, black.
Dove—Vermilion, white, blue, yellow.
Olive green—Yellow, blue, black, white.
Sandstone—White, yellow ochre, black, red.

Greys.

White and black.
Burnt sienna, blue, white.
Black, white, blue.
Burnt amber, blue, (see drab and dove color).

Greens.

Dark green—Prussian blue, chrome yellow.
Brilliant green—Lemon yellow, chrome green.
Pea green—Chrome green, white.
Olive green—Lemon yellow, chrome green and burnt sienna.
Bronze green—Chrome green, black, yellow.

BROPHEY UMBRELLA & SUSPENDER CO.

An Ontario charter has been granted the Brophey Umbrella & Suspender Company, Limited, of Toronto, with a capital stock of $50,000, divided into five hundred shares of one hundred dollars each. The company is authorized "to manufacture, buy, sell, import or export all kinds of umbrellas, parasols, sticks, suspenders, dry goods and smallwares in general, and to purchase, exchange, lease, acquire, apply, work, sell and deal in all patents of invention, patent rights and improvements thereon, and trade marks and trade names capable of being used for the purposes of the company."

The incorporators of the company are: William Allard Brophey, Leonard Harkness, William Campbell, William Milne Douglas and Augustus Grant Malcolm, all of Toronto, and Messrs. Brophey, Harkness and Malcolm are named as provisional directors.

"I'll tell you how to make money," said one stockbroker to another on the Stock Exchange. "Buy thermometers now and sell 'em in the hot weather."

"Why, then?"

"Because they're bound to go up!"



No. 513 Shoe Display Stand.

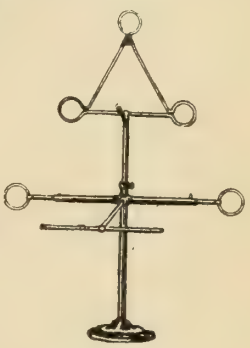
How to Fit Up a Store

In these days of competition the enterprising merchant wants to display his goods to best possible advantage. The problem is, how to do it? We can help you in this. We manufacture the finest line of display fixtures shown in Canada. They are handsome brass ornaments in themselves, but are still more attractive when decorated with up-to-date goods in a modern store.

SEND FOR OUR CATALOGUE.

Toronto Brass Mfg. Co.

17-21 TEMPERANCE ST.
TORONTO



No. 210 Counter and Window Stand.



Signs easy made with
DAVIS' AUTO SHADING PENS
One set of six widths, two colors of ink with Alphabets, sent post paid for $1.00. Descriptive circular free.
T. C. DAVIS, Decatur, Illinois

INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage and showing him examples of fine work. A subscription costs $2 per annum. Write for a sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER
Montreal Toronto Winnipeg

Advertising Lessons

It is a valuable asset to a salesman if he is thoroughly efficient on all advertising matters.

We can only give a few dry goods clerks the benefit of our Advertising course which is compiled by experts of every branch of the business.

Cost of course $25.00 payable by instalments. Trial lesson free of charge. Write us for information.

Box Z, Dry Goods Review, Toronto

Talking Machine

Makes a good Christmas Present.



This machine, sold with six records, can be retailed at a handsome profit for $6.00

Greenshields Limited

Montreal

Greenshields Western Limited
Winnipeg, Man.

Greenshields & Co. Limited
Vancouver, B.C.

Fancy Goods and Notions

Some Holiday Suggestions — Start Selling Early—Active Re-Order Business Reported — Japanese Goods are Strong — All Lines are Selling Well.

At the present writing, practically all of the local retailers are featuring their holiday lines, and in one or two instances, some of them already have their Christmas window displays arranged. As a result of observation in the larger retail stores, the prediction is ventured that the total figures of the holiday business for 1907 will reach record proportions.

The pre-Christmas season in the department store can be compared somewhat with the preparations for a battle. In other words, it is a case of get busy for action before the final rush sets in.

The merchant who fails to enter his store into this advance preparation to the fullest extent is likely to be all at sea, when the eager seekers after holiday goods invade the premises.

Assuming that the store has perfected plans, looking to the rapid delivery of goods and affecting the packing and shipping departments, it would then be in order to pay attention to the inside of the store. About one of the most necessary moves is the providing of ample floor space for the accommodation of an assured increase in the number of visitors.

Interior decoration is also an important factor. As a means of assisting in creating the impression that the store is headquarters of Santa Claus, considerable can be done in the way of decoration ; artificial flowers and maple leaves will suit this purpose admirably. Fireproof crepe paper also works in well. Booths can also be built. The W. H. Scroggie Co., Montreal, have ten special booths now in course of erection, five of which will be decorated and contain articles appropriate to the Christmas trade. These booths can be economically covered with bunting, crepe paper, or artificial leaves and flowers.

Special holiday boxes for smallwares are also of importance for the Christmas trade. The store that has a stock of these can be considered exceedingly fortunate.

One of the most important features of the Christmas programme is the effort to provide goods in sufficient quantities to meet all demands, and also to create a favorable impression. Depleted stocks, therefore, should be looked after jealously.

Some stores in the large centres find it a profitable investment to give the children a souvenir. These souvenirs are usually given some two weeks before Christmas. A small toy, costing but a trifle, will answer this purpose.

These are a few suggestions which the keen merchant may find useful.

In the wholesale fancy goods and notion field of Montreal and Toronto, the bulk of interest at the present time is centred on re-orders that are being received from both local and out-of-town retailers. No complaints are heard regarding the Christmas trade. Retailers have ordered freely and everything points to a good season.

Japanese Goods.

Jobbers and importing houses report unusual interest in all lines of Japanese goods. Houses which have specialized, and have maintained proper buying facilities, find difficulty in supplying the demand. Alert merchants on the lookout for increased sales and profit have seized upon Japanese goods, realizing that the element of sentiment will readily make sales. These goods are excellent profit makers, and are always interesting, artistic and useful. A selection can be made from the following : Lacquer ware, antimony ware, confectionery baskets, suit cases, china ware, silk fans and many others.

Merchants will find it profitable to look over the range of lacquered goods now shown to the trade. They consist of handkerchief, tie and glove boxes, cigar boxes, pencil boxes, trays, baskets, etc., and are shown in many styles and prices.

Ornaments, trays, photo frames, etc., in antimony ware are meeting with great success.

The demand for confectionery baskets and suit cases has never been better. These lines are manufactured from reed, bamboo, fancy straw, cane, etc., and are shown in all the leading shapes.

The stock of china ware is thoroughly representative, while designs and qualities maintain the high standard of previous years. Among the most prominent lines in china ware are tea sets, chocolate sets, three piece sets, cups and saucers.

A large variety of screens, also silk and linen goods are shown for the Christmas trade. All of these lines as holiday sellers have no equal.

Active Comb Business.

Retailers all appear to be doing a good business in fancy combs and hair ornaments for Christmas. While these goods have lagged somewhat of late the makers were busily engaged designing and constructing special machinery, new designs and improved methods of manufacture, all of which are telling their own story in the greatly increased sales being experienced.

It is a fact that fancy combs, due to the rapid strides which have been made in manufacture and the decreased prices, are in better demand than ever.

One of the latest styles in combs at retail is the high back comb. Shell, black and amber are selling freely in this line.

The new grey comb for elderly ladies is becoming quite popular and can be had at retail from 25c. up. Stores report that for Christmas trade there is a satisfactory demand for cut steel combs, and these are shown in a variety of designs.

Brilliant-set combs are having a heavy sale, while oriental designs have dropped somewhat behind the anticipated demand.

The black comb, quite suitable for mourning purposes is of a dull black finish and is having an average sale.

The new high back comb, with Swastika emblem attachment is one of the novelties for Christmas. It can be had at retail from 50c. up, and at the prices asked brings the retailer a good profit.

The mercury wing comb, also a favorite, is set with brilliants and at present is one of the best selling rhinestone combs on the market.

Xmas Is Drawing Near

¶ The demand for Japanese Fancy Goods is increasing daily.

¶ In our **stock** you'll find the latest novelties interesting for the Holidays.

WRITE FOR SAMPLE ASSORTMENT

THE CHINA AND JAPAN SILK CO., LIMITED

Desbarats Building Beaver Hall Hill, Montreal

Canada—Montreal Toronto | Japan—Yokohama Kobe | China—Shanghai Hong Kong

ANTIMONY WARE
BAMBOO "
BASKET "
CHINA "
MATTINGS

BRONZES
BRUSHES
IVORIES
SCREENS

BEADED PORTIERES
LAQUER GOODS
HANDKERCHIEFS
SILK GOODS
CLOISONNE

Combs For Christmas Selling

Attractive and Profitable Styles



Swastika



Initial

Make a display now and start Xmas selling early

If your Smallwares House does not show our line, write us direct.
Tell us how much money you wish to invest and set your price limit.

The GRANBY MFG. CO., - Granby, Que.

Originators of Combs That Sell

Bags Well Featured.

Bags are being featured to a noticeable extent by the large retailers and appear to be selling in large quantities ; at least the interest shown in them is very strong.

Leather goods are figuring in the holiday retail business to an increased extent. They have always been good holiday sellers.

The squaw bag is very popular, brown, black and tan being the principal colors selling, while red is in fair demand.

The Teddy Bear bag is increasing in demand, as is the fad. Many colors and styles are shown, of which the squaw shape predominates.

The Cheyenne bag is also meeting with marked favor. This bag harmonizes with the College hat and gauntlet gloves and the combination gives the lady using them a smart appearance. The keen retailer who handles the College hat and gauntlet gloves might do well to advertise the three articles together.

The balloon bag, mentioned last month in The Review, continues in popular favor in a high class way. This bag is shaped like a balloon and comes in smooth alligator and seal leathers.

The steel studded bag is also very popular and this season is to a great extent taking the place of the beaded bag.

Purse Showings.

As the interest in purses appears to be steadily increasing, and since purses were a satisfactory feature of the retail trade during the Fall months, the fancy goods buyer will be sure to be interested in the purse situation.

With the large retailers the sale of purses of all descriptions is quite active, lines retailing at from 25c. up being prominent. The most popular leathers are crocodile, morocco and seal. Other leathers are also shown, but are only in fair demand.

Fancy Buckles.

Showings, at retail, in fancy high grade buckles are prominent and the demand is increasing with the approach of the holiday season, many varieties being shown. Lines set with cameo stones and also amethysts are popular, though various shades of stones are shown.

Leather Belts to the Fore.

It looks as if there never will be a limit to the production of novel, odd or striking effects in women's leather belts. The few mentioned this month will, it is hoped, serve to give the retailer some inkling of the range of selection.

As before stated, styles are numerous. The principal stores in the large centres, Montreal and Toronto, finding a brisk demand for all lines of silk belts, which are shown in abundance. Cut steel belts are also favorites for Christmas, while wide embroidered elastic belts are as a novelty meeting with success.

Cross leather belts, in flat shapes, with pockets on the outside, shown in all the leading shades, are also prominent.

Taking the situation as a whole the retailers may look forward to a record-breaking season in all lines of fancy goods and notions.

"This," said the merchant, "is a most wonderful hair renewer. It is our own preparation."

"Well, give me a bottle," said the baldheaded man. "But, I say, come to think of it, why don't you use it ? You're pretty bald yourself."

"I can't use it. You see, I'm the 'Before Using' example. The 'After Using' example is out at luncheon. You should see him."



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO.

WM. LIDDELL & CO., Ltd.
BELFAST

CHRISTMAS LINENS

Complete new range of Samples

DAMASK CLOTHS and NAPKINS

IRISH HAND EMBROIDERED

D'Oylies, Bureau Scarfs, Bed Spreads, Shams,
Sheets, Pillow Cases, Afternoon Tea and Dinner Sets, etc.

ASK FOR LINEN EXHIBIT

R. H. COSBIE
30 W. Wellington Street, - - TORONTO
IRISH LINEN AGENCY

"Old Bleach" Linens



Bleach Green (100 acres) Randalstown.

are the Sweet, OLD-FASHIONED LINENS of our Grandmother's Day. They are made of PURE FLAX YARNS and are BLEACHED ON THE GRASS by the Sun without the use of Chemicals and so retain the FULL STRENGTH of the FIBRE and its NATURAL LUSTRE.

TOWELS, TOWELINGS, DIAPERS.
PILLOW OR EMBROIDERY LINENS.
ART LINENS IN FANCY WEAVES.
DRESS AND SHIRT WAIST LINENS

"*Old Bleach*" on every article and every yard of goods.

ALL FIRST CLASS DEALERS KEEP THEM.

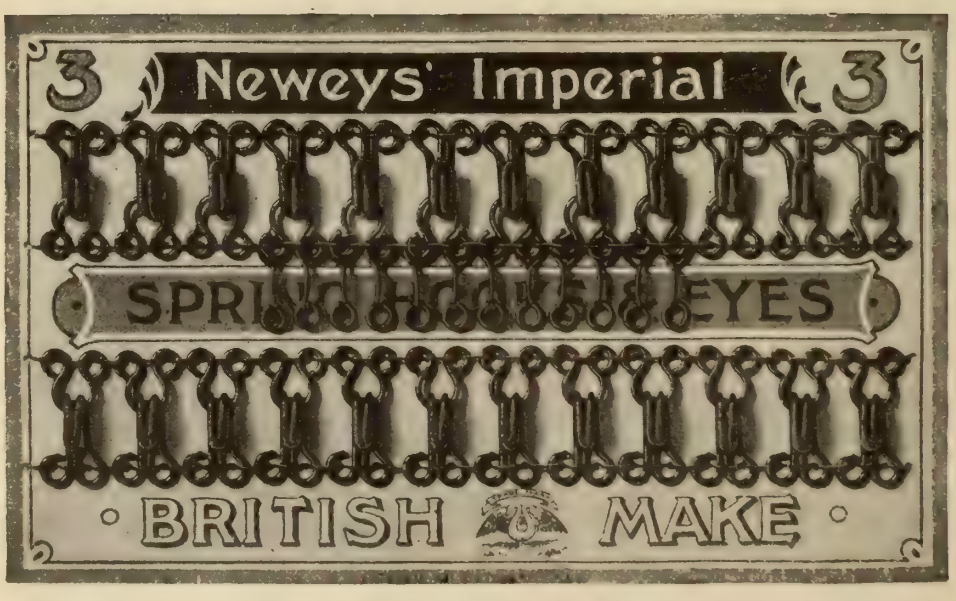
Before buying your Linens, be sure and see "OLD BLEACH."

Ask your traveller for them. ***Booklet sent on request.***

See Towel designs in our advertisement in July number of Dry Goods Review.

R. H. COSBIE IRISH LINEN AGENCY **Toronto**

NEWEY'S SPRING HOOKS & EYES. IMPERIAL QUALITY





Made in 5 sizes, black and white.
A Centre Spring Hook with a Swan Bill.
Made from hard drawn Brass Wire.
Beautifully finished and Machine carded.
Each card has one dozen extra loops.

OUR NAME IS A GUARANTEE OF EXCELLENCE. Sole Agents for Canada, Dieckerhoff, Raffloer & Co., Ltd., Toronto, Montreal and Winnipeg

Buyers when in England, cordially invited to call and see these and our other productions.

NEWEY BROS & CO., *Brearley St.*, BIRMINGHAM

Among the Retail Associations

Efforts to Enlarge Scope and Increase Usefulness and Efficiency of Associations — Merchants in City Councils—Co-Operation Among Retailers Urged.

Information is Desired

What are Merchants Doing Towards Securing Wider Community of Interests? Questions Which They are Invited to Answer.

The organization of retail merchants' associations is, it is believed, one ot the most effective means of advancing the interests of local merchants, and, while the formation of these associations has not, unfortunately, been attended and followed by the good results which were anticipated, in the majority of instances, they have undoubtedly accomplished considerable in the way of bringing merchants together, and of securing greater co-operation of effort, resulting, in the main, beneficially to the business community.

The Review is desirous of encouraging the organization of these associations of merchants, and, with this in view is desirous of obtaining information in reference to those already established, the work they are doing and the opportunities afforded for the enlargement of their scope, and with this in view has prepared the following series of questions, which it invites its readers to answer:

(1) Is there an association of retail merchants in your town (or city)?

(2) What is the nature of the work carried on by it?

(3) Are the local merchants in hearty sympathy with the movement?

(4) If not, what general or specific reasons are assigned for this attitude?

(5) Has there been recently any question of special interest in which the association has taken any active part? If so, please state its nature and the result.

The readers of The Review are invited to interest themselves in this question to the extent of furnishing the information asked for above.

MERCHANTS AND ASSESSMENT ACT.

St. Thomas' Retail Merchants' Association in answer to a question from Professor McLean of Iowa State City, stated that the business tax in the new Assessment Act was giving satisfaction. Owing to the action of the Provincial Board in raising its per capita it is expected that the membership fee will be increased.

Retailers and Co-Operatives

Galt Retail Merchants Association Opposed to the System—Method for Collecting Bad Debts —Officers Elected.

Galt retail merchants, at their annual meeting, held November 26, discussed the question of co-operative storekeeping, a practice which, it is hardly necessary to say, they condemned as being injurious to the public interests, since it tended to kill competition, the only safeguard the buying public had.

A system adopted by the Galt Association for collecting bad debts was reported to have been taken advantage of largely by the members, with satisfactory results. It is proposed to extend its use.

One of the measures furthered by the association during the past year, and one that has been beneficial to the business section generally is that of the abolition of the peddler, at least from that vicinity.

The advisability of merchants taking an active part in municipal affairs is one of the important questions which the association will, it is expected, deal with in the near future.

The following officers were elected for the ensuing year: President, T. A. Rutherford; 1st vice-president, A. M. Edwards; 2nd vice-president, Jno. H. Laird; secretary, G. F. Hamilton; treasurer, F. H. Chapple; executive committee, Jno. Sloan, Alfred Taylor, William Mullett.

MERCHANTS IN CITY COUNCIL.

Guelph retail merchants are discussing the advisability of placing candidates representing their interests in the field for aldermen at the approaching municipal elections. A member of the association of retail merchants is authority for the statement that the merchants are now of the opinion that a change was desirable in the personel ol the council, and he intimated that in the interests of the business men and of the citizens generally, the merchants would probably consider it advisable to nominate candidates.

GUELPH RETAIL MERCHANTS' BANQUET.

On the occasion of the second annual banquet of the Guelph Retail Merchants' Association, Mr. Zieman, of Berlin, vice-president of the Retail Merchants' Association of Ontario and Mr. Beaudry, of Montreal, treasurer of the Dominion Association, delivered addresses, both urging greater co-operation among the members. J. C. Keleher, president of the Board of Trade, and one of the local speakers, referred to the conditions under which retail merchants worked, remarking that so far as he could remember they were in many cases the same to-day as they were twenty-five years ago. They had long hours, confining work, no bonuses or superannuation funds to fall back upon. As a means of improving these conditions, he advocated co-operation among those comprising the retail merchant class.

The Coaticook, Que., Observer, recently issued a special number in which references were made to the various business houses of the town. The dry goods trade was well represented and the merchants in this line give evidence of a progressiveness and enterprise which warrant the success their respective businesses have met with. Penman's, Limited, has a branch mill in Coaticook, employing 225 to 250 hands.

Blousings for Christmas Trade

Dress Goods Department

Embroidered Cashmeres

Crepe de Chines

Striped Wool Blousing

Striped Silk-and-Wool Blousing

Cream Bedford Cords

Full range of Cashmeres
in all the Latest Evening Shades

Order Early

GREENSHIELDS LIMITED
MONTREAL

Harris & Co.
Limited
Rockwood, Ont.

New Lightweight
Ladies' Suitings
Costume Cloths
Homespuns
For Spring 1908

Our range is extensive and the Material is the Best

Ask our representatives to wait on you.

G. A. WOODILL, 70 Granville St., Halifax, N.S.
HECTOR PREVOST, 292 St. Hubert St., Montreal.
E. J. DIGNUM & CO., 84 Bay St., Toronto.
McRAE & WALKER, Asbdown Block, Winnipeg.

The Art of Decorating Show Windows and Interiors

THIS is a complete and up-to-date treatise on dressing of windows and decoration of store interiors. It is the work of not one man but of HUNDREDS OF EXPERTS. Practically every prominent window dresser in America has contributed to it. The instruction may be followed readily—no matter how little experience the decorator may have had. It is absolutely necessary that every window dresser should have this information—especially for his XMAS DECORATION—There is only one way of getting it. GET A COPY. Send us

$3.50

and we will mail you a copy postpaid by return.

410 pages **618 illustrations**

MACLEAN PUBLISHING CO.
Technical Book Dept.
10 Front Street East, - - TORONTO

Please mention The Review when writing advertisers.



Wash Lines

Ginghams for Spring. Prices Firm on Desirable Lines. Prints Very High Priced. Big Sale of Suitings.

Notwithstanding all financial flurries, the prices on all desirable lines of wash fabrics are very firm, and, though little trouble is being experienced with deliveries some lines are decidedly scarce. Print prices are very high, and all round, the market is very firm. That there will be no break in the near future is the opinion of those in the know.

So far the advance business done has been of a highly satisfactory nature, and though orders now are not so large as they were, a short time ago, the interest in wash fabrics is well maintained.

Ginghams promise to be the popular line. This applies to both the lower priced and more expensive trade. In both lines, the patterns shown are of the same class. Both narrow and wide stripes come first, closely rivaled by checks and plaids. The difference comes in the grade of the material—the higher-priced lines being of a soft, sheer, silky finish, and weave that is very attractive. Besides the fancies, there is a good demand for the plain fabric.

The prominence of ginghams is likely to have a detrimental effect upon the sale of prints, particularly those of the better class. Print prices, generally speaking, are very high, and also so very firm that there is no possibility of shading.

The patterns of all printed fabrics for the coming Spring run chiefly to the classic, conventional, spot, stripe, ring, and similar patterns. Floral effects are in the minority, and are only bought to give variety, and for special uses.

Among novelty lines may be included cotton voiles, crepe stripes, imitation silk fabrics, batistes, mulls, muslins, etc. The plain fabrics in all these lines have been freely sampled.

The suiting trade has been a large one and cotton, and cotton and linen suitings for the better trade dress linens, have been in high demand. The new ponge suitings of linen and mercerized cotton, are standing high in this class. This is a fabric that has sold wherever shown.

Blue, in all shades, has been a heavy advance seller, all buyers, seemingly, having great confidence in this color. Cream and brown, in the natural linen shade, has also been well taken. Green, pink and helio have sold in the order given. Tan is the novelty shade, but as yet, has only been sparingly sampled, but may do better when the selling season opens.

White, in all lines, is staple, and a very heavy advance sale has been made, particularly in lawns, linens and mercerized fabrics, and also in mulls and batistes. All the sheer fabrics have been well considered in colors in much the same order as given above.

A feature of the wash goods trade is the increasing Fall and Winter business. The lines selling are the sheer white, plain, and floral printed fabrics, and also delicate evening shades, in plains and fancies.

A Changed Color List

The Color Range for Spring a Decided Change. Dark Shades the Fashion Feature for the Season of 1908.

Color will present a decidedly new feature next Spring. Instead of white and the delicate pastel shades that have been so much in evidence in the past few years, decidedly dark shades will be worn. The new color list is low in tone, and the ultra shades, with a few exceptions, are of the class known as art shades. As these colorings have been well introduced in millinery, they are not too novel to find a ready sale. The way has, as it were, been prepared for them in the popular trade.

Blue, particularly in the new art shades, promises to be a leading color—if, indeed, it is not the color most in evidence. Blues of the Copenhagen shades were very extensively worn at the New York Horse Show, and, as is well known, the fashions seen there have a very material influence upon the styles of the succeeding season. Though peacock blue is not prominent in the sample lines shown to the popular trade, it is a color that is gaining ground in exclusive lines, and will bear watching. Navies, particularly in bright shades, promise to be big sellers. The suit of navy serge promises, it is said, to be a big feature in the coming Spring. Browns, particularly in the tan shades, are looked upon to repeat their popularity of last Spring. These colors have not had anything like the run, in Canada, that they have in the States, and are certain to be free sellers on this market. In the lighter shades, modes, and also the pinkish tint, that ran a few seasons back under the name of onion, are expected to have some prominence. In fact the whole series of browns are sure to be much worn. Not only are buyers in the small centres placing orders for brown, but the exclusive trade is ordering

large quantities of that color in all the high-grade fabrics.

The third place on the color list may be given to green. The plum and violet shades are the uncertain quantity, but, particularly in the larger centres, they show some strength. The interest of the popular trade has almost died out in grey, particularly in the lighter shades. In the ultra trade the smoke greys are beginning to enjoy considerable prominence.

Wine reds and even bright cherries and cardinals, are coming into favor for misses' and children's wear, and though there will be some sale for these colors in the Spring, a freer development will probably be delayed until the advent of the Autumn season.

Broadcloths in Favor

Plain and Fancy Broadcloths, in Chiffon Weights Freely Ordered for the Coming Spring. Large Buyers Have Already Placed Heavy Orders For This Fabric for the Fall of 1908.

Though fancies have been well taken, the bulk of the Fall trade has been done in plain cloths. And in this line there is no doubt that broadcloth is immeasureably in the lead. Plain broadcloth is in a particularly strong position, and in chiffon weights has been freely ordered out for the coming Spring. So great is the confidence felt in the future of this fabric that large buyers, and the jobbing houses, over a month ago, placed heavy orders for the Fall of 1908. Not only do plain broadcloths promise to hold their place in the Fall of 1908, but fancy patterns, particularly indistinct stripes and dark colored grounds, striped with black, promise to be favored for that season. This class of pattern has enjoyed an exceptional share of Parisian favor, and according to all accounts, was well worn by the smart set at the New York Horse Show. The very great and undiminished vogue of the tailored suit was also overwhelmingly demonstrated. All of which points to a free use of broadcloth for 1908.

Spring Prices Firm

The Tendency is Towards Fabrics Made From Fine Wools, for which Prices are Still Advancing Repeat Orders at High Prices.

The fashionable tendency strongly favors fabrics made from fine wools. Prices for the high grade wools, from which the yarns for making this class of materials are made, have advanced since the present wool season opened. On many of the new Spring fabrics, jobbers had to pay a fair advance, and the prices for other lines are held with exceptional firmness.

Every class of woolen fabric that shares fashion's favor is high-priced, and prices for the same show no signs of coming down, at any rate until after the buying for Spring has been completed. As a matter of fact, advances have been paid on duplicate orders given since the Spring selling commenced.

The cheviots, serges and rougher finished fabrics have only done fairly well this Fall with the popular trade. As the very latest fashion advices from London and New York show that they have made their mark there it is considered probable that they will make a stronger showing in the coming season. Serges, particularly in blue, are expected to be strong sellers. Cream serge, which has enjoyed such a remarkable run of popularity, is now considered a staple article in all departments. Smooth-finished worsted suitings in men's wear patterns promise to be one of the leading novelties in the early trade.

The novelty end of the trade consists largely of piece-dyed effects, showing stripes, plaids or checks, in the weaving. Phanton effects are very well represented and there are also some examples of more pronounced two-toned stripe and check patterns to round out the line. Chevron and herringbone weaves are also well thought of. The fancies for Spring are, as a general rule, very inconspicuous and come very near to plain effects.

There is a decided revival of sheer fabrics, and voiles of all kinds, but particularly the chiffon weaves, which promise to be in high favor. Not only are wool voiles selling, but silk, and silk and wool fabrics of this class, and in both plain and fancy effects, promise to do exceedingly well. Panamas, particularly in chiffon weights, taffetas, batistes and kindred weaves, in plains and stripes, and in plaids and checks, are classed among the leading sellers. Open mesh fabrics are included in the range of novelty woolens.

Mohair and lustre fabrics, both in plains and fancies, are going to have a much stronger representation this Spring. This is partly because of the price situation. A very sightly fabric can be had in this class, to sell at a popular price, and one also that possesses good wearing qualities.

The black goods department, though still important, is scarcely the big selling factor that it used to be. The tendency now is to present as youthful an appearance as possible, and even women of mature years no longer wear so much black. It was the general wearing of white fabrics that in a great measure led up to this change. Even grandmothers have been wearing white, and having gotten used to the wearing of light colors, and, noting the much younger appearance presented, the step to colors was an easy one.

The tendency in black fabrics is towards light-weight goods, and to transparent weaves, that can be worn over a white or a colored lining. Retailers will need a varied assortment of black goods for the Spring season. Plain voiles, in both silk and wool, and in all wool weaves, the new transparent fabrics, the many piece-dyed fancies, in stripes, checks, etc., will all have to be stocked. In black goods embroidered figures on a plain ground are shown, and there is expected to be some feeling for striped grenadines.

FORT WILLIAM STORE EXPANSION.

The industrial progress which Fort William, one of the "Twin Cities," at the head of Lake Superior, is making is reflected in the contingent expansion of its mercantile establishments. The John King Company, Limited, one of the large departmental stores of that city, has recently erected a four-storey addition to its store premises, which now comprise forty-five thousand square feet of floor space. The new addition is to be utilized largely for dry goods, millinery and men's furnishings, three departments to which special attention is paid. The company employs twenty-seven of a staff, and eight delivery horses are required to cover the city.

Think!

Two cents are all it ever costs to send a Letter Order. Think of the sales you gain through having the goods early--no waiting for travellers to call on you and no searching through stuff you don't want to find that which you think you can sell. All that's necessary is to sit down and tell us what you want, and you get the goods by return. Why not try it?

Just now we have a special 54" wool cheviot which we would like to send a sample of--a $1.00 cloth which you can retail at 75c.--profitably.

Act!

The W. R. Brock Company (Limited)

Montreal

SPRING 1908

"Debenhams for Novelties"

RIBBONS

¶ We anticipate an INCREASING DEMAND for RIBBONS during the coming season. We have placed large contracts, probably the largest ever given by a Canadian House. Our well known makes will be continued and the values improved.

SILKS

¶ The trend of Fashion is undoubtedly for wide Soft Silks, and Shantungs. These are fully represented in our stock.

A Leader:—GUARANTEED BLACK TAFFETAS.

DRESS GOODS

¶ Broadcloths in light weights and fine qualities will be in strong request. We have some splendid numbers and exquisite colorings.

SERGES

¶ **Our Paris House Writes Us:**—Navy Blue Serge is much to the fore.

¶ We Guarantee our **"Atlantic Serges."**

Write For Samples

MILLINERY

¶ **IN MONTREAL** we carry, in addition to the above, a full line of EXCLUSIVE MILLINERY and MILLINERY MATERIALS.

OUR TRAVELLERS

are now on the road and will be pleased to give you a call.

Debenhams (Canada) Limited

MONTREAL — 18 St. Helen Street

TORONTO — Cor. Bay and Wellington Sts.

DEBENHAM & CO. St. Pauls, E.C. LONDON Wimpole St. W.

Paris, Cape Town, Johannesburg, New York, Brussels, Lyons, Melbourne, Boston, Sydney, St. Etienne

TRADE INQUIRIES.

The following inquiries relating to the Canadian dry goods trade have been received since the publication of the last report. The names of the firms making these inquiries may be obtained upon application to "Superintendent of Commerce, Ottawa." When asking for the address, it will be necessary to quote the reference number :—

1434. Wool tops and noils.—A firm of Bradford merchants dealing particularly in wool tops and noils asks for Canadian buyers.

1438. English and foreign wool.—Inquiry is made by a Bradford house for Canadian firms interested in the purchase of mohair and all kinds of English and foreign wool. No agents wanted.

1444. Flags and bunting.—A well-known Bradford firm inquires for buyers in Canada of flags and bunting.

1448. Raw wool, tops, &c.—A Yorkshire firm inquires for actual purchasers in Canada of raw wool, tops and worsted yarns.

1449. Worsted yarns.—A Bradford (England) worsted spinner desires to be put into communication with Canadian manufacturers buying worsted yarns.

1467. Drawn linen work.—An importing and exporting firm of foreign merchants at Yokohama and Kobe (Japan), desires to form business connection with importers in Canada of Japanese drawn linen work. For this article they have a special department and trained staff and are desirous to extend their exports to Canada.

1471. Carriage cloths, box cloth aprons, &c.—A Yorkshire woolen manufacturing firm desires to hear from actual purchasers in Canada of their specialties, comprising carriage cloths, box cloth aprons, motor aprons and motor rugs.

1472. Shawls.—Inquiry is made by a Yorkshire manufacturing firm for wholesale houses in Canada interested in the purchase of cotton, wool or cashmere shawls.

1473. Wool laps and carbonized waste.—Yorkshire firm desires to develop a trade amongst users in Canada of wool laps and carbonized waste and invites inquiries.

1475. Wool.—Yorkshire firm will be pleased to submit samples of wool, tops or noils to Canadian buyers.

1476. Agent.—A Bradford (England) worsted spinner desires to act as buying agent for Canadian firms in the textile trade.

1477. Wool.—Bradford firm doing a large export trade in wool, noils, tops, wool laps and carbonized waste is open to hear from a reliable firm in Canada to represent them in these goods.

1480. Wool.—A Bradford firm wishes to hear from Canadian buyers of all kinds of wool, noils and tops.

1507. Ready-made clothing.—A London firm of clothing manufacturers in a position to undertake contract work on a large scale is desirous of hearing from Canadian consumers of ready-made clothing.

1513. Dyed cloths, Laces, &c.—A Leeds firm inquires for actual buyers in Canada of their special goods suitable for carriage builders, such as dyed cloths, laces, blind silks, tassels, taberets and coach builders' sundries in general.

1519. Flags and bunting.—A Yorkshire firm desires to find a market in Canada for all kinds of flags and bunting.

1534. Sudan goatskins.—A large firm of West African storekeepers, having their headquarters in Liverpool, desires to interest Canadian importers in Sudan goatskins, tanned and undyed, which they are desirous of exporting to the Dominion.

THE

'PIRLE' Finish.

Indispensable for the Open-Air Girl

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from he tailors' hands."



REGISTERED TRADE-MARK

"MADGE" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. "The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,
or full particulars from

(Copywright)

Edward Ripley & Son, Limited,
100c Queen Victoria Street,
LONDON, E.C., ENGLAND.

H.M.

CHRISTMAS TRADE

Silk Department

Fancy Tamalines, Stripes and Checks
Fancy Taffetas, all New Colors
Fancy Poplins
Fancy Tussores
Fancy Pompadours
Full range of Black and Colored Taffetas
at prices best value in the trade

SEND FOR SAMPLES

GREENSHIELDS LIMITED
MONTREAL

RHYS D. FAIRBAIRN, Limited
DESIGNERS AND MANUFACTURERS

Neck Frillings

Special boxed lots for the **Holiday Trade.** 3, 4, 5 or 6 neck lengths to a box.

Ladies' Neckwear **Ladies' Belts**

Mail Orders receive prompt attention.

HUGH HENRY
204 St. James St., Montreal

107 Simcoe Street, Toronto

BRITISH AMERICAN DYEING CO

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

ALSO

Feathers, Silks, Velvets, Ribbons, Lace, Etc.

All Work Guaranteed Unequaled

MONTREAL, TORONTO, OTTAWA, QUEBEC

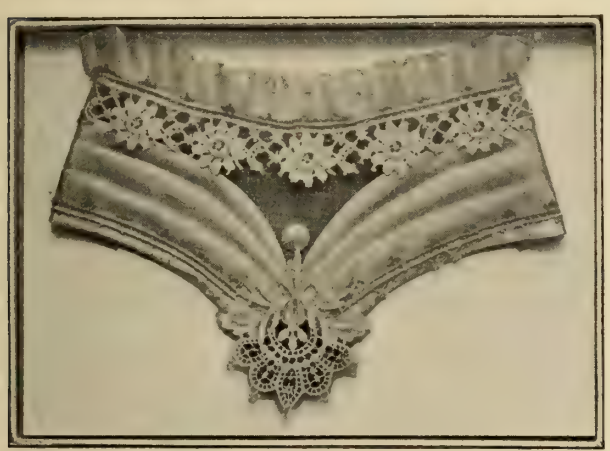
Dress Accessories

Gloves, Veilings, Lace and Embroideries — The High Favor in Which Braids are Held — The New Neckwear.

Lace

The Tendency for the Heavier Laces — Present is the Time to Clear Stock of Remnants, Etc.

The fashion tendency is all in favor of the heavy laces, with Irish crotchet as the leading lace. Venise and guipure are also selling. Princesse is now coming to the front and is the most favored for evening wear. Bands and allovers have been the big sellers, but edgings and narrow galoons have also been doing well. In the millinery end Chantilly is coming to the front. This lace is freely used as a trimming for both velvet and fur hats. Irish crotchet, venise, guipure and cluny are all good sellers. There was a lessened demand for valenciennes during the early part of the season. This lace is picking up and the counter demand is a free one.



Novelty Stock Collar. Boxed for the Christmas trade. Shown by Rhys D. Fairbairn.

Right now, Mr. Merchant, is your time to clear your stock of remnants, odds and ends, and stickers. Fancy work, doll dressing, etc., are now under way, and bargains in lace, even if the goods are not quite up-to-date, will be eagerly sought for.

Embroideries

A Very Good Advance Business Done. The New Filet and Lace Patterns in High Favor.

A wonderfully good advance business has been done in embroideries. This is due in a great measure to the newness of the patterns and to their attractiveness. Filet patterns have decidedly caught on, and the new lacy effects have been excellent sellers. Bands in wide and medium widths, and very wide flouncings are very strong. Matched sets continue in great favor and come in handsome combinations. The new blouse frontings have sold well and also yoke effects for waists, and also for babies' dresses.

Eyelet and blind work are much in evidence and in the cheaper bands and edgings some extra good patterns are shown. There is the usual choice of patterns in corset cover embroideries.

Fancy Goods.

The slight lull in the sale of belts has given way to more active conditions. Retailers are now rounding out their Christmas line and are placing fair sized orders for belts. The variety of styles is extensive, but on this market at least leather belts are the big sellers. Crush belts are the most popular style and the newer ones are made in wider widths than was the rule at the beginning of the season. Contrary to this, tailored styles, and the new shaped belts are becoming narrower. Indeed the style idea, not only in leathers, but also in elastics, is for narrower belts. Plain harness buckles in pearl, brass, and nickel are being replaced by more ornate buckles. Nor are these buckles the only ornamentation. There is also a more general use of handsome back ornaments. Glace kid is coming into use for better class belts. The new idea being a narrower belt, shaped to fit the figure.

In New York the belt of the moment is of elastic, and though steel studded elastics are still selling, they are not the big item that they have been.

Braids in High Favor

Braids of All Sorts Continue Good. Pulls Selling for Spring. Paris Favoring Braids.

Braid is still the trimming par excellence, and almost all varieties of braid are good. In fact braids as a trimming continue to dominate the situation. Parisian dressmakers are using braids extensively upon the tailored suits so much the vogue this Fall. Not only is the coat lavishly ornamented now, but the skirt as well. The new circular skirt is braided knee high, a very favorite method being to use rows of braid in chevron, around the new circular gored skirts.

Soutache braiding is more used than ever, many of the new coats being braided all over in pattern. Tailored styles in velvet are very much braid trimmed and in this fabric and in cloth, the edges of the coat are often finished with a binding braid. Flat braids that show a heavy pattern are excellent in both black and colors.

WHB WHB

Walter H. Barry & Co.

THE RIBBON HOUSE OF CANADA

You should be very busy in your Ribbon Department from now until Christmas

Try us on quick orders for

Holiday Ribbons

COR ST JAMES & McGILL STS MONTREAL

IT IS A

FOWNES

That is all you require to know about a glove.

Fownes Bros. & Co.

Coristine Building

Montreal

Wishing

The Customers of

PERRIN GLOVES

A Record Holiday

Business

and a

Very Merry Xmas

Perrin Freres & Cie.

MONTREAL

Pewny's Kid Gloves

BIGGER ASSORTMENT THAN EVER FOR SPRING 1908.

ALBERTINE AND ASCOT BRANDS AT OLD PRICES.

GREENSHIELDS LIMITED

MONTREAL

Greenshields Western Limited Winnipeg

Greenshields & Co., Limited Vancouver

Gloves

Short Lengths Being Pushed by the Trade — Glace Finish Goods in Demand—Fabric Gloves Consignments Now on Their Way —Holiday Season Goods in Demand.

The glove business throughout the past month among the jobbers continued good with the holiday trade opening up satisfactorily, and merchants, in many cases, are well advanced with the usual Christmas preparations.

As most stocks at retail are somewhat depleted, jobbers are looking forward to large orders during the month, leading up to Christmas. The short lengths are those selling at present in the glove trade with blacks and tans as the principal colors. The next shades in favor are greens wine shades, and a few dark grays. Qualities are good, owing to the fact that prices are somewhat easier.

Long gloves are selling fairly well, while lines for evening wear are much in demand, 12—16—20 and, in some cases, 24-button lengths being prominent. Favorite colors, for evening purposes are represented by such soft shades as pale straw, light tans, bluish tints and blacks. At present these shades are being given preference over the staple white. Black, as usual, is the more popular with elderly ladies.

With reference to deliveries of fabric gloves for Spring, some importers state that they have been advised that consignments are now on the way and keen merchants will doubtless be glad to learn this, as it gives promise that prompt deliveries for Spring may be expected.

At retail, wrist gloves in glace finish are having preference. In fact, they are selling much better than in the corresponding month a year ago. Merchants also, find tans very high style. Other colors, such as navies, grays and blacks are also prominent.

Long gloves, while in demand, are not selling as freely as a few months ago. The prospects are, however, that the demand will improve at Christmas. The 12 and 16-button lengths continue to be popular.

Ribbons

Many New Designs and Color Combinations Offered for Spring—Wider Millinery Widths in Favor—Some of the Prominent Colors.

Collections of ribbons are now being rounded out for the Spring season, 1908, and notwithstanding the many beautiful designs and color combinations which were features of recent seasons, new designs and new combinations are being freely offered for next year.

Travelers are on the road now and all report a good business in Spring orders. In ribbons shown by the leading manufacturers the wider millinery widths, so far, are favorites.

Velvet ribbons, which were somewhat scarce during the Summer months, are being ordered freely, the reason attributed being the fact that indications point to a free use of these lines as a dress accessory.

Dresdens, also, are expected to receive a fair share of the ribbon business. In this line the fancy flower effect is most prominent, while the demand for satin ribbons is only fair with plaids absolutely behind schedule and little called for.

Spring Colors.

Colors shown for Spring are white, navy, cream, mais, ciel, turquoise, nile, rose, gray, coquelicot, cardinal, reseda, helio, fawn, modore, marrow, royal, navy, emerald, myrtle, champagne, mexique, vieux, eminence, moss, sultan vieux blue and black and also many others. Those prominent for Spring, up to the present writing, are ciel, rose, gray, modore, marrow, navy, mexique and vieux blue. Black and white ribbons always staple will, it is expected, have their usual sale.

So far as immediate demand is concerned ribbons for the holidays show the most activity, with a fair interest in soft effects generally, such as taffetas. Both plains and fancies are selling well.

Veilings

Splendid Business Reported in Veilings During Past Month—Ring-dot Effects Among the Novelties Seen—Lace Edge and Chiffon Veils.

The continuous introduction of novelties is the chief reason for the popularity of veilings this season.

A number of mesh novelties have been introduced and ring-dot effects are numbered among the best. Many styles in hairline and Tuxedo meshes are selling well. Brown, black and navy are the favorite colors, while in the chenile dotted effects, magpie must be included. Brown, in medium shades, is growing stronger and the new Khaki, so popular in Paris, promises to be one of the future hits.

Lace-edged Made Veils.

Lace-edged made veils continue in popular favor. Mesh veils are good in colors and black, whereas, the chenile-dotted effects are especially good in magpie.

Chiffon Veils.

Chiffon veils are worn more than ever at this time of the year, with the dark shades, as in mesh veils, prominent.

Retailers are advised to look well into the possibilities of novelties. A line of novelties in a staple stock always attracts the attention of the patrons, and the profits, too, are sufficiently large to make the extra attention given them worth while.

Many new styles of drape veils are popular, the majority being in fancy net effects, and the veils must be large enough to cover the hat and float behind. So large are many of the new veils that dress nets are beginning to be used in place of the ordinary veilings. Many handsome border effects are shown. Ribbon borders, fringe borders, borders of Chantilly lace medallions, borders of fancy chenile, etc., are all selling. Veils themselves are in square umbrella, and in long scarf shapes. Very large dots of chenille are seen on the ultra styles. The chiffon veil is a big seller for auto veils.

The colors wanted are the popular colors of the season, with browns, tans, blues and greens the great sellers.

Ladies' Neckwear

Boxed Goods for the Christmas Trade—Good Showing of Chiffon Styles.

The usual demand for boxed neckwear, which is always a good seller at this time of the year, is now being experienced. Up to the present, the sale has been for the straight band, and pointed stocks. Now, however, more interest is being shown in jabot effects, and some very elaborate styles are in evidence. The big stores are beginning to feature lines of fancy neckwear, and some very important jabot ideas are among them.

Boxed neckwear is, as usual, strong. In addition to boxing, one firm is mounting each collar upon a card. The device is an exceedingly simple one, so much so that one wonders it was not done long before. The stock so mounted, shows up splendidly and can be placed on the card, or detached from it instantly, as no pinning is required. Just how it appears on the card is seen in the accompanying illustration, which shows the stock mounted on a good card and boxed. The collar cannot slip down, and crushing is impossible, while the stock shows up much more attractively for being mounted upon the card. Frillings in neck-lengths, boxed, form another good Christmas line.

The style idea, however, centres now in smart lingerie effects and in bow accessories; in lace and silk bows, ties, knots, etc., also in jabot effects in silk, mull and in lace. These are the Beau Brummel and Marie Antoinette styles.

Manufacturers are busy along these lines, and for the Spring season, new ideas and novelties in large variety will be shown. Dainty little creations in silk, both plain and fancy, in satin, and bengaline bows, made either of ribbons or piece goods, are in preparation. The chief characteristics of these goods, are the color combinations, and the smart daintiness of their finish. They are strictly in keeping with the all prevailing tailored styles, and will give a mannish touch to the neck dressing that is irresistible.

New York is out with a new idea to take the place of the stiff linen collar. It consists of a straight upstanding band of linen with an edge of heavy lace—Irish crochet being the preferred one. This stock fastens at the back and is very becoming. There are many new ideas in silk scarves. All are of soft sheer silk. Many show Pine patterns, and Paisley borders.

WOOLEN MILLS ENLARGING.

Work on an addition to Patterson's Woolen Mills, at Preston, 75x150 feet, with a wing 30x60 feet, is practically completed, and the installation of the twenty additional looms will be proceeded with at once. The new addition gives 13,050 square feet of extra floor space.

It is built of brick and concrete, one storey high, and is said to represent the most modern type of factory construction. Other additions are to be made in the near future.

THE PEABODYS COMPANY.

An Ontario charter has been granted to The Peabodys Company, Limited, with head offices at Windsor, and authority is given "to manufacture and sell overalls, jackets, trousers and all other clothing for use by working men." The capital stock of the company is twenty thousand dollars, divided into four hundred shares of fifty dollars each. The incorporators are. Stephen Adelbert Griggs, of Walkerville, manufacturer; Witter Johnston Peabody and Thomas Lee Brent Lyster, of Detroit, Mich., manufacturers; and Horace Baxter Peabody and Elsie Sibly Peabody, of Windsor, Ont. These also constitute the provisional directors.



Dress of Soft Green Satin, with Tunic of Net, edged with Soutache, Drops and Fringe.

The Ribbon House of Canada
Wishes its Customers
A Busy Holiday Season
and a
Very Merry Xmas

Walter H. Barry & Co.
Montreal

A Pair of Gloves

may look all right when you sell them, but isn't it exasperating when the customer brings them back saying they split while she was drawing them on? Some gloves do this, but not

Storey's Gloves

Storey's gloves are all made from flawless skins which have to be proved flawless before we buy them. Then our expert operators turn those perfect skins into accurately fitting, elegantly finished gloves. Protect your trade by Stocking Storey's Gloves!

W. H. Storey & Son
ACTON, ONT. Limited

Xmas Umbrellas

OUR

New Catalogue

is now ready for mailing

A Post Card will bring you one

THE

Irving Umbrella Company
LIMITED

Manufacturers

79-83 Wellington Street, West
TORONTO

BRAIDING IS THE FASHION



¶ One important feature about our lines which you can absolutely depend upon—it always contains the braids upon the latest models from the Fashion Centres.

Laces and Braids Mfg. Co.
Toronto Junction

TRADE Laurentian MARK

LAURENTIAN WHITEWEAR FOR SPRING

Combines the best in Style with the best Workmanship

That's why Laurentian Whitewear sells well.

Throw out the slow movers and get the Whitewear that will increase the sales and profits of your department.

It is not what we claim: it is what the goods prove.

Samples sent on request.

Laurentian Whitewear Co., - Levis, Que.

Montreal Office: Room 703 Mark Fisher Building.

THINK!

Think of the many customers who come back and complain about the garments purchased in your store.

That's bad.

Wouldn't you give a good deal to minimize these complaints?

National Spring line of Raincoats will help you.

CRAVENETTES — MEN'S RAIN COATS — RUBBERIZED SILK AND SATIN AUTO COATS.

NATIONAL RUBBER CO.
MONTREAL
Canada's Largest Exclusive Raincoat House

RELIABLE BRAND
The Reliable Waist
None Better Made

We thank our many friends and customers for favors shown to us in the past.

Wishing you all

A Merry Christmas

and

Prosperous New Year

Will stand by you and supply your wants satisfactorily as ever.

Your mail orders will be properly looked after.

I. Mishkin & Co.
423 St. James Street, - MONTREAL



No Interest in Separate Coats

Separate Coats Continue to be a Neglected Factor Both Weather and the Prevailing Style Against Them.

Little business has been done as yet in separate coats, the broadcloth suit having usurped the place of the former. Not only has the suit been fashionable, but the weather has been against the selling of wrap coats. Now that the season is so far advanced, a set of furs is added and the suit is made to do duty through the rest of the season.

In the larger centres, quite a business has been done in evening coats, in pastel shades in cloth. These are for the most part lined with white or light shades of satin, and are trimmed with silk braid.

Some showing is now being made of imitation furs, in both short, pony and three-quarter lengths, and these styles and the furlined coats should sell when the weather becomes seasonable.

Paris Fashion Notes

Woolen, Velvet and Cloth Tailor Modes generally worn in Paris. Braiding Still the Chief Trimming.

Tailor-made suits are those most generally seen in Paris now. The cloth skirt is generally short. It is either gored or plisse, and is trimmed with numerous braidings or passe-menteries. Short boleros have at last entirely disappeared and have given place to long jackets, which open in order to show a vest or a pretty blouse. With these suits long stoles of fox or chinchilla are the favorite wear.

Laferriere, Drecoll & Doucet are turning out numerous velvet suits for walking. One seen at Laferriere's may be accepted as typical. It was of black velvet, and the skirt, which just touched the ground, was trimmed half way up with large dashes of heavy passementerie, while these dashes also encircled the whole of the skirt. The long vest, opened in front, was trimmed at the foot with the same passementerie as far as the hips. The long sleeves were cut in the leg-of-mutton style—that is wide at the top, and narrow below the elbow. This is the regulation sleeve for tailor-mades now.

The sleeves of evening gowns are made of many tissues, and in both color and material often differ from the rest of the gown. Tulle is much used for this purpose. Another striking fashion is the free use of light weight cloths for evening gowns. Thus a creation of Doucets was a princesse gown of chalk-white cloth, very close fitting at the waist, and buttoned at the side. The low rounded neck-opening is filled in with chestnut tulle, and there are braces of embroidered white cloth.

Long sleeves of the chestnut tulle protrude from under the wide over-sleeves of the cloth. The edge of the over-sleeve and the edge of the skirt is bound with sealskin, and above this binding on the skirt is a deep embroidered band of cloth. The high neckband has a plisse of chiffon—or in other words a chiffon ruching, and a



Silk and Lace Waist, Japanese Kimona Effect, shown by Debenhams (Canada) Ltd., Montreal.

lingerie stock trimmed with lace. This, by the way, is the fashionable finish to high-necked gowns.

For dinner gowns white is in great favor, and quite young girls are wearing these princesse gowns of white, blue or pink cloth and tulle. Gowns of chiffon and tulle are often seen. These are frequently adorned with silver braces, or with panels of the tissue embroidered with a large flower. Instead of folds and tucks, bands of fur and heavy embroidery trim the foot of most gowns. Tunic skirts are in great favor for evening wear.

The present trend of fashion would seem to point to a further development along present lines, rather than

to any radical change. The appearance of the draped tunic in classic fashion, may be an indication of something new in that direction. Of itself, it is only another form of the Empire style, which has so long and so successfully modified fashions.



Suit of Burgundy Velvet, trimmed with heavy black Braid. Embroidered and Braided Vest of Pale Tan Cloth.

For Winter wear there is a perceptible lengthening of the sleeve, many evening gowns being made with long rucked sleeves of tulle or chiffon, or plain fitted ones of lace. The three-quarter and seven-eighth sleeves are very well worn, and though the long sleeve is gaining some ground, it will hardly dominate the coming Spring and Summer season.

The long drooping shoulder, Japanese fashion, is still with us, and Spring fashions certainly promise fresh modifications of this style.

Skirts are extremely close-fitting in the upper part, falling in soft folds around the feet. Enbroidered bands and folds, braiding, etc., are the usual trimmings.

The Suit Situation

The Broad-Cloth Suit Dominates—Velvet Suits for the Better Trade—Suits for the Coming Spring.

Undoubtedly the greatest amount of business has been done this Fall in the tailored suit. Indeed this margin may be even further narrowed and it may be said that the bulk of the business has been done in the broadcloth suit. In the exclusive end of the trade, some business has been done in velveteen suits and had prices been lower no doubt this business would have been further extended. The cloth suits are almost invariably made with some form of the pleated skirt, with one or more tucks or bias bands of the material. The velvet suits have the new gored circular skirt with the same form of ornamentation as on the cloth skirt.

The suit coat most favored is of medium length, 36 inches being most frequently seen. The shape is the mannish, easy fitting one and plain tailored effects are most in evidence. Where any trimming is used, it is of braid, all elaboration being left to the custom made suits. Here the vest is a feature and is of silk or cloth, often embroidered and braided.

At the New York Horse Show tailored suits of this description were universally worn and these plain tailored models, only made up of more Spring-like materials, will be featured in the coming Spring. Judging from present fashion ideas, Eton and bolero styles at last are out of the showing. Japanese effects will possibly occupy some place in the novelty lines. These suits will be made up in light weight broadcloths, serges, panamas, etc., both in plain and in quiet fancy effects.

The colors are brown, green, wine and medium greys.

In separate skirts, voiles and chiffon panamas promise to be sellers. These are side pleated and trimmed with self folds and strappings or strappings or folds of silk.

Lingerie Waists

New Models Attractive—Japanese Styles for Spring — Hurry-up Orders for the Christmas Trade.

Orders have not been placed as freely as usual for lingerie waists for the Spring trade. This is not because there is any lack of confidence in white washing waists, but because merchants are placing all orders now in a conservative fashion. They are becoming alive to the fact that lingerie waists will be wanted for the Christmas trade and not a few hurry-up orders have been received.

The new lingeries are more than usually attractive and the practical modifications of the Japanese idea are introducing a welcome element of novelty into the new lines. The way has been well prepared for these kimona effects and they are so pretty and at the same time so practical that they may be safely accepted as sellers.

RIGHT NOW is the time to examine our Spring Line.

Griffin Brand Coats, Suits, Skirts

are surpassing their previous best.

The Spring line is full of qualities that hold your trade always.

Style——————Fit——————Material

Get on our calling list. **It puts you under no obligation.**

The Empire Mfg. Co., Montreal

138 CRAIG STREET WEST

Popular Priced Spring Garments

On their way to you.

They're off—our salesmen with the best Spring Line of Garments in our history.

Give them a chance to show you.

THE STANDARD CLOAK AND SKIRT MFG. CO.

236 St. Lawrence Main St., MONTREAL

A New Force in the Garment Field.

WATT & SHAPIRO MFG. CO.,

367 to 373 St. James St.

MONTREAL

Manufacturers of

REGAL BRAND

SKIRTS CLOAKS COSTUMES

To Our Customers and Friends

We extend best wishes

for a

Record Holiday Trade

and a

Very Merry Xmas

Montreal Waterproof Clothing Co., Montreal

The largest Manufacturers of Raincoats and Waterproofs in the Dominion.

Freer use will be made of the heavier laces, such as crotchet and venise, and also cluny on the higher priced waists. The new filet and lace patterned embroideries will also give an appearance of something new to the



Evening Coat of Ceil Blue Broadcloth, trimmed with Metal Lace Embroidery, Soutache and fancy Braid.

White Spring waist Valenciennes will as usual be extensively used and there are some very good designs featured amongst the older blindwork and other staple embroideries. Tuckings are of course freely used. More thought is being given to the appearance of the back of the waist. All the ornamentation is not now placed on the front of the waist. The trimmings consist chiefly of bands which are applied in a flat effect. The broad shoulder style rules, a wide tuck often being placed to come over the shoulder joining. The three-quarter sleeve is universal and is cut fuller and is more elaborately trimmed.

Lingerie

Manufacturers About Ready for December Delivery—January Sales Will Generally be Held.

December deliveries of lingerie promise to be made in excellent shape. The lines turned out, in spite of the high cost of materials, promise to be attractive and do not show any skimping, either in size or material. The favorite gown is still the slip-over. The newer ones have deep yokes, built up of bows of lace and embroidery. Sleeves are very elaborate and are generally of the wing or bell shape. Some of the newer ones are cut in one with the yoke of the garment. Petticoats show deep flounces, with wide beadings.

Imported lines are often trimmed with cluny and other real or hand-made laces. There is a growing interest in combination effects, but these must be perfect in fit and design.

AN IMPORTANT REORGANIZATION.

Watt & Shapiro Mfg. Co., 367 St. James Street, Montreal, is the style of a new "in name only" garment concern, the firm being formerly D. H. Shapiro. Thos. J. Watt, formerly of the Dominion Cord and Tassel Co., Montreal, joined forces last month with Mr. Shapiro to form the above mentioned firm. Much new capital has been put in and the new firm looks forward to a good share of the garment trade.

Thos. J. Watt, although comparatively a young man, has been identified with the Dominion Cord and Tassel Co. for seven years, in latter years acting as manager. He is putting the capital into the garment concern, as well as a good deal of business energy and experience. He has an intimate acquaintance in the retail trade, having had a thorough experience with the W. H. Scroggie Co., Montreal, and is thus in hearty sympathy with the retailers in their garment problems.

David H. Shapiro has been identified with the Canadian garment trade for over twelve years, and has a reputation as a superior designer and manufacturer. The new firm is laying plans for larger manufacturing facilities to accommodate an anticipated larger trade.

THE CANADA WEBBING COMPANY.

An Ontario charter has been granted to The Canada Webbing Company, Limited, incorporating Frederick Hunter Lythe Richmond Wyllie Hart, Oscar Herman King, Olive Frances Page and Lena Duff, all of Toronto a company, the objects of which are "to manufacture, buy, sell and deal in all kinds of insulating tapes, elastic bands, and dry goods, and to buy, sell, deal in, import and manufacture machines or parts thereof necessary for the manufacture of the rubbing, insulating tapes, elastic bands and dry goods. The share capital of the company is $100,000, divided into one thousand shares of one hundred dollars each. The head office of the company will be in Toronto.

Of Interest to Salespeople

Some Essential Qualifications of a Successful Salesman—Enthusiasm of European Clerks a Commendable Feature—Pointers for Salespeople.

Clerk and His Employer

How a Clerk Would Solve an Important Problem—Mutual Feeling of Responsibility is Essential.

On "The Relations of a Clerk to his Employer, and his Attitude Towards the Patrons of the Store," a clerk has, at the request of The Review, submitted the following, as embodying his ideas on the above question, which is one of vital importance to both the clerk and the employer, whose interests are mutual :

Upon proper and mutually satisfactory relations between the clerk and his employer depends very largely the success of any store. It can be seen, therefore, that to this question too much consideration cannot be given. Unfortunately, but a small proportion of clerks appreciate their responsibility in contributing to the success of the particular establishments with which they are identified, and are satisfied to render a purely prefunctory service, taking little practical interest in the general welfare of the store, the result, of course, being that such a clerk does not do his best work—no clerk can who does not interest himself beyond the actual performance of assigned duties. Little consideration is required to convince one of the fact that from the standpoint of the clerk himself, such a course is a suicidal one, so far as his hopes of a successful business career are concerned.

A clerk who is as solicitous of the welfare, and progress and good name of the store in which he is engaged as he is for his own personal advancement, has taken a long step towards making himself indispensable to his employers.

This interest will manifest itself in various ways. In the first place, there will always be an unswerving loyalty to "the firm." Your particular store is the most reliable, most progressive, and in every way the best that you know of. There will be no complaints to your young friends during the evenings of the "unfair" treatment of the "old man." Generally, you will find that he is as good to you as you deserve, and as good as the average employer.

The ability to make friends of the store's customers is one of the most valuable assets a young clerk can possess. You've noticed, of course, how in some stores customers will wait for a certain clerk to serve them, and generally, it will be found that this particular clerk has attained his popularity by his willingness to go out of his way to satisfy the customers. This is a faculty doubly valuable to its fortunate possessor—it increases his value to his employer, and builds up for himself a reputation, which, should he embark in business for himself, will constitute a quality easily convertable into business success.

The Other Side.

On the other side of the relationship—the attitude of the employer to his clerk—there are many things a clerk might say. In the first place, give him credit for doing his best—unless you're satisfied he is not—and encourage him to take an interest in your business. Ask him to give his opinion in respect to certain new methods you have in contemplation, and encourage him to make suggestions as to means by which the store may be improved, and the customers better served. He is, perhaps, in a better position to hear the adverse criticism made on your store than you are, because your friend is naturally disinclined to tell you about the unfavorable comparison he heard made the other day between your store and another. Your clerk likely heard it too, and if he is encouraged he will tell you of it, and, possibly be ready with a suggestion as to means by which the desired improvements could be effected.

Make him feel that it's his store, as well as yours—that he is co-responsible with you for its success. A little commendation and an assurance that his work is appreciated will act as an incentive to him, and more consistent work will result.

In a word, arouse an enthusiasm in your clerks, and if he is the right kind he will respond with the best there is in him, and if he's not the right kind, and does not give the service you have reason to expect, your only source is to replace him with one who gives evidence of his possession of the necessary initiative and other qualities calculated to encompass his success and your satisfaction.

ENTHUSIASM OF CLERKS.

The enthusiasm of clerks on the stores of English and French cities, and their evident display of interest in the wishes of the customer were peculiarities noticed by Joseph Basch, general manager of the Seigel-Cooper store, in Chicago, on a recent trip to Europe, and it forms the subject of an interview, in which he refers to some points of interest to salespeople generally. He stated that a customer entering a store in England or France is immediately greeted in the most courtly and deferential manner, and throughout the length of his or her stay is made to feel that the uppermost concern of everybody in the store is to serve him or her. The entire mental forces of the clerk are centered on the transaction in hand, and if kindness, patience, courtesy and a knowledge of the goods will win a sale, it is won.

Know the Goods Well.

"European salespeople have the interests of the store at heart to a degree that made me envious," he said. "They show the goods in an enthusiastic way that commands interest, and their very evident knowledge of the stocks they are handling commands respect. At the same time, their respectful bearing commands the kindly interest of the customer, and if a sale is not effected, it is either because the customer is unable to find anything that pleases, or because he lacks the money. It is not because of any lack of interest or knowledge of the salesperson, for that individual has the ambition and the ability to get the business."

Mr. Basch explains that in busy times, when customers come faster than they can be waited on, the floor managers undertake to interest customers till they can find a salesperson. First, finding the customer a seat, the floor manager tells her he will go and get a clerk at once, and this he does, getting one from some nearby kindred department.

FURS

READY FOR IMMEDIATE SHIPMENT

If You Need Furs Now—You Need Them Quickly.

We've broken all previous records this season and these snaps will finish up a splendid year.

No. 472—Ladies' Squirrel Lock (Grey and White) 46 inch Lined Coat, A1 Broadcloth Shell, Columbia Sable Collar and Lapels. Price $42.50.

No. 476—Same as above with fine Western Mink Collar and Lapels. Price $60.00.

Same as No. 476, 50 inches long. Price $65.00.

Grey Squirrel Throw Over and Empire Muff made of clear Grey Russian Squirrel. Price $15.00 Set.

TERMS ON THESE SPECIALS NET 30 DAYS.

NO "JOBS" OR STICKERS IN THESE LINES. "DO IT NOW."

A. J. ALEXANDOR, - MONTREAL

504-506 St. Paul Street.

Bids For

Your Fur Trade

If you need Furs now, profit by these Specials.

VERY SPECIAL

No. 325: 100 MINK MUFFS, 5 STRIPES WITH PAWS AND TAILS, $25.00

No. 322: MINK MUFFS, 4 STRIPES WITH PAWS AND TAILS, $25.00

Persian Lamb Jackets | Jap Mink Neck Pieces

Raccoon Coats | Men's Fur Lined Coats

Special Prices on these lines.

WRITE OR TELEGRAPH YOUR FUR WANTS.

CATALOGUE ON REQUEST.

McComber & Cummings

"Nothing but Good Furs"

373 St. Paul St., - Montreal

FURS

Quality Furs
Quality Furs
Quality Furs
Quality Furs
Quality Furs

Prompt Shipments

M. SILVER & CO.

12-14 St. John Street
MONTREAL

The Canadian Fur Trade

Christmas Preparations Active—Good Business Prospects for the Holiday—Manufacturers are Busy—Some of the Styles.

The Sorting Trade

A Good Business Reported—The Outlook for the new season so far as Raw Materials are concerned.

Despite the financial situation, which seems to occupy the minds of a great many persons, a rigid enquiry discloses the fact that the amount of loose change in the pockets of the average Canadian purchaser of manufactured furs has been sufficient to keep practically all of the prominent fur manufacturers extremely busy. No doubt, in the country districts and in certain other sections, trade has been somewhat quiet, but in giving a resume of conditions affecting any particular trade one must observe conditions as they exist in the country at large.

The results of The Review's interviews with the actual manufacturers show that trade is good. Repeat orders are fully up to the average with the better class of goods moving freely. The head of one well-known concern interviewed, stated that they had been compelled to keep the factory running to the limit and even working on Saturday afternoons. This is particularly gratifying in view of the fact that the average manufacturer at this time of the year does not find it necessary to do this, unless repeat orders are coming in plentifully.

Ladies' wear is the strong feature at present, the demand for fur jackets, embracing as it does, a large volume of expensive garments, is much better than in former seasons. High-priced mink sets, ermine sets, fine Persian lamb, fox, lynx and sable are constantly on the move. The only complaint heard is on the slow movement of men's fur coats. This, however, is bound to be remedied when the hard Winter weather sets in throughout the country. The mild weather of the Fall and up to the present has mitigated against a satisfactory sale of men's fur garments.

New Season Outlook.

The approach of the next purchasing season is not looked forward to with any special degree of pleasure, chiefly because of the fact that certain lines of raw material, essential to Canadian fur manufacturers, give an indication of starting off at high prices; while other goods seem to show a tendency to decline. The feeling in the trade is for short buying until the market settles, since it is believed that from prevailing conditions prices should, in certain lines, come down to a more sane basis. This, of course, cannot be brought about if purchasers scramble for the raw material early in the year. However, on the whole, the fur manufacturers of Montreal, the admitted centre of this industry in Canada, have little cause for complaint at the volume of business secured. Further, some manufacturers are already figuring on a good natural increase of business for 1908. It is not the concerns that make a specialty of seeing how cheaply they can sell goods that get the most satisfactory results, but those which build up a reputation for dependable goods. The same may be said of the buyers, good furs, properly made, from seasonable stocks, are rarely offered at prices which convey the idea of cheapness, and the closeness of prices on individual articles as listed by the leading makers, gives evidence of the exactness with which calculations are made, with a view to doing business on a fair basis.

Now for Christmas.

Managers of stores in which the fur department has been pushed at holiday time state that results have been beneficial in every way. Muffs and small neck pieces, and a host of small novelties will prove attractive trade-pullers, and by booming this department the sale of garments is also helped.

Metropolitan Displays

A Noticeable Feature of the Season--Varieties of Fur-lined Coats--Auto Coats of loose-fitting style--Tight-fitting Sacques.

Retail furriers, principally in Montreal and Toronto, continue the good work started last month at the openings; and the displays, both window and interior, have never been equalled during many fur seasons. Keen merchants this year have spared neither expense or labor in making their stores as attractive as possible.

One of the retail stores visited by The Review last month was John Henderson & Co., 229 St. James St., Montreal, a firm which has been in the retail fur business since 1834, and is consequently one of the oldest fur houses in the Dominion. Their display was commendable. Some of the lines noticed in Montreal stores are :—

Fur-lined Cloaks.

Ladies' fur-lined cloaks are shown in many varieties. The styles are full three-quarter lengths and are lined with Russian grey squirrel, white and grey squirrel, and the throats of Hudson's Bay sable. Mink and Hemster are also popular fur linings. High style trimmings for the 1907-1908 season are black lynx, blue lynx, ermine and Persian lamb.

Auto and Pony Coats.

Styles of garments this year will again be of loose-fitting type, such as automobile and pony coats. The box back will also be prominent. Auto coats will range from 46 to 50 inches long and pony coats from 22 to 26 inches. The fur skins most in demand for auto coats are mink and caricule. Black pony skin coats are trimmed with black lynx.

Staple Sacque Coat.

Types of the ordinary sacque coat, tight-fitting back and loose front, are again seen in abundance. Fur skins prominent are caricule, Persian lamb and seal, with fancy brocade linings as favorites. The popular lengths are from 22 to 24 inches.

Small Fur Prices.

Neck-pieces are in great demand just now, and are shown in various styles. Stoles, four-in-hands and prin-

cess boas are all well represented. The most stylish styles are those that are made with double stripes. Mink is prominent as a skin for small fur pieces. This skin is very high in price, but notwithstanding the fact the sale of neck-pieces in it are increasing. Hudson's Bay sable is much in demand in stoles and boas, while



Ladies' 18-inch loose jacket, with cloth cuffs, beaver cloth, plain stitching or appliqued, muskrat lining, mink collar and revers, manufactured by the Paquet Company, Limited, Quebec.

Russian sable is also a very popular fur in the high-class stores. Russian sable muffs can be had at retail as high as $300. The feeling for ermine is also strong, while chinchilla is to the front, and black lynx is again a favorite.

Fur-lined Coats.

Fur-lined coats are selling fairly well, in spite of the tight money situation. The shells are well made and the linings for this season are mink, in a few cases with Russian muskrat, and Canadian muskrat as the favorites. Seal is also used. The trimmings are usually Persian lamb and otter. As regards styles, the loose-fitting coats continue to hold first position.

Raccoon coats are also seen and are selling in about the same proportion as previous seasons. The staple styles are again shown.

THE PAQUET CATALOGUE.

Fur catalogues have passed the experimental stage and are now recognized by manufacturers and retailers alike as a valuable aid in securing special orders. This season manufacturers have vied with each other in turning out attractive and useful catalogues for retailers. It has remained, however, for the Paquet Company, Limited, Quebec, to turn out the largest and most attractive publication of this kind seen this season, if, indeed, it cannot be said that never in this country has it been surpassed for beauty and novelty. It is in book form with flap cover, the overlined part fastened to the back cover with a Paquet stamp. The cover is of a shade of light brown with firm name and lettering embossed in a beautiful gold. The catalogue in itself numbers 51 pages, and measures eight inches in width by eleven inches in depth. The clear-cut engravings, printed on both sides of the paper, show the latest styles in ladies' and gentlemen's furs, and are entirely free from advertising matter. The engravings speak for themselves and should prove of great interest to those seeking the latest in furs. The cuts are very easily shown, and will, no doubt, facilitate the selling of various lines. They embrace everything from the Persian lamb jacket to select lines of muffs, stoles, fur neckwear, caps and collars. At the bottom of each cut is to be found a general description. For instance, on page one, the cut number is 5851. Below the cut is a description in both the French and English language, as follows: Ladies' 48-inch loose jacket, with cloth cuffs, beaver cloths, assorted colors, plain stitching or appliqued, 36-inch muskrat lining, 12-inch skirt, black lasting, mink collar and revers, as illustrated. Can also be lined with hamster, grey and white squirrel, brown marmot or susliki, and combined with genuine skunk, mink, dyed skunk, coon, red or dyed Isabella fox, natural or tipped muskrat, astrachan, black oppossum; shawl or notched collar. One the last three pages are to be found directions for self measurement and the crest of the firm. A price list, accompanied, of course, by the catalogue, will be sent for the asking.

FUR DEALER ASSIGNS.

Adolphe E. Clement, hat and fur dealer, 8 Lemoine street, Montreal, recently made a judicial abandonment of his property. He also filed a statement of his assets and liabilities at the insolvency department of the Superior Court. Mr. Clement had worked up a satisfactory trade, but the financial depression was the main reason to which the assignment was attributable.

The liabilities range between $50,000 and $60,000, while the assets consist of stock in trade, and include 5,000 dozen hats and caps, $3,500 stock of skins; Persian lamb, squirrel, otter, raccoon, seal, thibet, ermine, mink, etc.; $8,500 stock of other goods, consisting of sleigh robes, raccoon coats, mink muffs and capes, lamb and seal caps, stoles, collars, ladies' jackets in seal,

lamb and raccoon. Book debts also amount to $5,460. Among the assets are fixtures, machinery, implements, right of lease of insolvent's premises, insurance policy, etc.

The principal claimants are: J. Bondreau & Son, $1,046; L. Bougeault, $1,500; Crescent Hat Works, $3,000; A. E. Clement estate, $1,100; Cinq.-Mars & Cherrier, $1,300; E. Delamothe, $2,000; Dean & Duncan, $2,000; J. E. Dion, $600; J. O. Godin, $1,000; Etablissment Kampman, of Espinal, France, $806; Levy & Sons, Ltd., $1,047; Charles Mignault, $3,675; McComber & Cummings, $1,250; Quebec Bank, $3,000; Revillon Bros., Ltd., $2,628; Basile Sauve, $1,000; H. J. Trihey, $1,800; A. Vogel & Co., $3,995; Vinet Clovis, $1,060; Dame R. Valois, $1,000; H. Wolfe & Co., $2,219; bills payable, $1,000.

FAILURE OF A. M. RUTENBURG & CO.

With total liabilities of about $80,000, Max Rutenberg and Chas. J. Gordon, carrying on business at 507 St. Paul street, Montreal, as wholesale furriers, under the style of A. M. Rutenberg & Co., have made an assignment for the benefit of their creditors.

Max Rutenberg was established in the wholesale fur business by his father, H,, Rutenberg, of the firm of Aronson & Rutenberg, pawn brokers, Montreal, four years ago, and about a year and a half ago Chas. J. Gordon, who is the brother-in-law of Max Rutenberg, became the latter's partner. The assets are estimated by the liquidators at about $20,000, but so far this feature of the failure has not been accurately determined.

The liquidation was affected at the request of Alexander Burnett, accountant, whose claim amounts to $327. According to the statement filed at the insolvency department of the Superior Court, the direct liabilities amount to about $47,000, and the indirect to $35,000. The assets consist of stock in trade, machinery, store and office furniture and fixtures, book debts and equity in goods to Levitt Bros.

The principal claimants are: A. Vogel & Co., $12,789; Revillon Bros., Ltd., $10,514; A. E. Pierce, $6,295; British Canadian Fur Co., $4,858; Aronson & Rutenberg, $1,745; Hiram Johnson, $1,487; M. Vineberg & Co., $1,350; Jacob J. Archer, $1,247; C. Pierce & Co., $1,156; H. R. Gutheil, $955; Heillig, Joseph & Co., $949. All of above firms are of Montreal. The secured claims are: Eastern Townships Bank, $30,000, and that of Levitt Bros.

The firm had been in financial difficulties for some months, and was obliged to dispose of a large quantity of furs at exceedingly low prices.

Mr. Rutenberg, Sr., was regarded as one of the wealthiest Jewish business men in Montreal, died a short time ago.

At a meeting of creditors, held Friday, November 22, an offer of 25 cents on the dollar on behalf of the estate was made. The creditors, however, would not agree to a settlement on this basis, and as a result another meeting has been called, when it is expected that a settlement will be effected.



THE
ARCTIC
LABEL

Is the protection of every dealer and every buyer of Fur-Lined Coats and Robes.

The Arctic Coats and Robes are fully guaranteed.

Style and Finish the Best.

THE
Berlin Robe and Clothing Co. Ltd.
BERLIN, ONT.

To Drapers and Outfitters

HAS IT EVER OCCURRED TO YOU that you would save time and money by placing your orders in the hands of a competent buyer in London, who, being on the spot and in close touch with all the leading manufacturing and wholesale houses, is in a position to buy the most up-to-date goods at the closest market prices, and to keep you supplied with the latest samples? This, in a business where the fashions are ever changing, is of the utmost importance and the commission paid for the execution of your orders must be saved many times over.

All indents placed through me receive my personal attention, and having had many years' experience in buying Dry Goods for the Colonies, and having a competent staff well versed in shipping, I can despatch goods with utmost promptitude.

Highest Bankers' and Commercial References.

T. W. BESTALL, Export Shipping Merchant
12, 14 and 16 Tenter Street
LONDON, E. C. - - ENGLAND

YOU MAKE YOUR MONEY
when you **buy** your goods.

It is therefore important that you buy in the **best** market.

If you do not visit Great Britain, you cannot possibly know the best channels through which to buy, unless you have expert buying agents in London acting for you.

We make purchases on commission terms for many leading colonial houses, and we know the best source of supply for all kinds of dry goods. Our twenty years' experience should be useful to you. We shall be glad to correspond with you on the subject.

MACKINLAY & CO. 2 Coleman St. E.C. London, England.

MOULTON & CO.
Manufacturers of Furriers' Braids, Buttons, Girdles, Etc.
Write for Samples and Prices.
165 NAZARETH STREET, - MONTREAL

"A purchaser who buys a staple article from a reputable house has the assurance that such an article has been thoroughly tried out."

THIS truth applies forcibly to SIMPSON UNDERWEAR the product of half a century's careful study of processes and requirements in this line. Our long experience as manufacturers of underwear places us in a position to offer exceptional value in every garment we produce.

JOSEPH SIMPSON SONS

Corner Berkeley and Esplanade, Toronto

"THERE'S A REASON FOR OUR SUCCESS."

Knitted Goods

Hosiery
Underwear
Colfers

Jackets and Sweaters

The introduction of Novelties in this line has made for extra trade--Advice given to push fancy knitted goods during the next few weeks.

Now that the manufacturers have something that is really new to offer, there has been a revival of interest in jackets and sweaters and those merchants who have stocked and shown them have done exceedingly well with these goods. The jacket and coat styles have been the better sellers, and not only are men wearing them, but there has been a considerable sale to women as well.

Grey is the color chiefly in demand but empire green has also been taken. Now that the season for skating and kindred sports is at hand, these goods should be pushed. They would make exceedingly acceptable Christmas gifts and might be featured as such. All kinds of fancy knitted goods, bed slippers, shawls, infants' jackets, bootees, etc., should all be brought out strongly at this season.

Spring Trade Good

In Knitted Goods prospects for new season are satisfactory--Selling at retail for Fall of 1908 not general yet—Mills sold up.

Though there is nothing like a rush, a very steady and satisfactory business in knitted goods is passing over the counter in the retail stores. The weather is not ideal for the quick sale of heavy underwear, but merchants are moving goods fairly well and without the aid of any extra price reductions. The first spell of seasonable weather will certainly improve business in this section, as there are always many persons who do not buy until conditions force them, and as yet there has been no weather sharp enough to make buying imperative.

Possibly it is as well that the weather has not been such as to force sales, since the mills are sold up to, and in many cases away above the limit of their capacity and any extra demand at the present time would reveal these deficiencies. There are plenty of goods on order, but they are coming to hand comparatively slowly, though since the initial deliveries were completed the repeat orders sent in have received fairly prompt attention. This has been because though the stream has been steady the individual orders were not of great size. The total, however, has been respectable.

The retail trade was in fairly good condition to take Spring goods, as stocks were well cleared up, in most localities, at the end of the Summer season. Business on the road, in Spring lines, has been good, and orders are still coming in. As a general rule the volume of business promises to be fully up to, if not over, that of last year.

The new Fall samples for the coming year are usually to hand about the present time. Speaking generally, it is expected sample lines will be later than usual, one of the reasons being that buyers are not, from a variety of causes, ready to place orders yet. The price situation is also said to be somewhat uncertain.

In the lines now selling for the coming Spring, the tendency for lighter weight goods is very marked. This call for light weights was only a few seasons ago confined to the larger centres, but now even the smaller towns are buying light weight garments.

There is a call also for men's sleeveless garments and in knee length. These garments were looked upon as a fad when first introduced, but are now coming into more general wear.

Hosiery

Hosiery an attractive Christmas line--Better qualities and deliveries promised in the coming Spring.

Fancy hosiery is being largely exploited for the holiday trade. Not for many years has this department enjoyed such an opportunity to make good for the Christmas season. Hosiery has always been regarded as a useful and desirable present, but this year it makes as well a dainty and attractive one.

Fancy lace stitch and embroidered hose are done up in dainty boxes. The more expensive ones are of silk, but highly desirable goods in lisles, etc., are shown. These goods make not only an attractive window display, but show up to good advantage in the department.

Merchants will be glad to learn that it is easier to get deliveries and that there is a fair promise of a satisfactory supply of goods during the coming season. Prices are still firm, and on a high level, but qualities are said to be better than they have been for some time. This improvement, however, is not so great as to retire the 35c. hose from its prominent position in the women's department.

Tans and blues are expected to be in good demand in both women's and men's hose. Blues are being taken by the ultra trade and there is also some call for grey and purple.

White, for the Summer season, for the women's and children's trade, promises to be the strong seller, the wearing of white, or light colored hose, with a black shoe being an established fashion now. Footwear to match the gown is still in vogue, and the position of fancy footwear promises to be a strong one for the coming Summer.

We've Got Something Up Our Sleeve

that's going to create a stir from St. Johns to Vancouver, We can't tell you now, but we're going to spring it soon.

Send In Your Name

We'll have something for you when our sleeve lets out its secret that will help you make the hit of your life.

Keep your weather eye open and in the meantime see that your stock of NAZARETH WAISTS is kept at highwater mark, you'll need them.

THESE

CANADIAN WHOLESALE HOUSES

have floodtide stocks

ST. JOHN, N.B.
The Vassie Co. (Ltd.)
The London House Wholesale
Manchester, Robertson & Allison
Scovil Bros. (Ltd.)

WINNIPEG, MAN.
R. J. Whitla & Co. (Ltd.)
Greenshields Western (Ltd.)

VANCOUVER, B.C.
The Gault Bros. Co.

CALGARY, ALTA.
W. R. Brock Co. (Ltd.)

TORONTO
John Macdonald & Co.
Gordon, Mackay & Co.
W. R. Brock Co. (Ltd.)
Burton, Spence & Co. (Ltd.)
Beatty, Kerr & Verner
Denton, Mitchell & Duncan.

HALIFAX N.S.
W. & C. Silver
Smith Brothers

KINGSTON, ONT.
Macnee & Minnes

LONDON, ONT.
R. C. Struthers & Co.
Robinson, Little & Co.

MONTREAL
W. R. Brock Co. (Ltd.)
Greenshields Limited
Hodgson, Sumner & Co. (Ltd.)
A. Racine & Co.
Brophy-Cains (Ltd.)

Everybody who has seen our Combination Children's Union Suit and Waist says "it's a pippin." Want to see it?



Our "Affinity"

Nazareth Waist Co.

E. H. WALSH & CO.
TORONTO AND MONTREAL.
CANADIAN REPRESENTATIVES.

350 BROADWAY
NEW YORK

The Come Again Customer

the kind of customer every Dry Goods Man is looking for—is created by selling

"Hygeian" REGISTERED UNDERWEAR

Why? Simply because the Come Again Customer is a person who wants real value for his money all the time, and knows when he gets it. The difference between ordinary underwear and **"Hygeian"** is that every **"Hygeian"** garment, is in itself a perpetual guarantee of excellence to the wearer.

"Hygeian" is made in all sizes, styles and weights. The Dry Goods Man who orders an assortment of them from his jobber, may be sure of having his order filled on time, because every good jobbing house makes it a point to be always well stocked with **"Hygeian."**

Eagle Knitting Co., Ltd.

HAMILTON, CANADA

"Hygeian" Waists are Profit Pullers worthy of your attention!



"Remember that we are sole makers of genuine Spring Needle Ribbed. Underwear in Canada"

If you have taught your customers to insist upon having

Ellis Spring Needle Ribbed Underwear

you have achieved a business success. . . .

Its softness of texture and extreme elasticity insure a perfect fit—an absolute essential in this line of goods. It is unshrinkable and its superiority over all other makes is self evident to the wearer. Once worn, always worn—This is the history of ELLIS UNDERWEAR

THE Ellis SPRING NEEDLE RIBBED UNSHRINKABLE

Ellis Mfg. Co., Limited

HAMILTON - - ONT.

THE Ellis SPRING NEEDLE RIBBED UNSHRINKABLE

To all wearers of Jaeger Pure Wool,
To all sellers of Jaeger Pure Wool,
We send pure natural undyed

Greetings

Guaranteed Unshrinkable,
A Good Christmas and
a Bright and Prosperous New Year.

To all others "REFORMATION."

Dr. Jaeger's Sanitary Woollen System Co., Ltd.,
301 St. James St., Montreal

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

Empire Bldg., Wellington St. W. TORONTO, ONT.



PRINCESS RIB

The genteel stocking for Boys and Girls. Made of fine double Egyptian Lisle Yarn.



ROCK RIB

Strong as Gibraltar

The Stockings made especially for Boys' and Girls' hard wear.



HERCULES RIB

The Limit of Strength

Made of Three-ply Specially Strong Yarn.

MANUFACTURED FOR THE WHOLESALE TRADE BY CHIPMAN-HOLTON KNITTING CO.

E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

SOLE AGENTS FOR CANADA: **R. HENDERSON & CO.** MONTREAL and TORONTO

Manufactured by **W. RAVEN & CO., Ltd.** Leicester, Eng.

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

SQUIRREL BRAND UNDERWEAR

PURE WOOL

Cartwright & Warners

LIMITED

LOUGHBOROUGH - ENGLAND

One hundred and eight years ago, in 1797 to be exact, we became conscious that radical revolution in the making of ***Underwear*** was absolutely necessary to check and remove the growing discontent of people who were not satisfied with the ancient styles, and who expected progress in every form of human endeavour.

We then, and have continually since, bent every energy toward this "consummation devoutly to be wished," and to-day

Cartwright & Warners

(SQUIRREL BRAND)

PURE WOOL UNSHRINKABLE UNDERWEAR

made from wool off the Merino sheep can be obtained in all parts of the world.

R. FLAWS & SON, Agents, Manchester Bldg., Toronto

SPRING 1908

Watson's Underwear

Our travellers are now out with a full range of samples for your inspection. Underwear for Men, Women and Children, in Cotton, Lisle Thread, Wool or Silk. You are looking for goods that will be in keeping with the dignity of your house, and that you can safely recommend to your customers. We have exactly what you are looking for.

Underwear

That Will Wear and Will Not Shrink

Watson Manufacturing Co., Limited

Paris, Ontario, Canada

Agents: McCLUNG & BURNS, Toronto, Ont. A. L. GILPIN, Montreal, Que. J. A. MURRAY, Sussex, N.B. BRYCE & CO., Winnipeg, Man.

Unshrinkable

—Because the Shrink is taken out of the Wool.

It's the nature of wool to shrink. Underwear, woven of untreated wool is bound to shrink, because the wool itself will shrink.

Stanfield's Underwear can't shrink, because the shrink IS TAKEN OUT OF THE WOOL before the garments are knitted. You may offer Stanfield's Underwear to every customer, and give them the same iron-clad guarantee that we give you—"money back if it shrinks."

Stanfield's is the underwear that builds business.

Write for samples.

Stanfield's Limited, Truro, N.S.

Stanfield's
Unshrinkable
UNDERWEAR

This cut will be sent on request to dealers handling Hermsdorf Dyed Hosiery.



WISDOM

counts for nought unless well applied.

When you POSITIVELY know that there is at least one name in the dictionary of dyes that guarantees a fast, fadeless, and pure black for hosiery—

When you POSITIVELY know that every stocking that stains a customer's foot registers a black mark against your store—

When you POSITIVELY know that millions of women will wear nothing but HERMSDORF DYED Black Hosiery—

Why don't you limit your hosiery line to good stamped LOUIS HERMSDORF, DYER?

"The Story of a Successful Hosiery Week" 48-page booklet, free. Write for it.

"The name that sells the stocking."

Louis Hermsdorf Dyer

WORKS: Chemnitz, Saxony.

AMERICAN BUREAU: Thirty-Ninth St. Building, New York.

A Business Proposition!

The two essentials of business success are Profit and Reputation. And it has been found impossible to continue long making the former without due care being taken of the latter. That is why the quality of

Peerless REGISTERED

HIGH GRADE KNIT

UNDERWEAR

FOR MEN, WOMEN AND CHILDREN

Is never allowed to deteriorate.

It will pay you, therefore, to inspect our Spring Samples when our traveller calls. For Quality, Elasticity, Durability and Finish, you will find those samples second to none. Moreover, all our garments come up to sample. If you haven't yet handled "Peerless" you have been overlooking a money making line; and an inspection of our samples will lead to our mutual profit.

PEERLESS UNDERWEAR CO.

LIMITED

HAMILTON, - CANADA

REPRESENTATIVES:

Maritime Provinces—G. A. Woodhill, Halifax, N.S.
Manitoba—A. J. Snell, Winnipeg, Man.
Quebec—L. A. Prevost, Montreal, Que.
British Columbia—G. A. Campbell, Vancouver, B.C.
Ontario—Peerless Underwear Co.

THE WOOLEN INDUSTRY.

An interesting article regarding woolen underwear and Jaeger's underwear in particular, appeared in the London Times October 28. The article contains many interesting points as regarding the development of the underwear industry. It also gives the history of the Jaeger business. Dr. Jaeger's Sanitary Woolen System Co., Ltd., 301 St. James Street, Montreal, have reprints of this article which they will be glad to send to interested customers.

Western Freight Rates

New Tariff Proposed Objected to by Winnipeg Wholesalers—Railway Commission Takes Action in the Matter.

A new railway freight tariff for Western Canada has been prepared by the railways and it was proposed to bring it into effect on November 25. In view, however, of the strong objection taken to it by the Winnipeg Board of Trade and Jobbers' Union, the Railway Commission decided that the new tariff should not become effective until that body had an opportunity of considering the objections which were raised to it, particularly by the Winnipeg shippers. The claim is made by the Board of Trade and the Jobbers' Union that the new tariff, as proposed, is a menace to the wholesale trade of that city, since it gives to the eastern wholesalers a decided advantage over those in Winnipeg. The rates from Winnipeg to the greater number of points in Manitoba have been increased on all classes, this increase, in some cases, being seventy-six per cent. over those prevailing under the old tariff. To points farther west, and in the provinces of Saskatchewan and Alberta the rates are reduced slightly.

One of the radical changes effected by the new regulation is that the traders' tariff has been abolished, the same rates applying to all classes of shippers. The railways explain that the reason for the abolition of this traders' tariff is the fact that Judge Killam, Chairman of the Railway Commission, has given it as his opinion that it was illegal because of its discriminatory character.

A protest endorsed by the Jobbers' and Shippers' Association and Board of Trade against the new rates, and asking that they be held until February 15 before being brought into effect, was forwarded to the Railway Commissioners, and the request was granted to the extent that the tariff would not become effective until consideration had been given to it, with the objections in view.

TRADE ENQUIRIES.

1536. Ready-made clothing.—An important firm of ready-made clothing manufacturers in Austria desires to establish business relations with Canadian importers.

1545. Japanese silk goods.—A manufacturing dealer in silk goods, in Japan, desires the addresses of merchants in Canada to whom to send samples, with terms and other particulars, with the view to business in machine-made silks, embroideries, and imitations of French embroidered silk, of all patterns, to order.

1572. Sweaters and cardigans.—A Belgium firm wishes to hear from Canadian buyers of sweaters and cardigans.

1574. Buttons.—A firm in Vienna wishes to hear from buyers of mother of pearl buttons.

The Magnetic Element

which draws and keeps the high-class, worth-having trade is **Quality.** That is reason for the pronounced success with this desirable branch of the trade, which is enjoyed by those who handle

"CEETEE"

Unshrinkable Underwear

Every garment fits perfectly because of "Ceetee" Elasticity. This quality always remains. So does the peculiar "Ceetee" softness of texture. Moreover the elegance of the "Ceetee" finish is a great selling point.

Why not ask us about Profits?

The C. Turnbull Co.

OF GALT LTD.

1591. Hats and jewelry.—A firm in Venice wishes to hear from buyers of felt hats and cheap jewelry.

1595. Umbrella ribs.—A London firm can supply umbrella ribs to Canadian buyers.

1604. Trousers' stretchers and presses.—A North of England firm desires to introduce to the notice of tailors and wholesale houses in Canada their well-known trousers' stretchers and presses. No agents required.

1609. Finish for cloth.—An old-established Leeds firm of dyers and finishers inquires for merchants and manufacturers in Canada interested in a permanent finish for all qualities of cloth which will not cockle, shrink or spot.

1628. Drapery.—A London firm desires to get into touch with wholesale and retail drapery establishments in Montreal, Quebec, Toronto, Winnipeg, Hamilton, Ottawa, London, Ont., Kingston, Vancouver, B.C., and Victoria, B.C.

1631. Lace.—A Liverpool firm is desirous of being placed in touch with Canadian firms in the lace trade.

1635. Gloves, mittens, &c.—An Irish correspondent in a position to supply gloves and mittens, hosiery, plain and fancy articles all made of home-spun wool by Irish peasants desires to get into touch with Canadian importers.

LONDON CAP MANUFACTURERS.

The manufacture of caps is now regarded as one of the growing industries of London. The month of September was a record, for output, 100,000 caps having been shipped out of the Forest city during that month. At present Toronto and London have the same number of cap manufacturing concerns, though it is stated that the former has slightly the larger output.

DRY GOODS REVIEW

AND MEN'S FURNISHER

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - $2 a year.
Other Countries, - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 25 cents.

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - - - - - - PRESIDENT
W. L. EDMONDS, Toronto, - - - - - VICE-PRESIDENT
A. B. CASWELL, Montreal, - - - MANAGING DIRECTOR

CHIEF OFFICES:

CANADA—

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.
WINNIPEG, F. R. Munro - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - Geo. S. B. Perry

GREAT BRITAIN—

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.

UNITED STATES—

CHICAGO, J. Roland Kay, - - - 1001 Teutonic Bldg

FRANCE—

Paris - - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - - - - - Lomis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:

MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, DECEMBER, 1907.

NEW ADVERTISEMENTS.

Burnley, Thos., & Sons, Ltd., Gomersal Mills, near Leeds, Eng.
Bellinger, E., Toronto.
Carter-Crume Co., Ltd., Toronto.
Smith-Runciman Co., Ltd., Toronto
Watt & Shapiro Mfg. Co., Montreal

WESTERN POSTAL SERVICE.

Complaints of inadequate and inefficient postal service in Western Canada are more numerous than ever, and, apparently, the Post Office Department does not yet realize the gravity of the situation. These complaints are loudest perhaps from the newer districts, but even in the older towns, along the main line of the C.P.R., there are constant complaints, and a little investigation or a little actual experience, will show that these complaints are well founded. The department at Ottawa is so far removed from the scene of the trouble that the officials do not understand the situation, and they fail to realize that special attention is required to ensure an adequate service in the newer Canada that is so rapidly springing up in the country west of the Great Lakes. Western business men say that there will be no permanent relief until another deputy minister is appointed, who will be given a free hand in the opening of new offices in the new towns and in making radical and sweeping changes in the method of handling the mails in some districts. There is no sympathy in the West with a policy which piles up a surplus each year, while the service is becoming more unsatisfactory every day. The slow workings of a red tape official system compel new towns to wait weeks and months before new post offices are opened, and the meagre salaries paid the postmasters are responsible for the fact that the service is miserably inefficient in all parts of the West. Officials cannot be expected to do more than they are paid for.

THE CANADIAN BANKING SYSTEM.

"Editor The Dry Goods Review.—A customer of mine returned from the city and informed me that a leading merchant there claimed that the U.S. banking system was superior to ours. His reason for so thinking is that the local national bank at each point is directly interested in assisting and maintaining business in its own community. Here a few presidents and general managers hold up the whole country. Now this man whom I refer to does not want banks to uphold booms or bolster up financial weakness. Responsible men can only occasionally, though offering good security, get assistance. It hurts business. For ourselves, we deal largely with farmers. We are not rich, and it looks to us, from the way the banks are acting, that we will have to tell good farmers, who have always paid us, that we cannot carry them for six months as formerly, but will have to get down to credit of a month or two months, and that in an agricultural community means a considerable curtailment of business."

The above was written by one of our readers who has felt the pinch of the tight money situation. He is not alone in criticism of the banks. Credits have been cut down everywhere and merchants have found difficulty in financing their businesses. In many cases their complaints have undoubtedly been justified, but those who go so far as to say that the United States' banking system is superior to ours are entirely mistaken. The great merit of our system lies in its elasticity—in its ability to quickly collect large sums of money at points where they are most needed. At a time like the present the concentration of funds in the west, for the purpose of moving the crop, might naturally be expected to work hardship on many business houses. The situation will just have to right itself, and among the most important results of this process will be a nearer approach all through the country to the cash basis.

DECEMBER AND COLLECTIONS.

While it is natural that with the near approach of the holiday season, the ambition of the merchant should be to increase the volume of the trade incidental to that season, and that his energies should be directed to the accomplishment of that object, possibly to the partial neglect of others, it may be pointed out that there are other considerations to which he should give careful

thought. One of these is the question of collections, and The Review cannot too strongly impress the merchants with the importance of this feature.

There is abundant ground for the belief that, while the crops in Ontario this year were deficient in volume, compared with those of last year, the increased price—and it is a somewhat significant fact that practically every farm product has shared in the increase—will bring the farmers as much money as they received for their crop in 1906.

This fact should be taken advantage of, and wherever possible, collections should be made. Farmers have money in the banks, and, many of them, doubtless, are content to allow it to remain here, drawing three to four per cent. interest, and let the merchant wait, if he is willing to do so.

Conditions at the present time will not permit this. It is an acknowledged fact that in the mercantile world money is scarce, and it will only be by the concerted action of the merchants generally in pressing their collections, and, in turn, meeting their obligations promptly that satisfactory results can be secured.

The wise merchant—the one who looks ahead and who grasps the salient features of the situation—and prompt collections is one of them—will have anticipated this advice and will have taken such steps as he may deem advisable, having in view the considerations peculiar to his particular trade.

No specific mode of procedure can be outlined here. Every merchant knows best the methods which have produced the best results in his case, and will, no doubt, adopt them. All that can be done is to urge the necessity—and the reasonableness—of careful attention to collections during the last month in the year. It will be easier to make them this month, than next year, and the situation demands it

AN EDITOR WITH BACKBONE.

It isn't always that a daily paper has the courage to stand up against a big advertiser and insist that he must not attempt to interfere with the news and editorial departments of the paper. In fact it is charged, and the charge seems to have substantial foundation, that the daily press in the big Canadian cities dare not publish news items or make editorial comments which would be distasteful to the management of the big department stores. However that may be, there is at least one editor of a big paper who refuses to submit to dictation from an advertiser.

It was some months ago when one day, shortly before the evening edition of a certain city daily went to press, the telephone rang and a reporter answered it.

"This is Mr. Dash of Blank's speaking. We have had an accident in our building and a couple of men are badly hurt. Now we don't want one line of this to appear in the paper."

The reporter was a new man and he didn't want to take any responsibility, especially as he knew that Dash was the manager of the big department store. So he brought his chief to the telephone.

Mr. Dash repeated his demand to the editor-in-chief.

"What's this?" replied the editor. "You know we are running a newspaper, don't you?"

"I don't care about that," was the reply. "This is Mr. Dash of Blank's speaking, and I insist that I don't want a line in your paper about this accident."

"We are running a newspaper and this accident is news," was the reply. "We are going to publish it of course. If you have any suggestions to make as to the way you want the story told we'll be glad to hear them, but we are going to publish the story."

"Look here, young man," was the irate reply. "I don't know who you are, but I want you to know that I am Mr. Dash of Blank's, and if one line of this accident goes in the paper your people will hear about it when they come around for a renewal of their advertising contract."

"I don't care whether it is Mr. Dash of Blank's that is speaking, or the Emperor William of Germany," was the reply. "We are publishing a newspaper and we are going to print the story. What's more, when the time comes to renew the advertising you will find that Blank's will need their advertisement in this paper more than this paper will need Blank's advertising."

That was all. The story was published and the advertising was not cancelled.

SPRING SPECIAL NEXT MONTH.

The Review's next issue will be the big Spring Special, and it is going to surpass in every respect any similar number that we have ever turned out. That is in accordance with the progressive policy which we have determined to maintain. There will be many special features, and every one of them will be of a thoroughly practical nature. Besides this the regular departments will be more than usually interesting.

In July we compared catalogue prices on a number of lines with those charged by local merchants. In this issue we will show the disparity between prices charged by retailers in the east and in the west.

The leading writers of ads. for Canadian retail stores will write of their methods. This should prove a strong feature.

Many of the best stores in the country will be illustrated.

Without going into further details, we may assure our readers that we will enter upon the year 1908 with many new ambitions and that these will be reflected in the January Special.

The Review wishes its readers a Merry Christmas and a Happy and Prosperous New Year.

OUR

New Address :

94–96–98

Wellington St. West

NORTH SIDE

4 Doors East of York St.

A Glad Welcome

awaits the Millinery Buyer

The House Famed for Millinery

The D. McCall Co., Limited

TORONTO



The Canadian Millinery Review

Mid-Season Millinery

The City Trade Showing Dress Hats—Travellers out with Staple Lines for Spring—Satin coming into prominence.

The Fall season of 1907 is drawing to a close, and efforts are being turned towards the reduction of millinery stocks. In the wholesale trade Spring ideas are beginning to shadow forth, but hardly in such a shape as yet except to indicate probabilities. Staple lines are in the hands of the travelers and buying has already begun. In the retail stores the usual clearing efforts are being made. On some lines, however, the selling is not over. In the larger centres the beginning of the social season means that orders are coming in for handsome millinery creations and openings of this class of hat are now being held. This is a very profitable line, as the millinery required is handsome and high-priced. To the popular end of the trade this class of millinery is of interest because many of the novelties featured will influence Spring lines.

The felt hat of the early season has given way to the made hat, though the velvet and silk hat is extensively shown, the satin hat is the dress hat par excellence. As satin is coming into vogue so late in the season, this probably points to its more extensive use next Spring. Velvet is now being used more for trimming purposes. Velvet bindings are much in evidence, while the use of a velvet facing is growing.

There is a free return to the use of tulles and dress nets, while lace is also much in evidence, the use of both black and dyed Chantilly being the latest. Ribbons are as highly regarded as ever, and handsome ostrich is very extensively used.

Flowers and fruit, particularly grapes and foliage are much to the fore on this class of hat—indeed, at times they are all combined. The blooms used are large velvet ones and here roses more than hold their own. Shapes as a general rule are large, though a number of medium-sized hats are shown.

Hats for Spring

Smaller Shapes probable for the early trade—The passing of the Mushroom.

For the early trade in the coming Spring most probably a smaller hat will be chosen. Though the large hat is certainly most worn, there is evinced a more than passing interest in smaller shapes. These new shapes really are of fair size, only they are smaller by comparison with the very large shapes that are now so generally worn. This tendency has been eagerly taken up by the makers of ready-to-wear lines, as they realize there is not much chance for success, when the large hat dominates. It is certain, however, that the large hat will again be the fashionable headwear for the Summer season.

The mushroom shape does not give much promise of holding over into Spring, and even in modified styles it is recognized that its day, which has been a long one, is over. Already brims are straightening out and bending upwards. With the straighter brim has come the high crown, and already high crowns are being well received and are much in evidence.

The Color Question

The present tendency for Blues and soft Pink--The White Hat also en evidence.

Blue is shown in abundance at the present moment. Medium shades of fancy blues and ciel are much worn. Pink is also a good seller and there is some interest taken in the white hat. Large black hats generally have a facing of either light blue or white velvet. Yellow is in high favor with the extreme trade—soft old-golds and apricot being the leaders.

The newest blue shade is a bluish-green shade, known to the trade as drakes-neck. Purple for the moment is in eclipse, but a revival in the early Spring is looked for when the violet season arrives. Greens are especially good, the Empire shades being one of the best trimming colors. Soft rose and wine shades are well taken.

Costly Ostrich

Ostrich in high favor--Prices high, and wings and mixed feathers particularly coque in great favor.

There is something like a rage for ostrich plumes and prices rule high. Not for many years has so much ostrich been worn, and there is every reason to expect its continuance over the coming season. Should this be so those in the know anticipate further advances in the near future. Should the heavy demand continue there is no chance of prices becoming easier as stocks are much depleted. Advices from abroad say that "where once heavy stocks were carried now there are next to none, and what is more significant, the commonest qualities are advancing as rapidly as the better qualities. This rise in price is not confined to ostrich alone, but practically all types of feathers have advanced in price."

Moving Into New Quarters!

Sometime during December we shall move into a handsome new building (100 Wellington St. West), erected to meet our requirements and thoroughly adapted to millinery uses. That means more room and better facilities, and shows on the surface that the business is growing. Success of this sort isn't a mere happen-so, and the fact of larger and more pretentious quarters tells better than anything else our standing with the trade.

1907 with us has been the best of years, and the new building gives promise of bigger and better things for 1908.

Smith-Runciman Co., Limited

WHOLESALE MILLINERY

Ottawa **Toronto** **Winnipeg**

New York Mode

New Styles Seen at the Horse Show and Metropolitan Opera—Heavily Trimmed Hats in Vogue—Cophenhagen Blue Popular in Dress Materials.

New York, Nov. 22.—The week beginning Nov. 18 was a notable one for New York, since with that week came the Horse Show and the opening of the Metropolitan Opera House, two events which are of vast importance, since they mark the opening of the social season in this city. Both events are interesting from the sartorial standpoint ; here speculation ends and one can state with absolute certainty what is or is not correct, for here society congregates, dressed in its very best, and behold the die is cast and the fashion or fabric made or marred.

It is, of course, but natural that the Horse Show is of greater value, since to the Garden women wear hats, furs and wraps, while to the opera apparently one wears just as little as possible in the way of clothes and makes up for the deficiency with jewels !

The general opinion appears to be that the Horse Show was not as brilliant an affair as formerly, but be that as it may, it was none the less a dazzling spectacle and a veritable guide book of fashions. In spite of the fact that the great range of fabrics, colors and designs in fashion might give leeway for individuality, a



great sameness in general effect was notably apparent. This remark is particularly true of the millinery worn. Such tremendous, heavily laden hats as they all were, with but a few exceptions, and how few women really carried them off with anything like the grande air ! Velvet and satin in combinations and alone, prevailed, with a goodly showing of fur hats. Black, petunia, Copenhagen blue, dahlia and empire green were the colors chosen for the majority of the hats, with petunia probably in the lead. While quantities of ostrich were worn, it was quite conspicuously outrivalled by paradise feathers. Practically all the ostrich plumes were of the mellon variety and they were magnificent in length, breadth and thickness, falling to the shoulder in almost every instance.

Paradise, dyed to match the hat or gown, as well as in its natural colorings, was, however, the favored trimming of the wealthiest women. Fancy feathers of all descriptions were noted and large wings, especially ibis wings, were in favor. Ribbons and flowers were well represented, morning glories and orchids, two novelties of the season, being conspicuous in the boxes, as well as large roses.

Veils were a very important consideration ; lace veils three yards long envelope the entire hat and cover the faces as well. Dress nets, particularly blond, are the latest veiling fad. These are ribbon or lace edged and are usually the color of the hat. Fine mesh veils seem to be quite relegated to the background and in their place are veils of startling design and size, for it is now no longer correct to have one's veil simply cover the face, it must enmesh practically the entire hat, no matter how large that hat may be. This fashion may in a measure account for bringing dress nets into requisition for veiling purposes as regular veiling nets have not hitherto been of the desired width. New York women at present are simply swathed in yards of net ; it covers face and hat and is pinned tightly at the nape of the neck, the ends then hanging to the shoulders or waist, as desired. It is certainly a picturesque mode and one that adds greatly to the becomingness of the huge hats one must now affect to be at all smart. An unveiled woman is almost a curiosity in the streets at the time of writing. One or more ribbon bands are used on the veils, a taffeta ribbon being usually chosen, and do not forget that it is smart to have the veil match the hat, or at least carry out the color scheme of the entire toilette.

A salient feature, which I have previously mentioned, is that there is a notable absence of all underbrim decorations. Bandeaux are unadorned and unconspicuous, and where once unsightly angles and spaces were filled out with ribbon loops, now puffs, curls and braids are required.

Theatre goers have now another grievance, for while they now have no hats in front to obstruct the view, they have formidable looking coiffures, both wide and high, which are much, much worse than hats, since they cannot, at the play at least, be removed. And as if to add insult to injury, it is now the fad to braid ribbon, or velvet twists, in and out of the hair, just as one would run a ribbon through a beading, and then finish the arrangement with a wide Alstian bow. The effect is quaint and decidedly youthful, and is another demand for the ribbon manufacturer to gloat over.

To return for a brief minute to the question of millinery, I would like to state that while many of the fashionables wore huge hats with slightly drooping brim, the mushroom appears to have reached, or even passed, its zenith, and the straighter trim hat to have come into its own again. Many of the hats roll at the side, nearly all droop at the back and are much wider at one side at least and in the back, than in the front. A revival of

the large flat-brimmed sailor shape, wider at the left side than either front or back, is practically a certainty.

Now as to the dresses; Copenhagen blue is undoubtedly in the lead for color, with browns and yellows following. Velvet and soft clinging fabrics, such as crepes, chiffons, marquisette and kindred stuffs, prevail for dressy gowns, with broadcloths for the tailor-mades, if



one can so designate the elaborate creations now worn. Pleated skirts have given way, in the heavier materials, to many-gored plain skirts, which cling and are once more entrain The smartest women have taken up the short backed coat with kimona sleeves, a shapeless garment with little but newness to recommend it. Much embroidery and braiding appears on these coats and not infrequently the outline of the coat is followed with a band of braid. Rolled collars have given way to peculiarly shaped high pleated collars of silk or velvet. All collars, by the way, are extremely high, the featherbone reaching behind the ears to an astonishing length on even the simplest waists. The object and aim of the woman who would be smart is to appear as tall as possible, every long line adds to and enhances that effect, and as street costumes are almost invariably of striped material, the effect is further intensified.

Mention must be made of the exquisitely dainty fashion now in vogue of wearing full lace, or lace and lawn jabots, with the street suit. Embroidered linen collars, while stiff, are nevertheless charming accessories.

Observations of the women at the Horse Show have rather crowded out the impressions I received of their evening toilettes at the Metropolitan. In the boxes were many elegant black gowns, velvet, satin and spangled net. Among the colored gowns, none were as numerous or pleasing as the apricot and yellow shades, the season's latest evening shades. Chiffon with wide satin stripes, clinging satins and heavily embroidered and spangled nets were prominent. Filet lace was extensively used and filet nets in darned or embroidered effects threads of gold and silver being prominent in the design. Beautiful gold laces, in bands or medallion effects were employed with excellent results. Saffron yellow and apricot shades for artificial light and Copenhagen blue for daylight were worn, and could a better choice of color be made by Dame Fashion for the present season of luxurious and picturesque apparel?

But for millinery purposes the petunia shades must not be overlooked. The hats selected for illustration were all imported and designed expressly for the Horse Show. The first model was developed in apricot, satin-faced, and draped with velvet and bands of fur. Two willon plumes were introduced well toward the back.

The next model shows the newest in an all fur model, trimmed with feather pom pom, and the third model is in Copenhagen blue velvet, trimmed with satin and a fancy feather wreath of ostrich and marabout.

NELLIE GUNN McCLELLAND.

JAPAN SILK CROP INCREASED.

In a recent report from Alex. MacLean, Canadian Trade Commissioner to Japan, reference is made to the increase in the silk crop of that country. Mr. MacLean states that according to the report of the Agricultural and Commercial Department, the estimate of silk worm for the summer season shows an increase of 15.2 per cent. as compared with the output of the corresponding season last year, while the estimate for this autumn season



stands at about an increase of 8.6 per cent. compared with the output of the previous year. Though the somewhat untoward weather and incidental floods in August and September have proved unfavorable, the crop of cocoons through summer and autumn is estimated at an increase of 11.4 per cent. compared with the total yield of last year.

Paris Fashions

Paris, France, December 1.—Fading flowers and falling leaves remind one of the actual season and though the Parisians have not as yet suffered the cold, still Mother Time bids Dame Fashion to present herself, and especially is this the case in mantles. We who occupy ourselves exclusively with ladies' extravagances in



fashion know well that the hour has struck and that we are in full chase. What is the extreme fashion, and who of the upper ten are taking the lead? In ladies' mantles, "la vieille mode Renaissance."

How many seasons have come and gone since that epogue of fashion had really been called in again. It is not surprising, for ladies like to link the past with the present, especially in dress. What an abundance of velvet, three-quarter coats, silk passementerie-trimmed, are being shown and worn; worn with a silk waistcoat, double-breasted or crossed over. These waistcoats are lovely, worn by a slight woman, ugly otherwise. The silks being used to make up are embroidered Japs, bordered with cloth. In some cases one sees white cloth with an embroidered stripe. Some very smart waistcoats are being shown in suede, with floral designs hand embroidered. In dresses I have seen some very remarkable models, a model in a tailor-made, very light shade havanc, the skirt at the back was a multitude of small pleats, as also the hips. The front, forming the apron, was cut on the bias, heavily embroidered with a darker shade than the cloth and laced at the bottom with narrow braidings of the same color. The jacket, half length, tight fitting, and the sleeves were bordered with a narrow braid. The edges were outlined with a very dark shade color havanc of passementerie; this jacket having no step collar, but curved off and attached with a series of passementerie frogs.

Another model is in velvet "bleu de roi" having a long train. The bottom skirt is very "vague," almost at edge is an entredeux of tulle, embroidered blue on blue, Grecian style. The corsage is exceptionally long-waisted and finishing off with a draped belt, the large revers passing over the shoulders, forms a "fichu Marie Antoinette" crossing over in front, held together by two buttons in crystal and gold. The back has an empiecement in "mousseline de soie," very narrowly pleated and studded with "petits noeudo" of velvet. Tailor-made gowns for morning wear are more than ever the order of the day, the tailor reigning this season, and he that has a "chic" model, handsomely trimmed, has many calls. Suede waistcoats are a necessity to harmonize with an over-trimmed walking gown. Another good model is a jacket forming a gents' smoking; the roll collar is in black gros-grain, and the coat in velvet, worn with a lingerie chemisette in old cream trimmed with a venetian embroidery, the skirt quite plain with a long train trimmed at bottom with three rows of two inch braid.



There seems every indication that two distinct colors will have a turn in dresses, especially "en robe de theatre." A plain but striking costume of this order was the skirt in white cloth, very tightfitting, falling to pleat over when touching the floor, and the volume of material curving gracefully to form the train; with this

was worn a black velvet, three-quarter, cutaway jacket, the roll collar in white cloth, with passementerie "a jour." The sleeves form part of front and one-half



of back, the sleeves terminating well above the wrist, very wide, forming a gauntlet. The cuff is exceptionally narrow in black velvet "de'coupe" over white ground.



With this costume is worn a semi vest, interlacings of white cloth and velvet coming to point at front and buttoned with a single button of white velvet, gilt edged.

It is wonderful to see, even at this advanced season, the amount of lingerie neckwear in Chantilly, Valenciene or Guipure. I think it is safe to advance the idea that towards the spring we shall see the return of the antiquated "Dalma," modified in many ways, turned in or turned out, the fact remains. We are entering an epoch of fashion truly eccentric, so much so that the dressmaker must to-day be an artist, to claim patronage; of course be it understood the woman of fashion is always ready to pay the price.

For young ladies there seems to be great attention paid to the Stewart Clan in Scotch goods, made up principally into Norfolk blouses with a pleated skirt.

In fur coats the upper ten are wearing Breitschwanz, ermine trimmed. A smart three-quarter coat, tight-fitting with skirt, very full, is showing on the rue de la paix with an empiecement of ermine, fringed with real tails. The sleeves are very full and terminate with three cuffs, forming bands in ermine. Also a smart model of a waistcoat in a pure winter ermine, the slight tinge of yellow contrasting beautifully with the fastenings, which are turquoise buttons. The edge is bordered with a turquoise colored silk. The accompanying plates are two very smart hats that work out at high prices, but where there is real novelty, Parisians are not sparing, for the true modiste need never fear the cost price. Many an "anxious" one of the fair sex willingly pays the price to obtain something unique.

A. E. DACAM.

James Pyper, one of the oldest settlers of Settler, Alta., and for years in the gents' furnishings business, has formed a partnership and entered the grain business under the firm name of Wilson, Pyper Company.

We are now creating our

New Models

and preparing our

Novelties

for the Spring

Francois & Co.

French Milliners

92 Wood St. E.C.

London, Eng.

The British Markets

Business Conditions not Altogether Satisfactory — Fine Woolens Sell Higher—News Notes from England, Ireland and Scotland.

London, Nov. 28.—Business this side of the Atlantic is not as good as it should be, and it would seem as if there must be a more serious cause than the weather to explain the presence of such heavy stocks in the retailers' hands. As is usual under such conditions the wholesale trade is loudly complaining of the presence of "cold pig"—indeed, one of the trade papers is devoting considerable space, to a mutual "you are just as bad as I am" contest between the wholesale and retail trade. Buyers, it would seem, are taking advantage of every loophole to return goods.

Franco-British Exhibition.

Work is progressing rapidly on the grounds and buildings of the Franco-British Exhibition, to be held at Shepherd's Bush. The site is particularly well chosen, as it is wonderfully easy of access. It is less than 15 minutes' ride from Oxford Street and about 20 minutes from Trafalgar Square and Charing Cross. The buildings are planned on a huge scale and are to be absolutely fireproof. Besides France, and the Mother Land, the Colonies are to have special sections. Canada has secured an area of 120,000 square feet and the building, etc., is to cost about £65,000. Australia has taken 60,000 square feet, and is to spend £40,000. The Crown Colonies have taken space on a similarly extensive scale. The display of the Colonies will be arranged on both sides of the Colonial Avenue, in the form of a huge horseshoe, those of the British Empire occupying one side and those of France the other.

Quiet Silk Market.

The silk market is very quiet, partly owing to holidays, on the continent. The fall of exchange has weakened prices in the far east. Yokohama quotations show some firmness, but the actual market is very quiet. The total production of silk, in Europe, reached in the past silk year, 5,748,000 kilos.; in the Levant and Central Asia, 2,642,000 kilos., and in China, Japan and India, 12,541,000. The total output of all these countries was last year, 20,931,000 kilos. The average production for the years 1901-5 is 19,092,000, so that this year's production is 1,821,000 kilos. above the average of the past five years.

According to reports from Lyons, there is little doing in raw silk. This is not due to any falling off in manufacturing activity, but to the fact that buyers are waiting for easier prices. There is some activity on the Milan market, but offers are low and transactions few, and in Marseilles very few offers are made for dry cocoons.

Bradford.

Cable advances from Melbourne report sales in the Antipodes well attended and buying brisk. The better classes of merinos are still firm at the initial advance of 10 per cent. Medium and faulty descriptions have lost their opening improvement. Finer and medium cross-breds are also firm and are quoted at 10 per cent. and even 15 per cent. higher than opening values, but the coarser grades now rule fully 5 per cent. below the level of last season.

The slight weakness indicated has been taken in Bradford as a signal to stop buying until the situation is clearer. A lower price for wool would be very welcome here and wool buyers are waiting further developments. They are also helping to ease prices by lessening the demand. Bradford is not quite so sure of prices as it was a week ago and prefers to see the situation develop further. Now that cross-bred values are easier, efforts are being quietly made to "bear" the market still further. Importers are endeavoring to obtain the new clip upon a cheaper basis.

The prevailing high prices are restricting the use of Bradford fabrics. This season, woolen cheviots are selling well. Should the present indications of a drop in the price of cross-breds materialize, Yorkshire manufacturers will be able to supply real wool goods at a reasonable price.

Prospects for 1908 are decidedly encouraging and good orders from the home market and from America have been received for mohairs. This class of goods is an essentially Bradford make and a good season is looked for.

Manchester.

The easier tendency of raw cotton, and the financial panic in America, is causing buyers to hold back orders. Looms, therefore, are likely to stand idle, if fresh contracts are not soon booked. Buyers have no stock on hand but are wanting greater concessions than the manufacturer can allow. Quotations for cotton piece goods have not come down to anything like the present basis for raw cotton. This is owing to the influence of the spinners.

The Calico Printers' Association, by the economies it has affected, by the elimination of overlapping, by increased mechanical efficiency and by the turning out of an increased number of pieces from a reduced number of works, has greatly improved the position of the print trade, both with the Continent and the Colonies.

Belfast.

The prevailing high prices are restricting new orders for linen fabrics. Linen manufacturers are not at present in a happy position. The high prices of yarn preclude any lowering of fabric prices and because of these high prices, buyers are holding back orders. Looms are now standing because remunerative prices for goods cannot be obtained. Spinners are sold ahead for many months and are holding up prices.

The shipping business continues steady. Advices and orders from the States are variable, but in spite of all troubles, good sized orders for fancy linens, dress linens and damasks are being placed. Canada and Australia are buying freely and the continental trade is improving.

Scotch Notes.

Manufacturers receive with satisfaction the knowledge that raw cotton is falling in price. As yet spinners have not made any concession, but buyers are holding off until better rates can be obtained. The linen trade is very quiet, the weak point being the lack of demand for goods. From the border districts a slight improvement in the woolen trade is noted. New patterns for next Winter are being shown, but it is too early to say what the favored fabrics are to be. The hosiery trade is complaining of paucity of orders.

Wise Buyers Stock "The Gloves That Stay Sold"

YOUR Glove Stock is wisely bought if you have stocked the famous "J.A.P." Gloves and Mitts. Of course, if you bought last year you already know this. It's for the benefit of those who haven't yet found it out that this fact is mentioned. If you have never stocked "J.A.P." Gloves and Mitts you would be wise to see one of our 18 travellers before buying. The "J. A. P" Gloves and Mitts are made in over two thousand different styles—from the finest of ladies' gloves to the strongest and heaviest of workingmen's mitts. Every style represents the maximum of value—every seam is bound to stay sewn. The reputation of the "J.A.P." brand must be maintained at any cost. Every improvement known to glove-making will be found to be embodied in the "J.A.P." line.

J. A. P.
Gloves and Mitts

If you are not now on our visiting list, drop us a card and you'll be on immediately.

THE PAQUET COMPANY LIMITED.

Wholesale Division
QUEBEC, P. Q.
Branches at Vancouver, Winnipeg, Toronto, Montreal, Ottawa, St. John, N.B.
To avoid confusion please address WHOLESALE DIVISION

BUYERS OF SHOWERPROOFS

should ask for those proofed by

The 'Cravenette' Co., Ltd.

The "Cravenette" Co., Ltd., affix their stamp only to such goods as are suitable in quality for showerproof purposes.



Therefore, this stamp is a guarantee, not only of Showerproof properties, but also of the quality of the material.

DUSTPROOF as well as SHOWERPROOF.

BDA (copyright)

The "Cravenette" Co., Ltd., - Bradford

Proofers to the trade.

H. M.

Please mention The Review when writing advertisers.



Men's Furnisher and Clothier

Shirts

Blue Chambray Will be Popular in Plain Goods—Soft Tourist Shirts for Summer.

In styles of men's shirts for Summer there is but little change from those worn last season. The same neglige features will be seen. The regalia shirts, with soft reversible collars attached will be one of the strong sellers, travelers reporting a good demand for them among the trade. They come in the usual quiet colors, and the comfort which they bring to the wearer is one of their strongest recommendations. Flannel outing shirts will again be worn by their admirers.

In the lines with attached cuffs in the regular staple neglige shirt, blue chambray will be the favorite, apparently. The designs in the colored goods are unusually neat and include stripes, plaids, dots, figures and checks. The combination, silk and wool pongees, etc., are shown largely in the higher-priced goods and the prospects are that there will be an increasing popularity for these cool, comfortable goods among the best dressers.

The white goods are sold, but in decreasing quantities the more serviceable colored wear driving them into comparative oblivion, except for dress occasions, the short-bosom white shirt even having been superseded for business wear. The pleated shirt continues to hold the fancy, and, to a certain extent, takes the place of the white stiff-bosom.

The styles in collars show no material change from those which custom has made familiar.

Ready-to-Wear Garments

Clothing Trade in good condition—Browns still maintain popularity—Promises of Spring business good—High class trade increasing.

Cheery news comes from the clothing manufacturers; news which indicates that the industry is in a healthy condition. The factories are working now for Spring business, and, while in some a few men have been laid off temporarily, this is not unusual at this time of the year. If the manufacturers hold their own until the beginning of the year they will be satisfied. Stocks, particularly in the west, are very low, aod if general conditions are what they have reason to expect, manufacturers should be exceedingly busy after the New Year, working on the Spring orders. It is stated that so far as western Ontario is concerned, the orders for Spring have been ahead of those of a year ago, while in the Maritime Provinces they are about the same. There has, however, been a falling off in the west.

Browns Still Popular.

In spite of the predictions of an early decline in browns, they still maintain their popularity, and some mills are working on duplicate orders for the trade. During November, however, a diminution in the trade in these mixtures was noticed. In the lines being shown for outing goods in 1908 brownish shades are prominent, and the situation at present seems to warrant the belief that they will also be staple until Easter in any event. Merchants will do well, however, to work off as much stock as possible with the approach of Spring.

The lengths of model sack coats will be 30, 30½ and 31 inches, with three buttons, and they will round more sharply at the bottom. Both broad and narrow lapels are featured by different makers, while another has them short and deep. It can be seen, therefore, that considerable latitude is allowed.

The natural shoulder again comes into its own, replacing the square padded shoulder. A loosely draped coat is worn by conservative dressers in preference to the form-fitting and flared garment.

High-class Goods in Demand.

A gratifying feature of the trade is the increasing demand for goods of the better class, and in this respect the trade in custom work is being invaded to a considerable extent. The great majority of merchants who handle ready-to-wear clothing are demanding an increasingly high standard, both as to the material and in smartness of model, and fitting qualities to cater to the trade, which is becoming more and more of the better class.

The merchants who have made the greatest success of this department of their business are those who develop the high-class feature, and go after the young men's trade especially.

It has been found that the older trade will invariably follow the lead of the young men, and that it is good business to make the store popular with the younger element.

TYROLEAN HATS POPULAR.

King Edward has adopted the practice of wearing green Tyrolean hats, and immediately a great demand has sprung up for them in England, and in France, as well. A point to be remembered in buying these hats is that they must be the correct shade of green, and the bow must be at the back, since this is the distinguishing feature of the Tyrolean hat.

Hats and Caps

No Radical Change Anticipated for Spring—The Popularity of Crush Hats—Future Prospects Good—The Cap Situation.

The telescope hats, which a year ago were represented as among the most popular, are still sufficiently in favor to be reckoned with in a reference to the representative headwear creations of the season. In hats, generally, there is an active market, both in wholesale and retail circles, and the feeling of the trade may be conservatively described as satisfactory.

The black stiff derby shapes, of course, retain their hold upon the majority of men, and in the different modifications of shape are largely sold. Soft hats in black and colors, the latter in contrasting shades are shown. In colored crush hats the predominating body colors are light brown, pearl, nutria and tan, while the bands and edges are, of course, in shades which harmonize.

The Spring Situation.

So far as can be determined at this writing, nothing radical will be introduced in hats for Spring selling. Considerable scope, so far as the width of the brim and height of crown are concerned, will be exercised, and the customer will have the privilege of selecting a hat which in these respects is becoming, in his estimation, without violating fashion's decrees, or running the risk of being considered eccentric. The effect of this, of course, is that the retailer will be obliged to carry a greater variety than if the styles were more restricted.

Orders for Spring are, it is reported, being booked in fairly satisfactory quantities, the feeling in the trade being that conditions warrant the assumption that the retail demand will be up to that of last Spring, and buying is, generally speaking, being done on this basis.

Caps Are Popular.

The increasing popularity of the cloth cap is a feature of the trade. Recently some new cap manufacturers have entered the field, attracted, doubtless, by the rapidly increasing use of this article of headwear. In these goods, too, the tendency is towards a better class of material, and, consequently, a better price. A wide range in fabrics and styles is shown, the most popular materials being kerseys worsteds, cassimeres, serges, corduroys, meltons, cheviots and silks. The price range is as wide as the materials, a decreasing demand, however, as recorded above, being experienced in the cheaper classes of goods.

In the stores in the smaller places and to a less extent in the city stores, cloth caps for winter, with ear-tabs and rear storm-pieces, are being shown at this particular season, and with many it is believed they will be popular.

Neckwear News

Good Demand for High-Class Holiday Goods—Some of the Popular Colors—Green in the Lead—The Spring Prospects.

The dominating influence which browns exercise over men's wearing apparel extends to his neckwear, and this color, which has held sway possibly longer than any in recent years, still continues to be popular with the trade. One of its chief claims to popularity is the fact that it harmonizes well with most colors, and by reason of this is worn by conservative, artistic dressers. Browns and greens have recently been selling most largely and at the present time the latter is generally considered as the leader. Green is shown in grounds and contrasting colors, the self stripes and satin stripes making it more popular with conservative dressers than in solid colors, on account of its pronounced character.

Manufacturers Busy.

So far as the manufacturers are concerned the demand for holiday neckwear, chiefly of the better class, has been excellent, and, judging by the orders placed, the majority of them filled, men's neckwear will form an important feature of the holiday trade in the majority of the stores. The prices for the holiday goods are, of course, higher than those popularly prevailing, and there is a disposition to buy goods around seventy-five cents and a dollar, the more expensive ties being shown in decorated boxes.

The Holiday Goods.

In Christmas neckwear considerable latitude in colors is of course allowed, and the lighter goods appear to have the call. The cross, bar and stripe designs seem to be popular in all the colorings, but they do not, by any means, exert a dominating influence over the trade in these goods, figure silks and spots continuing to be favored apparently by the conservative element, and this class is catered to in the holiday goods, which the larger general stores and men's furnishers are already featuring to encourage early buying.

Four-in-hands Dominate.

There is nothing to replace the four-in-hand, in shapes, and the truth of this statement is exemplified in the holiday selling, fully seventy-five per cent. of the lines shown being in this class, which it seems is destined to continue its supremacy for an indefinite period.

In the country districts puffs will be sold to a certain extent, and in the cities there will be a good trade in ascots. The latter, if proper care is exercised in its adjustment, make a most graceful finish to a gentleman's wardrobe.

Spring Colors.

In the Spring showings there is a bewildering wealth of color combination, with, it is true, greens predominating, but there are also combinations in browns, purples, olives tans, smoke greys, mauves, reds, salmon pinks, blues, reds and yellows.

Socks and Underwear

Clocking Work Will be Seen in Footwear for Summer—New Short Sleeve Shirts and Knickers Popular.

Green and grey are the best selling colors in socks for the Spring trade, and the open clocking work will be seen in the greater number, the silk stripe still being retained. The tendency is towards modest color combinations and the popular staple colors in the lisle and cotton goods will be shades, green, grey, blue and tan.

The short sleeve undershirt and knee drawers in the Summer weight underwear will be much more generally worn during the coming Summer. It is but a comparatively short time since this class of goods was introduced and it has caught on wonderfully well, the demand for Spring attesting to this fact. It promises to be recognized soon as the standard for light weight underwear.

SUCCESS COLLARS

The Stepping Stones to Business Success



CONNAUGHT

Carried by All Wholesalers.

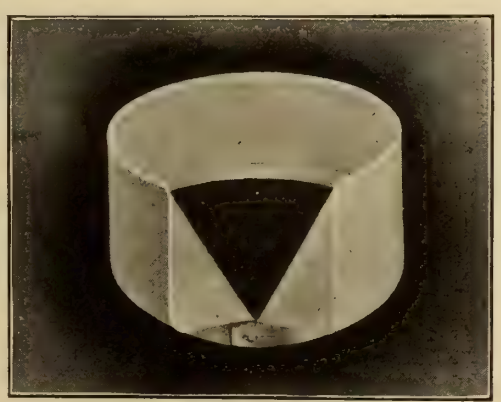


BRYCE—2 in. x 2¼ in.



CROMER

Ask to See Catalogue.



EARL GREY—2 in. x 2¼ in.

SUCCESS COLLARS

Are Made in Every Popular Shape and Style

The Sorting Season in Shirts.

We Carry the Stock.
Complete Range of Sizes in all Styles.

Men's Negligee Shirts, Cuffs Attached or Detached
Men's Coat Shirts, Cuffs Attached or Detached
Men's Regatta Shirts
Men's White Shirts
Men's White and Pleated Shirts, suitable for the Holiday Trade

Patterns are exclusive. Samples sent on request.
Mail orders shipped same day as received. Satisfactory Dating arranged.
Transportation CHARGES PAID ON ALL MAIL ORDERS.

Trade Hagen Mark

The Hagen Shirt and Collar Company, Limited

BERLIN, - CANADA

Buy by CANADA This Brand
TRADE MARK

Glove Facts
from
The Ryan Factory

¶ After a glove is made it should be carefully examined. In the Ryan factory each glove passes through the hands of expert examiners. That's why gloves are up to sample.

The line embraces working Gloves to the finest Kid Gloves.

The Robert Ryan Co.
THREE RIVERS, QUEBEC

WREYFORD & CO.

ROMAINE BUILDING, TORONTO

Wholesale Men's Furnishers

We are Selling Agents for the following English Manufacturers:

Young & Rochester



Fine Shirts in Zephyr, Oxford, Silk and Wool.
Dressing Gowns and House Coats.
Latest Shapes in Collars.
Novelties in Neckwear.

New Vests for Fall and Spring, '08

Cooper, Corah & Sons,

St. Margaret's Works, LEICESTER
Cashmere and Worsted Hosiery, Sweaters, Athletic Shirts, Bathing Suits, etc.
Ladies' Blouses and Norfolk Jackets.

Cellular "Aertex" Underwear

ALL WEIGHTS NOW IN STOCK



The only Hygienic Mesh Underwear that will wear well and is moderate in price. Good returns for both retailer and wearer.

A. L. Thomas,

Glove Manufacturer
WORCESTER, ENGLAND

Our 9.00 English Cape Glove is best value shown.

Dressing Gowns and Lounge Coats for Christmas

DRESS REFORM FOR MEN.

An interesting suggestion was made at a recent exhibition of dress goods held in Paris, when, in opening the function, Louis Parker made a plea for dress reform for men, advocating the wearing of colors by members of the male sex. He asserted that there was unanimity in the belief that the clothes worn by men to-day were foolish and hideous. He characterized the dress of the mere man as an eyesore, "from his horrible hat to his ghastly boots." He would like men to go back to the beautiful clothes of old—to the rich velvets, heavy brocades, snowy frills, and, above all, feathers. As a means of effecting an improvement in the appearance of men's costumes, he suggested that women should take a deeper interest in the clothes worn by the men, who had sunk, he said, to their present degraded condition sartorially because no woman ever looked twice at their costumes. He contended that woman's life would be twice as full, if, in addition to discussing her own dress, she had that of her husband to discuss, too. The specific improvements suggested by Mr. Parker were the abolition of the stove-pipe, the bowler, the frock coat, the stiff shirt front, the high collar, and the so-called evening dress—he would reform them all and give men something flowing, which would either conceal or display, as each individual case might require, men's curves, and, above all, something with colors in it.

SELL MEN'S WEAR TO WOMEN.

Capper and Capper, New York, men's wear dealers recently addressed an advertisement to women, asking them to call and inspect their display of gentlemen's cravats. The plan was such a novel one that a member of the firm was interviewed on the subject, and in explaining it and the reason for its adoption said :

"The main idea of that ad. was to get away from the ordinary and have people read it. Don't you think that the average man, knowing our house to be a men's establishment and seeing an announcement of that kind to the women, would naturally read it and 'sit up and take notice ?' We have noticed the results in the returns in our neckwear department already. Besides, quite a number of women accepted the invitation."



GLOBE SUSPENDER VALUES

FOR THE HOLIDAYS

A handsome stock for immediate delivery. Samples upon request.

WISHING YOU ALL A MERRY XMAS

Globe Suspender Co., - Rock Island, P. Q.

J. ALPHONSE OUIMET, 366 St. Paul St., Montreal

L. O. PAQUETTE, 70 Church St., Quebec

Overalls of Quality

¶ The up-to-date salesman knows the value of "talking points." Our Overalls bristle with them.

SEE THE SPRING LINE AND BE CONVINCED

ROCK ISLAND OVERALL CO.

ROCK ISLAND, QUE.

Oxford Homespuns

and

Tweeds

PURE *WOOL*

OXFORD MANUFACTURING CO.

OXFORD, NOVA SCOTIA Limited

Frank W. Nelles, Selling Agent

301 St. James Street

Montreal, P.Q.



Pen-Angle Garments Are Always In Demand.

Satisfy Your Customer Every Time With Pen-Angle Underwear

Pen-Angle always satisfies, because made right in every detail, even to the buttons which are sewed on to stay.

A satisfied customer, you know, is a "come-back-again-and-again customer"—the kind that pays best.

Sold under a guarantee that protects the customer—and makes sales easy.

Pen-Angle Sells Easiest

Penmans Limited Paris, - Ont.

Pen-Angle Stays Sold



COLOSSUS

Negligees the best shirt for Christmas trade.

The shirt of Size, Quality, Fit and Finish.

All wholesalers carry

COLOSSUS

TRESS & CO.

Cables, "Tress, London,"
A.B.C. Code, 4th Edition

3, 5 and 7 Stamford St.

LONDON, ENGLAND

Established over half a Century

Makers of the finest
SOFT and STIFF FELT
and SILK HATS
STRAW HATS, CAPS
and HELMETS

REVILLON BROS., LIMITED, 134-136 McGill Street, MONTREAL, have made arrangements to take over our selling agency for Canada.

S. M. CO. SHIRTS

FOR SPRING WEAR

The "KAPEG" quality for spring wear. This is a flannel shirt made unshrinkable by a small admixture of cotton spun in the yarn. We weave our own cloth and can guarantee it for warmth and wear. Notice the red trade mark on every shirt.

S. M. Co.

REGISTERED

ASK YOUR WHOLESALER OR WRITE TO

S. M. CO., Ltd., - Romaine Bldg., Toronto

or 32 Dantzic Street, Manchester, Eng.



White Dress Shirts IN ALL STYLES

"TAILOR-MADE" BRAND

Prices $6.50, $8.50, $9.00, $10.50

A Good Stock Ready for Immediate Delivery

All Shirts Full Sized. Quality and Fit Unquestioned
Write or Wire Your Needs.

The Smith & McKeown Shirt Mfg. Co.

16 COTE ST. LIMITED MONTREAL

Persons writing to advertisers will kindly mention DRY GOODS REVIEW.

Geo. H. Hees, Son & Co.

Toronto, LIMITED **Montreal,**

52 Bay Street **Corner Peter & Recollet Sts.**

OUR TORONTO FACTORIES



MANUFACTURERS OF

WINDOW SHADES

Curtain Poles
Bobbinet Curtains
Lace Door Panels
Furniture Coverings
Tapestry Curtains
Chenille Curtains
Table Covers

Draperies
Silks, Burlaps
Wall Coverings
Plushes
Velours
Upholstery Supplies
Upholstery Hardware

LACE CURTAINS

We make a specialty of Lace Curtains both of our own make and imported.

Prices from 25 cents a pair to $25.00 a pair.

N.B. Keep handy our new Catalogues and Color Books.
Mail Orders Receive Prompt Attention.

N.B. We sell our goods at a price that affords the Retailer Large Profits.

Geo. H. Hees, Son & Co. LIMITED

Housefurnishings and Decorations

Carpets

Trade Conditions of the Closing Year—Tight Money Situation Largely Responsible for Careful Buying of Merchants—Jobbers Stock-taking—Rugs Selling Well.

From the opening day up to the present time, manufacturers and jobbers of carpets and rugs have done a good business and the general trade is running along fairly satisfactorily. Salesmen on the road have done especially well in rugs. Carpets have not been moving quite as actively as could have been hoped, but it is confidently expected that a good business in three-quarter goods will be booked a little later. Merchants are buying very carefully, owing to the tight money situation.

City trade at the present writing has been up to the average, owing to the fact that most merchants bought lightly during the previous year. The country merchants, however, bought fairly heavily last year, and as a consequence stocks in the country are heavy and most merchants have been buying on the hand to mouth principle. Some stores have yet to place Spring orders, delaying till late in January or early in February. These merchants expect to clear a large part of their stock on hand during the Christmas weeks.

Throughout the past few weeks stocktaking has been the order of the day. Jobbers just now are making preparations to receive new stocks for Spring business. They have taken the opportunity of selling out broken lines at clearing prices. As previously stated jobs as usual are always snapped up by enterprising merchants as they perceive the value of stocking jobs which can be advertised at low figures and sure to prove a drawing card to the store. Broken lines of carpets, rugs, oilcloths and linoleums have as usual been offered at general job prices.

The price situation remains normal with no changes during the last two months, or in other words since Spring business started. 15 to 25 per cent. is a conservative estimate of the advances over figures ruling one year ago.

In retail establishments, the general conditions of the carpet trade this Fall season have been fair. Merchants find no reason to complain, taking into consideration the fact of the tight money situation. Carpets, as a rule, run into a large amount of money, much more so than general dry goods, but taking all in all, the Fall trade has been satisfactory with most of the retailers.

In the leading stores the demand has been principally for Axminsters and Brussels. Wiltons also have been holding their own. In the cheaper goods tapestries have as usual been favorites. Conventional designs have been shown largely, as have also the staple orientals. Two-tones were, and are still, the strongest feature of the trade in three-quarter piece goods, meeting with marked favor throughout the Dominion. Two-tone carpets, for a pleasing effect, have yet to be equaled where used for either drawing rooms or bedrooms. Oriental designs as usual were prominent for halls, stairs and dining room purposes.

The principal colors ruling this Fall have been two-tone greens, chintzes and wood shades. The demand for reds and blues is away behind schedule, but these two colors are largely used in oriental carpets and the poor demand for these colors might be owing to this fact.

Oilcloths and Linoleums

Prices Advance over Figures Ruling a Year Ago—Brisk Demand for 16-4 Linoleums—Inlaid and Cork Goods are Selling Well.

Manufacturers of oilcloths and linoleums, and all jobbers who handle them, have had an exceptionally heavy season in this line for Spring. This, notwithstanding the fact that prices have advanced considerably over figures ruling one year ago. The advance over last year in Canadian oilcloths averages 3c. per yard and imported lines about 5c. per yard, from the jobber's standpoint. Linoleums run generally on the same advance.

Jobbers find a brisk demand for 16-4 linoleums. The reason given is that merchants are beginning to appreciate the cutting qualities of this width, as it cuts to much greater advantage than the narrower widths. One of the reasons why some merchants, particularly the smaller ones, have not taken to this line is the inconvenience of stocking and the awkwardness of handling. Much needed space also has been a prominent factor in the non-stocking of this width. At present all of these faults are being done away with and merchants are "making room."

Some jobbers find the demand for florals better than ever, while others state that there is very little demand for this line. Inlaids and Cork goods are selling well. In Cork linoleums, green is having preference. Large checks are also prominent in many lines.

With the retailers there is a good demand for inlaid wood effects. This line is selling well for offices, halls, and as surrounds for rugs. The demand is just as strong as ever for the ordinary tile effects. Some merchants interviewed find no demand whatever for floral designs. Block patterns are also to the fore.

Carpets

New Samples for 1908 now ready

Exclusive Novelties

in pattern and weave

If you are looking for the right goods at right prices we can interest you.

Write us and we shall have our traveler call upon you.

Imperial Carpet Co., Ltd.

60 Front St. W., Toronto, Ont.

The Carpet House of Canada

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Nordheimer Bldgs., 8 Colborne St., TORONTO

The Moore Carpet Company

Limited

SHERBROOKE, - - - QUEBEC

Manufacturers of

HIGH-GRADE CARPETS AND RUGS

Royal Wiltons
Kashmir Wiltons
Burmah Wiltons
Sirdar Wilton Rugs
Magog Brussels Rugs

Windsor Brussels
Balmoral Brussels
Magog Brussels
Togo Washable
Cotton Bath Rugs

SPECIAL ANNOUNCEMENT

Owing to the large demand for High-Grade **Wilton Rugs** in **Carpet Sizes,** we have brought out a large range of Oriental designs in a heavy three-shoot Wilton fabric, which we are prepared to show the trade immediately.

The designs are largely close reproductions of original Oriental carpets, and are woven with a deep luxurious pile of the best materials. They will be made in all the regular sizes and sold at a popular price, and we invite the courtesy of an inspection of this line before placing your orders on rugs.

All of our regular lines of Carpets and Rugs have been greatly strengthened and improved for the spring season, and we are showing many new and original effects both in coloring and design.

The Moore Carpet Company

Limited

SHERBROOKE, - - - QUEBEC

ADVERTISING WALL PAPER.

The Purchaser of General Publicity is cast for a thinking part in the Advertising performance.

He is supposed to represent a "setrock" upon the landscape, a distant dot, a clump of cactus, or something else equally scenic and silent.

When he does become a principal, comes down to the footlights and starts asking plain questions as to where he's at and what he's getting, he is likely to demoralize the whole drama. Incidentally, he may also learn some enlightening and theatric truths.

When the General Publicity Advertiser begins to inquire around for results there is one solacing sop that is always ready : "Consider all the country's great Publicity Advertisers who have been long and liberally at it. It must pay them or they wouldn't keep it up !"

Wall paper, like many other things, has always been advertised in a too general form. We are certain that nine-tenths of the advertising space given to it could be utilized to a greater profit were more thought and consideration given to the possibilities that wall paper gives for really powerful pulling advertisements.

Wall paper offers wide scope to the imagination

WELL BOUGHT
IS MORE THAN HALF SOLD.
YOU CAN'T GO WRONG WHEN
YOU BUY

STAUNTON
WALL PAPERS

HAVE WE YOUR ORDER?

¶ If not, we will send our salesman or our mail and express set sample books. Charges prepaid. Prices have to advance soon. Don't get caught in a rising market.

THE FOLLOWING BIG SELLERS SHOULD BE IN YOUR SHELVES FOR NEXT SEASON.

Order now while we can book orders for them.

Parlors	Dining Rooms, Halls	Bedrooms
No. 839	No. 679	No. 1783
1762	1833	1800
1823	1811	843
1866	1832	1867
1816	829	846
824		851

STAUNTONS Limited
MAKERS OF SUPERIOR WALL PAPERS
TORONTO

Condensed Ads. at a cost of 2 cents per word. All clerks requiring positions and state their requirements. should do well to spend a few cents in the Dry Goods Review



DOWN COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

PRICE LIST ON APPLICATION

FEATHERS BOUGHT

The Toronto Feather & Down Company, Limited
74 King Street West, - - - TORONTO

Dominion Textile Co.'s Prints





SPRING, 1908

¶ The Spring Line is full of surprises—the newest ideas in cloths and the rarest and richest printed effects.

¶ Your jobbing house has a representative range. Ask to see the showing of these numbers:

No. L.—24-25 in.
No. B.—31-32 in.
No. C.—31-32 in.
No. DC.—31-32 in.

Persian Lawns

"There's more profit in Canadian Printed Goods."



The Staple Department

Summary of Wrapperette and Flannelette Trade — Fair Attendance at Jobbers' Sales in Montreal and Toronto—Pink to be Popular Color.

The wrapperette trade has been very satisfactory throughout the Fall months, with most of the jobbers. Stocks, generally speaking, are clear of undesirable patterns. Flannelettes have sold in large quantities and there has been difficulty throughout the season in getting delivery of sufficient quantities of the wider widths to supply the demands of the trade. Stocks are low and there is every reason to believe that the retail trade will be willing to pay the very considerable advance in prices for Spring. However, willing or not, necessity will surely drive them to it.

Cotton Stocks Low.

At the wholesale pre-inventory sales held during last month there was a distinct difference noticed between this year and two or three years ago. Then cottons were frequently jobbed off at a sacrifice, now there is no stock worth talking about to sell. Stock, in cottons, was never so low as throughout the present year in the large warehouses and there are no really slow lines. Another reason why stocktaking produced fewer jobs than usual lies in the fact that the high prices asked by manufacturers for Spring business has driven jobbers to hold on to what stocks they have on hand, especially in staple lines, where patterns are not a serious consideration.

Spring Cottons Satisfactory.

Spring trade on fancy cottons, that is, prints, ginghams, etc., is opening up in a very satisfactory manner, with orders fully up to the corresponding month of last year. There is a decided tendency towards spots, which in some cloths run up to extravagant sizes. This, however, does not seem to have interfered with the popularity of checks, both corded and plain. Chambray ginghams, as usual, are holding their own.

The only remarkable thing that is particularly noticeable this season in regard to colors, is that pinks are selling in larger proportion to blues than in previous seasons.

In whites and greys jobbers are booking as freely as usual. The general feeling about the trade is to the effect that there will be difficulty in shipping Spring orders as the condition of the white and grey cotton market continues as acute as ever. Raw cotton continues scarce and high in price. Mills also are overworked. One staple buyer interviewed by The Review, on the delivery question, stated that goods ordered last March for Fall delivery had not as yet reached them, and his personal opinion is that the delivery question for Spring will not be much improved.

Up to the present the fine underwear finish in white cotton is meeting with a deserved success, as is Bengal grey cotton.

Sheetings in both white and grey cotton, continue high in price and also hard to procure. The cheap lines especially are scarce.

While denims are higher in price, the sale has not been affected to any great extent for Spring business.

A Good Demand.

The demand for tickings is good. Lines to retail at 25c. are popular. In tickings, as far as can be learned, the prices have, as everybody knows, advanced, but the qualities remain the same.

The feeling for apron ginghams is as good as ever in some localities, but in Quebec "the demand has never been better," to quote a Montreal buyer. Prices average 5 per cent. advance over figures ruling one year ago. The 40 inch width to retail at 13c. is proving popular for Spring.

Buy for Reasonable Requirements.

Many retailers this season, as in previous ones of a similar nature, where there is a feeling that prices might be easier in the late Spring, will lose far more by not buying to cover their usual requirements than they will make by being open to buy when any small drop in prices occurs. We do not at all advise speculation and extravagant buying, but we do believe that in a season of this kind more mistakes are made in the way of starving stocks than are made by paying ¼c. more for goods to come in at the beginning of the season.

Hemmed Sheets and Pillow Slips.

Successful retailers in many parts of Canada have welcomed the efforts of various manufacturers to market hemmed sheets and pillow slips. They are rapidly educating their customers to the fact that it saves time and is really an economy to buy ready-made sheets and slips. Formerly, outside of the larger cities, sheetings alone were sold, but where a keen merchant has taken up the line it has proven a success.

A good example of the profit possibilities is told of a Montreal store, which sold ready-made sheets at $2, costing $9 per dozen. Formerly 8-4 sheeting was sold at 45c., and they made an exceptionally good profit, as it cost them less than 30c. However, their argument is that they had to carry at least four widths of sheeting and several grades and each piece represented an investment of from $8 to $12. On the other hand, they could carry the various styles in ready-made sheets and slips with less investment and make a larger profit, besides pleasing their customers. Another store interviewed in this connection explained the economy from the customer's viewpoint. If a woman pays 45c. for sheeting and it takes 5 yards, the material alone is costing $2.25, while she can buy ready-made sheets at $2 and get a greater variety of border and more general satisfaction.

MONTREAL COTTON INDUSTRY.

The cotton industry is an important factor in the business of Montreal and millions of dollars are brought to that city annually through this industry. The sales of one of the largest cotton concerns last year amounted to $8,131,000, which was an increase of $1,475,000 over those of the preceding year. Two of the other large companies' sales for the year amounted to $5,701,000. Two large cotton companies are now being organized with head offices in Montreal and works in the vicinity of that city.

Handle the Threads that Pay the Profits

You must handle thread—good thread, too. But there's no reason why you should not make a good round profit on thread, as well as on silks and laces.

The thread trust is too keen on profits themselves to let the retailer make very much. But there's one independent mill in Canada that believes in giving the Merchant a square deal.

DOMINION THREADS

are made by this profit-sharing company. They are lustrous, strong, free of all imperfections and guaranteed standard strength. If you are tired of working for a foreign trust—and want to make a decent profit on threads, write for prices and a free sample spool of Dominion Threads.



SOLE SELLING AGENTS:

The Andrew H. McDowell Co., Inc.

Toronto Montreal Winnipeg

AFTER SHUTTERS ARE UP

First Business Man (seated): "Awfully sorry I could not dine with you last night, old man, but I was away for the week-end. Only came back this morning. 'Bliged to do it these strenuous times."

Second B. M.: "Yes, I know. Well, look here, come to-night."

First B. M.: "Can't, old man. Goin' away for the week-end again!"

* * *

Wife (reprovingly): "The great trouble with you is, John, you buy a good many things you don't need simply because they are cheap. That is very false economy."

Husband: "Here is a lady's watch I bought to-day for four pounds that's worth every penny of six."

Wife: "Oh, thank you, John. Why, it was a real bargain."

* * *

A rummage sale was going on at a certain country church on the outskirts of Liverpool, and a local magnate shed the light of his countenance upon the assemblage.

Immediately upon his arrival, he was called upon to assist with the work of propping up a stall which showed imminent signs of collapsing.

He placed his shining tall hat on an adjacent stall, and went to the rescue.

Soon it was accomplished, and the magnate returned to the stall where he had left his hat.

It could not be found, and he blandly inquired of the young lady in charge as to what had become of it.

"Oh, dear me," said that young person, "was that your hat? I have just sold it for fourpence!"

"Here, young man," said the old lady, with fire in her eye, "I've brung back this thermometer ye sold me."

"What's the matter with it?" demanded the clerk.

"It ain't reliable. One time ye look at it it says one thing, and the next time it says another!"

* * *

"Say, boss," inquired a knowing young fellow from Chicago, recently at a new Western town, "have you got an hotel in this one-horse city?"

"You bet we have?" replied a native, eyeing the new importation with little favor.

"Have you got a post-office?"

"You bet."

"A grocery man?"

"Two of 'em."

"A dry goods man?"

"Three of 'em."

"Then," exclaimed the man from the East, impatiently, "is there nothing left for me to open?"

"There is," replied his informant, as he drew a revolver from his pocket with one hand and pointed to the door with the other. "If you are not out of this in two seconds you will have a mighty good chance of opening our new cemetery!"

* * *

A young Jap asked an English firm to give him a situation, and, finding that he could speak and write English admirably, the manager agreed to let him have a trial.

Some days after the cashier summoned him, and told him to write a letter to a customer, who had owed some money to the firm for a long time, and who seemed to have no intention of paying.

"Write briefly, but politely," said the cashier, "but let him understand distinctly that we expect him to pay the money without further delay."

The Jap wrote the letter, and on the following day a cheque for the full amount due was received from the customer.

Considerably surprised, the cashier asked the Jap to give him a copy of the letter which had produced such quick effect, and here is what he read:

"Dear Sir,—If you do not send us at once the money you owe us, we shall be obliged to take steps which will cause you the utmost astonishment.—Respectfully yours," etc.

* * *

"What!" cried the genial Popkins, slapping his friend Jobson on the back, "you are in love with Maud Dawson, and too bashful to propose to her! Think shame of yourself, man! Just you follow my plan. I was out walking one night with a lady, who is now my wife, and we came to a jeweler's shop and I pointed to the engagement rings in the window and said, 'Wouldn't you like one of these?' and she said, 'Yes,' and so it was all settled."

"Capital idea!" cried the bashful Jobson. "I'll try it this very night."

Twenty-four hours later the two friends met once more.

"Well, Jobson," cried Popkins, "did the plan work?"

"Work," groaned Jobson, "I should think it did! Just listen. I took Maud along High Street and stopped at Goldstein's, the jewelers, and I pointed to the engagement rings in the window and asked her if she would like one, and she smiled and blushed and put her hand on my arm and said, 'Oh, yes, dear George. I would like that one' and 'that one' was fifteen guineas!"

Have you seen the KINGCOT samples for Spring ?

Travellers for any good house can show them to you.

Tell the next one that comes along that you want to look over the Spring samples of KINGCOT Cottons.

We know you'll be pleased with them.

We know they will satisfy your customers on the points of freshness, novelty, quality and price.

KINGCOT Cottons will help your business.

If you put them in stock you will sell more cottons.

You'll realize this fact, too, when you see the Spring samples.

KINGCOT

TO THE TRADE



ALL PRINTS sold by the leading Wholesale Importers which bear the above stamp or ticket are

GUARANTEED

by

The Calico Printers' Assn. Ltd.

Manchester, England

to be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

Canadian Representative: J. E. BIZZEY, 78 Bay St., Toronto.

DEATH OF HENRY HAMILTON, SR.

In the death of Henry Hamilton, Sr., president of the Hamilton Company, and one of the best known retail merchants of Montreal, the dry goods trade has lost one of its pioneer representatives. The deceased was in his sixty-fourth year, and his death occurred at his family residence, 132 Mansfield street, Montreal.

Ill health compelled the deceased to relinquish the active supervision of his business some time ago; his two sons, Messrs. Henry and George Hamilton, succeeding in the direction of affairs. His death was thus not unexpected.

Henry Hamilton, Sr., was born at St. Luc, Iberville county, and at an early age came to Montreal. Shortly afterwards he went into partnership with Thos. Ligget, establishing the then dry goods house of Ligget & Hamilton. After a number of years the partnership was dissolved and for four years the business was carried on under the name of Henry Hamilton only. Later, Mr. Hamilton joined forces with his brother, N. E. Hamilton, forming the firm of Henry & N. E. Hamilton. Later on the house became known by its present name, the Hamilton Company, N. E. Hamilton having died two years previous.

Apart from being a distinguished and successful business man, the late Mr. Hamilton devoted some of his spare time to politics, being a staunch Liberal. He was also a Justice of the Peace, a member of the Board of Trade, and an ex-mayor of Doriar, Que.

UNITED KINGDOM'S COTTON EXPORTS.

The exports of cotton for the past year for which figures are available, amounted to $500,000,000 from the United Kingdom, and that record will be exceeded during the present year. Compared with these figures, the exports of other cotton manufacturing countries sink into insignificance, $118,000,000 being the value of German cotton exports, $78,000,000 from France, and $53,000,000 from the United States. The imports brought to the United States during this year will exceed $75,000,000. In spite of the fact that the United States produces three-fourths of the world's cotton and has $600,000,000 invested in its cotton manufacturing establishments, it is one of the best customers the United Kingdom has in cotton goods; the raw cotton having been first brought from America, notwithstanding.

In the value of its cotton imports, the United States is the third country in the world, India and China alone exceeding it.

PRAISE FOR CANADA.

Aggressive Canadian business methods were praised recently by Thos. Burnley of Thos. Burnley & Sons, Limited, Gomersal Mills near Leeds, England. Mr. Burnley spent a little over a fortnight in Canada and The Review was fortunate in seeing him just before his departure, when his impressions of Canada were more clearly formed.

He called upon the wholesale dry goods trade, accompanied by his Canadian agents, D. M. Chorlton & Bro. and was pleased with the organization of such wholesalers as Greenshields, Brocks, Gordon Mackay, etc. He even went so far as to consider their premises and business methods ahead of similar English concerns.

This was the first visit of Mr. Burnley to Canada and he was much pleased with trade conditions and considers the future of Canada assured. He sailed from New York on the 15th of November.

It's not quite five years since we started to make Tweeds bearing this trademark--

PURE WOOL HEWSON, AMHERST. TWEEDS.

During that time our cloths have become famous throughout the Dominion, taking first rank for quality and character in the estimation of the most discerning class of trade.

Our success with the Tweeds, due to our persistency in adhering to the pure wool standard coupled with honorable and courteous treatment, encouraged us to give our attention to the Manufacture of additional lines of goods until now you'll find the Hewson Oval trademark on

Pure Woolen Fabrics
For Men, Women, Children

Unshrinkable Underwear
For The Whole Family
Golf Jackets
Tartan Rugs
Sweaters
Flannel
Yarn

Our plant has more than doubled in size, and our business shows a substantial increase each year. You can join in the Hewson prosperity by stocking the Hewson products, which are always appreciated where quality counts.

THE HEWSON
WOOLEN MILLS
LIMITED
AMHERST, - - N. S.

Views From Various Points

SASKATOON.

Saskatoon has had a building boom this year, over a million dollars having been spent in new buildings, including dwellings, business blocks and bridges. The town has also been given a new court house and post office, while the Canadian Pacific Railway has a new station in course of erection. Many prominent business men have built residences during the year and all this goes to show that times are prosperous in the west.

Saskatoon is favorably situated on the banks of the Saskatchewan River, from which it gets its supply of water by means of a power house, which also supplies the city with electric light. This power house was finished this year and has been a step in the right direction, as many buildings which were formerly lit with oil or gas are now illuminated with electricity and supplied with water. Besides the Canadian Northern Railway, two other railways, the Canadian Pacific and Grand Trunk Pacific are building lines through the city and it is expected that they will soon be in operation. This will mean cheaper rates and quicker deliveries.

Last year trade was hampered considerably and in many cases sales lost through the delay of goods in transit. Merchants are looking forward to the time when this will be remedied and goods can then be ordered more frequently. Most of the stores are general and some of them have recently made additions to their premises. The Great West Furniture Co. are building a store larger than the one they now occupy, while Speers & Paul, who carry a stock of dry goods and groceries, have moved into more commodious premises. J. F. Cairns has just completed a new wing to his block, and to the new section he has transferred his grocery department, with the ladies' ready-to-wear and the boots and shoes. This change has made more room for showing dry goods and hardware.

Besides the block on Second Avenue, J. F. Cairns owns a large warehouse, which is well stocked with goods of every description that his business requires. This firm has adopted a rather novel means by which to ensure a good Fall trade, gifts of no small value being offered as prizes. Every cash purchase of one dollar between now and 31st December entitles the purchaser to a coupon. A duplicate of this is placed in a sealed box, where it will remain until the specified time, when ten will be publicly drawn out, and the holders of the duplicates will receive the following gifts : First prize, team of horses, value $450 ; second prize, silver tea set ; third prize, ladies' costume ; fourth prize, suit or overcoat ; fifth prize, $20 worth of groceries ; sixth prize, dinner set or rug ; seventh prize, pair of shoes ; eighth prize, man's hat ; ninth prize, hockey outfit ; tenth prize, girl's doll outfit. Needless to say, the scheme is finding favor, the team may be seen occasionally on the streets, and any gift not found suitable may be exchanged for goods to the same value.

An important addition was made recently to the business establishments of the city, when J. V. Smith & Co. opened their semi-ready store on Second Avenue. The proprietors held a formal opening and entertained a large number of people. The building is a new one and was brilliantly lit with electric light. An orchestra was stationed in the spacious show window and discoursed music during the evening. Cigars were passed to the gentlemen and on different counters were dishes containing chocolate bon bons for the ladies. A mechanical sign announcing the opening of the store attracted a good deal of attention. A good stock of men's furnishings and boots and shoes is handled. The clothing is compactly arranged by means of the wardrobe system. Five silent salesmen containing neckwear, shirts, etc., occupy a portion of the floor, while the shelves are replete with many articles of men's apparel and footwear. The entire fixtures are of solid oak.

At present merchants are well stocked with Fall goods. Carpets, blankets, furs, and underwear, are selling well and there is a good demand for seasonable goods, as most people are preparing for the cold weather. Many good show windows are to be seen, displaying an endless variety of furs, comforters, underwear, overcoats, caps, woolen shirts, mitts, etc.

CHATHAM.

November has been a rather featureless month in the dry goods business here. Trade is reported to be up to the average, and the merchants report the outlook as good. In men's furnishings, bargain sales continue a feature.

Ald. Chas. Austin, of C. Austin & Co., has announced himself a candidate for the mayoralty for 1908, being the first in the field. He has been a member of the City Council for three years and was for the past year chairman of the Finance Committee. In his card Ald. Austin declares for rigid economy the practical cessation of pavement construction until the present debenture debt is reduced, and the encouragement of promising industries. Ald. Wm. Potter, for two years chairman of the Property Committee and well known in the grocery trade, is thus far Ald. Austin's only opponent, though there is a strong probability that Mayor W. M. Stone will run for a second term.

The capitalists from Detroit who propose to establish a shirtwaist factory here have been in the city several times during the past month, with a view to securing local capital in aid of the project. They have met with considerable success, but report that the amount subscribed so far is not quite sufficient to justify them in proceeding with the building operations.

Representatives of Irish manufacturers of fine hand worked linens recently made a special two days' display at Thomas Stone & Sons', and booked special orders.

The Lyons Tailoring Co. have been awarded the contract for supplying the police force with Winter trousers.

E. F. Mann last month opened a tailor shop in Tilbury, his present stand being in the Magee Block.

During the alteration to the Merritt Block on Fifth Street, R. G. Hoig has removed his tailoring establishmen to premises upstairs in the Scane Block, on King Street.

John Glendenning, Wallaceburg, has added to his tailoring establishment a ready-made clothing department.

H. H. Laird, Tilbury, has moved his tailoring establishment to new premises in the Stewart Block.

Wm. Berhorst, at one time a leading merchant tailor in this city, passed away recently at the home of his daughter, Mrs. (Dr.) Massicotte, in Quebec.

A new time switch has been installed in the Thornton & Douglas men's furnishing store for the purpose of turning off the window lights at a certain time.

A well attended meeting of the Board of Trade was

held on Nov. 19, when Hon. R. F. Sutherland, of Windsor, Speaker of the Dominion House, delivered an interesting address on Canadian transportation problems.

L. R. Tobey of the 2 T's, has left for Hamilton, to take charge of his firm's new store in the ambitious city. His brother, Hugh Tobey, who has been for several years in the west, has joined the 2 T's' local staff.

Harry McCosh, formerly with Thornton & Douglas, has joined Masse & Co.'s staff. Garnet Bracken, also of the T. & D. store, is now with Stone & Co. G. A. Battram, formerly of Brigden, has joined the T. & D. staff.

Thos. Stone & Sons recently adopted a novel advertising scheme ; giving a free promenade concert to present and prospective customers at their establishment. Finzel's orchestra, of Detroit, was secured, and gave a good programme. Though weather conditions were most unfavorable, there was a big crowd. The occasion was taken advantage of to make a display of fine imported gownings for evening and afternoon reception wear. The display was very tastefully arranged. No sales were made, the evening being solely devoted to displaying the goods to better advantage than if the display had been interfered with by regular sales.

ST. JOHNS, N.B.

That the past year has been a most successful one in the dry goods trade is evidenced by the reports of wholesalers and retailers who have been interviewed by the correspondent of The Review. All the merchants unite in saying that 1907 has been a good year, with a large volume of business. They report that collections have been generally good, which shows that the purchasing power of the people has not been impaired. The impression prevails that the Winter is likely to show the effect of the depression in the money market, though none of the men seen are pessimistic or are looking for any great recession from a steady trade.

It is generally recognized that St. John, in common with other business centres, will have a season of quietness, that there will be a dropping off in the volume of business and some are inclined to take the view that it will be a good thing for the merchants.

The expressions of opinion from prominent manufacturers, wholesalers and retailers, as given in the following may be of interest to readers of The Review.

Manager J. B. Cudlip, of the Cornwall and York cotton mills, said they were very busy at present and had been so all along. They have a large amount of orders on hand and look for a large demand for their goods from the Atlantic to the Pacific.

The cotton business all over Canada is in excellent shape.

W. H. Barnaby, of M. R. A.'s, said business with them had been very satisfactory all along and he did not look for any great decline. Collections, he said, had been very good and he had no reason to expect them to be otherwise.

F. W. Roach, of Brock & Paterson, said they were well satisfied with the increase in their business during the past year, and were hopeful for the future. Payments have been promptly met and altogether the business is in a very satisfactory state.

At the London House Wholesale, T. H. Somerville reported that business had been good and so far collections had been satisfactory. He thought it would be difficult to forecast what the future would bring forth.

Scovil Bros. & Co., (Oak Hall), dealers in gents' furnishings, reported an increase in their business far in excess of any previous year, and in their wholesale department orders are booked for Spring far in advance of any previous Spring. The Oak Hall people do not look for any falling off in business, and they report collections to have been very good. Mention was made of the fact that the demand for a better grade of clothing is increasing yearly. Very little of a cheap class is now sold.

D. Magee's Sons, furriers, report business to have been about the same as last year. There was a slight falling off in September, owing to the fact that no exhibition was held this year.

The money stringency has resulted in a feeling of caution in looking after business, but the outlook is rather favorable than otherwise.

Alex. Macauley, of Macauley Bros. & Co., said they felt well satisfied with the volume of trade they had done so far.

The spirit of Christmas is already in the air, and merchants are hustling to get their establishments in shape for the crowds of busy shoppers who will be invading their stores. In many instances the showrooms are now in holiday garb, and in some places goods are being unpacked and placed on show daily. In addition to the usual line of goods, there are a number of novelties not heretofore shown.

A meeting of the creditors of Mr. Hachey, of Rogersville, was held November 15. The outside creditors represented were William Edgett, of Moncton ; London House and Vassie Co., St. John, N.B. A compromise will be sought and the creditors will meet again later.

Joseph F. Gallagher, who for a long time was P. E. Island representative of Manchester Robertson Allison, Ltd., has resigned to take a position with Brophy, Cain & Co., Montreal, dry goods men.

Jarvis Arnold, who has been nineteen years with Manchester Robertson Allison, Ltd., has severed his connection with the house to go with John Taylor & Co., of Toronto, as Maritime Provinces representative, with headquarters here.

Geo. B. Kelsey, of Toronto, representing the Goldsmiths Stock Co., died at the Royal hotel here, on November 21. The remains were sent to Toronto for interment.

The death occurred at Annapolis, N.S., on Nov. 23, of Mrs. Shannon, wife of W. J. Shannon, the well-known dry goods merchant. Mrs. Shannon was formerly Miss Henderson, of St. John, and the body was brought here for interment.

J. N. Harvey, the Union street clothier, had considerable stock damaged about the middle of November, as a result of an overflow of water from the apartments above the store. A "water damaged" sale is being conducted.

There is a possibility that the Higgins shoe factory may remove from Yarmouth, N.S., to Moncton, N.B. The matter of offering inducements in the way of a bonus of $15,000, tax exemption for a period of years, and free water, is now under consideration by the Moncton Board of Trade and City Council.

LONDON.

Dry goods, woolen, and hat and cap men captured one office and most of the directorships at the annual election of the Commercial Travelers' Mutual Benefit Society of western Ontario. J. M. Ferguson, of Finley, Smith & Co., Montreal, woolens, was chosen first vice-president, and among the directors for the year are : T. T. Mortimore, of Nesbet & Auld, Toronto, woolens ; A. Gunther, of A. Gunther & Co., London, hats and caps ; J. T. Green, of Gault Bros. & Co., Montreal, dry goods; E. R. C. Struthers, of R. C. Struthers & Co., London,

dry goods; H. Henderson, of Fraser, McMillan & Co., London, hats, caps and furs; R. H. Morrison, of Forsyth, Morrison & Co., London, hats, caps and furs; W. Brown, of Jno. Marshall & Co., London, hats, caps and furs.

The retirement from business of F. H. Crabb & Co., manufacturers of pants and overalls, is announced. They were located in the new Greene-Swift building. No particular reason is given for the decision to go out of business, but it is understood the enterprise was not paying and it was decided to close it up. It was not a failure, in the general sense of the term, nor was it especially due to the present monetary stringency. All creditors' claims will be met.

Leading wholesalers report collections good. Two prominent dry goods houses state that their retail customers are meeting their notes on time, and seem to be having little difficulty in floating past the financial shoals, which some time ago were said to threaten a number of retail houses in different parts of the country.

Work on the big Smallman & Ingram building, which has been experiencing some set-backs of late, is now proceeding rapidly and it is expected that by the beginning of May the firm will be able to occupy the Richmond street section.

Another cap factory has been established in this city, by the Greene-Swift Company, under the name of the "Tip-Top Cap Company." John P. Cook, formerly of London, has returned and will be the manager.

The Helena Costume Company, of this city, has just installed a 250 horse-power engine, two large boilers, and three electric generators, to its power plant, and this, with the previous equipment, makes it one of the largest of its kind in the Dominion. C. W. Burdick, the manager, has brought the concern up to a high standard of efficiency.

Dry goods merchants, as a rule, report business brisk, despite the backward season. The mild weather has made trade in furs and many lines of gents' furnishings somewhat light, but on the whole there is little to complain of. Most of the downtown stores have their Christmas goods on display and many merchants report out-of-town orders most satisfactory. Wholesalers are receiving many large orders for Spring goods. In clothing the demand has been remarkably good, except for heavy overcoats, as yet only lighter garments being required.

Trade on the Tariff

Opinions of Representative Millinery Houses on New French Tariff--Majority want it to come into effect later.

It is the millinery importing houses that will be most affected by the proposed tariff changes on French imports. Generally speaking, it will benefit this branch of the trade, and the importers are well satisfied with the new provisions. The concensus of opinion is that when buying for next Fall takes place, there will be a general increase in buying from French sources. The chief anxiety is as to when the provisions of the treaty will come into force as the bulk of Spring importations are now either in Canada or on the way. Should the new ruling go into force before the end of the year and goods for the present season be passed at the new rates there would be some loss, but the trade will be fairly satisfied. Some lines would also benefit. Take, for instance, the case of a popular line of ribbons selling at 25 cents retail, this has, because of price advances, been reduced in quality, and if ten per cent. less duty were paid the former quality could be restored at the old price.

Should two or three months elapse before the treaty comes into force the general opinion is that the majority of the millinery houses would have to stand a loss. "Should this take place," said the representative of one large firm, "we would have to write off ten per cent. from nearly all French goods in the house. If the treaty comes into effect when stocks are full for the Spring trade price-cutting and its attendant evils are sure to result.

The majority of the importing houses are of the opinion that the opportunity should be given to the millinery houses to dispose of stocks now bought and under contract. Either goods should be entered, say from the first of the year, subject to rebate, or the provisions relating to millinery should not come into force until May or June.

When the British preference came into force the government gave it a six months' hoist to allow the trade time for re-adjustment. Provided this is done, and their interests safe-guarded, the millinery houses are fairly well satisfied with the proposed treaty, and believe that it will promote trade with France. Switzerland has, of late years, been getting the greater portion of the ribbon trade, and many houses would like to see a like arrangement made with the Swiss Government.

The following are the opinions expressed by representatives of the leading millinery firms in the city:

James M. Alexander: "The new French treaty will, on the whole, be a benefit to the trade. We buy largely from French houses. There might be, and certainly would be, some price-cutting if its provisions came into force after Spring importations were passed. We buy very largely of Swiss ribbons. If the treaty did not come into force until the Spring goods were disposed of it would prevent loss on goods now coming into the country."

P. D. Ivey, J. D. Ivey & Co.: Would certainly not like to have the treaty come into force at present as it would mean a very considerable loss to them. They buy ribbons largely of Swiss firms, as they find them more suitable than those made at St. Etienne. Certainly, millinery houses should be given time to dispose of present stock.

Debenhams, Limited: If the treaty came into force after the Spring goods had been passed it would mean simply that the trade would have to write ten per cent. off stocks for the present season. They were well satisfied with the treaty, as it would mean that they could do a popular line of ribbons at the old quality at the present price. Time certainly should be given to the trade to dispose of Spring stock or price-cutting and jobbing at reduced prices would result.

C. Marriott, G. Goulding & Sons: Did not think the treaty would make much difference, though it might have some effect upon the source of the ribbon supply. Canada bought largely from Swiss manufacturers and if the Swiss makers did not meet the tariff change, more trade likely would go to France. If the provisions of the treaty did not go into force at once it would be better for the trade if the change did not take effect until May or at the latest June. This would allow Fall samples to be priced in accordance with the change.

M. J. Cockburn, of Cockburn & Rea: Would like to see the change come at once; would suit the trade much better if the change came now instead of, say two months later.

D. McCall & Co.: Did not think the change would affect the trade very much.

Business Notes

ONTARIO.

Marten Tweed, merchant tailor, Berlin; assigned.

Walter James, ladies' tailor, Brantford; assigned.

D. P. Crofton, ladies' tailor, Hamilton; assigned.

S. Nelson Erb, dry and fancy goods, Berlin; assigned.

Charles W. Black, tailor, Fort William; assigned.

J. S. Keyes, general merchant, Pinkerton ; assigned.

A. E. Anderson, merchant tailor, Watford; assigned.

John Brooks, dry goods, North Dovercourt; business for sale.

M. G. Woodman, merchant tailor, Walkerton ; assigned.

Frederick N. Farrell, general merchant, Tyrone; assigned.

Hiram Chambers, general merchant, Tillsonburg; assigned.

Carlisle Bros. & Co., dry goods, St. Catharines; assigned.

Edward Johnston, general merchant, Port Arthur; assigned.

Horace Smallwood, men's furnisher, Toronto, assigned.

Wright & Hughes, dry goods, Dresden; dissolving partnership.

Waterloo Knitting Company, Limited, Carleton Place; incorporated.

A Malcolm & Company, millinery, Kenora, succeeded by Miss Scott.

W. S. Dohner & Co., hatters, Toronto ; succeeded by W. S. Dohner.

H. A. Webster, merchant tailor, Hamilton; stock for sale by assignee.

Ontario Hide, Wool & Fur Company, Limited, Toronto; obtained charter.

W. Wilson & Company, merchant tailor, Hamilton; assigned to J. G. Strong.

Andrews & Levinsky, dry goods, Kincardine; dissolved. Succeeded by Andrews & Company.

Boehmir Erb Company, Limited, departmental store, Berlin; application filed for winding up order.

Charles Duncan, president Chas. Duncan & Sons, Limited, carpet and furniture, Brantford, deceased.

Daniel P. Crofton, ladies' tailor, Hamilton ; assigned.

Boston Departmental Store, Toronto ; sold to Canadian Salvage Co.

Louisa Janes, fancy goods, Orillia ; selling out and removing to Toronto.

Geo. Soskin, general store, Waubaushene and Victoria Harbor; assigned.

Annie E. England, dry goods, Wingham and Palmerston; sold to W. J. Lear.

C. W. Hendershott, general dry goods, housefurnishings, boots and shoes, Kingsville; stock to be sold by auction.

QUEBEC.

Alphonse Rombach, Montreal; assets sold.

P. Lateurreur L'anse an Beaufils; assets sold.

Joseph Rosen, woolens, Montreal ; assets sold.

J. H. Lafleur, tailor, St. Appolinaire; assets sold.

J. A. Matieu, general store, Montcerf; assigned.

Abraham Salhani, dry goods, Montreal ; assigned.

L. Langlois, merchant tailor, Montreal; registered.

Parayre & Seiden, dry goods, Montreal; registered.

A. E. Clement, hat manufacturer, Montreal; assigned.

Joseph Zinon Brossard, millinery, Montreal; registered.

Mrs. A. S. Beauchemin, dry goods, St. Johns, assets sold.

Broadway Ladies' Tailoring Co., Montreal ; registered.

Noveltix Company, hat manufacturers, Montreal; dissolved.

Toupin & Leonard, men's furnishings, Montreal; registered.

J. E. Fleury & Company, dry goods, Montreal, registered.

R. M. Georges & Company, hats and furs, Montreal; assigned.

A. E. Clements, hat manufacturer, Montreal ; assets sold.

Decelles & Mariseau, general store, Farnham; registered.

I. Simand & Sons, dry goods, Montreal, partnership registered.

Mathews, Lee & Armstrong, hat manufacturers, Montreal, registered.

Ben. Gasper & Company, coat manufacturers, Montreal; registered.

Oscar Racetti, merchant tailor, Montreal; Mrs. Oscar Racetti, registered.

Parisian Ladies' Tailors, Montreal ; J. W. Michaud appointed curator.

Sorel Manufacturing Company, ladies' garments, Sorel; assets for sale by tender.

Aboud & Courey, dry goods, Three Rivers; dissolved. Aboud & Frere, registered, succeeding.

Lucien Gosselin, groceries and men's furnishings, Quebec ; V. E. Paradis appointed curator.

Lacroix, Simon & Company, corset manufacturers, Quebec; dissolved. J. E. Lavergne appointed liquidator.

A quantity of furs was taken from the premises of A. Scherwersenski & Co., wholesale furriers, 452 St. Paul Street, Montreal, towards the end of last month. Several arrests have been made in connection with the robbery.

THE WEST.

Paley & Sharek, general store, Insinger, Sask.; assigned.

McDonald Sisters, millinery, Prince Albert, Sask.; assigned.

Mrs. L. Billon, fancy goods, Rathwell, Man.; out of business.

W. C. Allen, dry goods, fancy goods, etc., Canora, Sask.; assigned.

W. F. Sullivan, clothing and men's furnishings, Abernethy, Sask., assigned.

Jalland Bros., groceries and dry goods, Sandon, B.C.; succeeded by Black & Cameron.

J. W. Richardson, general store, Bladwaret, Sask.; succeeded by Bladwaret Mercantile Co.

The firm of Carberry & Collier, tailors and men's furnishers, Medicine Hat, Alberta, has been dissolved, and the business will be continued by J. H. Collier.

A new clothing store has been opened in Moose Jaw, Sask., the proprietors being the Hub Clothing Company. In addition to clothing and furnishings, boots and shoes, and trunks and valises will be carried. On the occasion of the opening, an orchestra furnished music.

Among the Travellers

Matters of Interest to the Commercial Travellers' Fraternity—Better Accommodation Wanted — Association Elect Officers.

Travellers Want Accommodation

Association asks Ontario Government to see that proper accommodation is provided in local option communities.

The commercial travelers are interested directly in the question of local option legislation, and at a recent meeting of the Commercial Travelers' Association a resolution was passed and a petition forwarded to the Provincial Government, asking that before local option legislation is allowed to pass into effect the municipality or corporation shall show that following the enforcement of the by-law, ample accommodation will be provided for man and beast. In case this is not done the petition asks the government to make such provision for accommodation as may be necessary.

It was pointed out that commercial men had suffered in many cases after local option had been adopted, and instances were cited of where it had been necessary for travelers to sleep in barns because there was no other accommodation. The handling and care of baggage is another matter which has, it is claimed, been complicated by the enforcement of local option legislation in many places.

The Commercial Travellers

Three Associations, at Montreal, Toronto and Winnipeg, nominate officers for the coming year--Many dry goods men honored.

The Dominion Commercial Travelers' Association held a meeting for nomination of officers for the ensuing year, in Montreal, on Saturday evening, November 9. The nominations, which are as follows, include many dry goods men.

President, R. C. Wilkins, of R. C. Wilkins & Co., Montreal; W. J. Egan, with Arthur & Co., Montreal and Glasgow; Geo. A. Mann, with J. L. Cassidy & Co., Montreal. Vice-President, J. B. Giles, with Drummond McCall Co., Montreal; Sam. T. Mathewson, of S. Mathewson's Sons, Montreal. Treasurer, Max Murdock, a drygoodsman, Montreal; S. J. Carter, of S. J. Carter & Co., Montreal, was nominated, but withdrew. Directors, to take the place of the five retiring directors, L. W. Anderson, with Greenshields, Limited, Montreal; Hugh Glassford and J. A. Dawson, with Lyman, Knox Co., Ltd., Montreal; P. M. Lemaitre, of the Salem Co., Limited, Montreal, A. O. Thibeau, with Menzie Wall Paper Co., Toronto; Charles Petrie, with Hartt & Adair Coal Co., Montreal; F. N. Picquart, S. D. Stuart and E. Duckett, with A. McDougall & Co., Woolens, Montreal.

It was decided to close the poll December 13, at 5 p.m.

In business afterwards discussed, it was decided to hold a dinner, as usual, and a dinner committee of eighteen members was present.

About seventy-five members were present and throughout the liveliest interest was shown.

The Toronto Association.

At a meeting of the Commercial Travelers' Association, held in St. George's Hall, Toronto, on Saturday evening, November 9, the officers for the coming year were nominated, Lewis A. Howard being elected president by acclamation. He is the youngest president the association has ever had. The nominations for the other officers were as follows: 1st vice-president—John Gibson, George West. 2nd vice-president—Robert Gemmell. Elected by acclamation: Treasurer—E. Fielding, John H. Kenney.

Hamilton Board: 1st vice-president—John H. Herring. Elected by acclamation: 2nd vice-president—E. J. Fenwick, R. M. Stuart; one to be elected.

Montreal Board: S. O. Shorey, vice-president. Elected by acclamation.

The following boards were nominated and declared elected by acclamation:

Guelph Board: C. Auld, vice-president, and Adam Taylor, director.

Brantford Board: J. S. Hamilton and D. J. Waterous, directors.

Kingston Board: W. H. Graham and W. S. R. Murch, directors.

Winnipeg Board: H. Miller, vice-president, and A. C. Merritt, directors.

Vancouver Board: Fred. Buscombe and J. A. McMaster, directors.

Berlin Board: Fred Doering and W. J. Moody, directors.

Brockville: M. Moore, director.

Ottawa: John Everett, director.

Northwest Travelers.

On the evening of Saturday, November 9, the Northwest Commercial Travelers' Association, at a meeting held in Winnipeg, Manitoba, nominated the officers for the coming year, the election to take place on December 21, when the annual meeting will be held. The following were the nominations:

President, George Wilson, by acclamation; vice-president, A. S. Lock, by acclamation; treasurer, L. C. MacIntyre, by acclamation. Winnipeg directors D. J. Dyson, E. L. Thomas, John Brockest, A. C. Wayte, F. H. Nesbitt, Charles Holden, H. W. Lethbridge, G. W. Barrett, J. E. Holland, J. A. McTaggart, F. W. Adams, William Stitt, A. McAllister, R. J. Henderson, C. C. Macdonald, of which eleven will be elected. Vice-president for Calgary, G. Dagg, B. W. Libby and H. W. White; vice-president for Edmonton, George Stockand and F. M. Morgan; vice-president for Regina, P. Cooper, acclamation; vice-president for Vancouver, L. D. Birely, elected by acclamation; directors for Vancouver, C. M. James, W. J. Linton, C. P. Egan and C. E. Mellish, two to be elected: vice-president for Victoria, Herman Erb, acclamation; director for Victoria, R. A. Creech, R. B.

Berks; director for New Westminster, Fred J. Lynch, acclamation ; director for Kootenay, Harold Wright, acclamation.

Western Ontario Travelers.

Nominations for officers of the Western Ontario Travelers' Association took place at a meeting of members held in London on Saturday, November 16. The nominations were as follows :

President—Robert Tait.

First Vice-President—J. M. Ferguson.

Second Vice-President—F. E. Harley.

Treasurer—A. Anderson, London.

Directors—T. T. Mortimore, J. H. Glass, A. Gunther, J. T. Green, E. R. C. Struthers, Wm. Harding, C. Currie, H. Henderson, R. H. Morrison, W. Brown, London; B. F. Honsinger, St. Thomas; John Lennox, Hamilton; F. W. Heath, F. W. Grew, M. Wilbee, Toronto; Wm. Storey, Sarnia; A. E. Merritt, Chatham; J. E. Ferguson, Woodstock; R. G. Bickerton, Woodstock, M. F. Irwin, St. John, N.B.; John Forsyth, Berlin; James Dow, Stratford; Capt. Robert Dillon, Oshawa; James F. Smyth, Windsor; J. Ratz, New Hamburg; R. G. B. Moore, Aylmer; H. J. Boyd, F. Morton Morse, J. R. McCrea, Winnipeg; A. French, Vancouver; T. H. Slater, Victoria.

Auditors—E. J. Dawson, London; H. C. Screaton, C.A., London.

Secretary—Alfred Robinson, Masonic Temple, London, Ont.

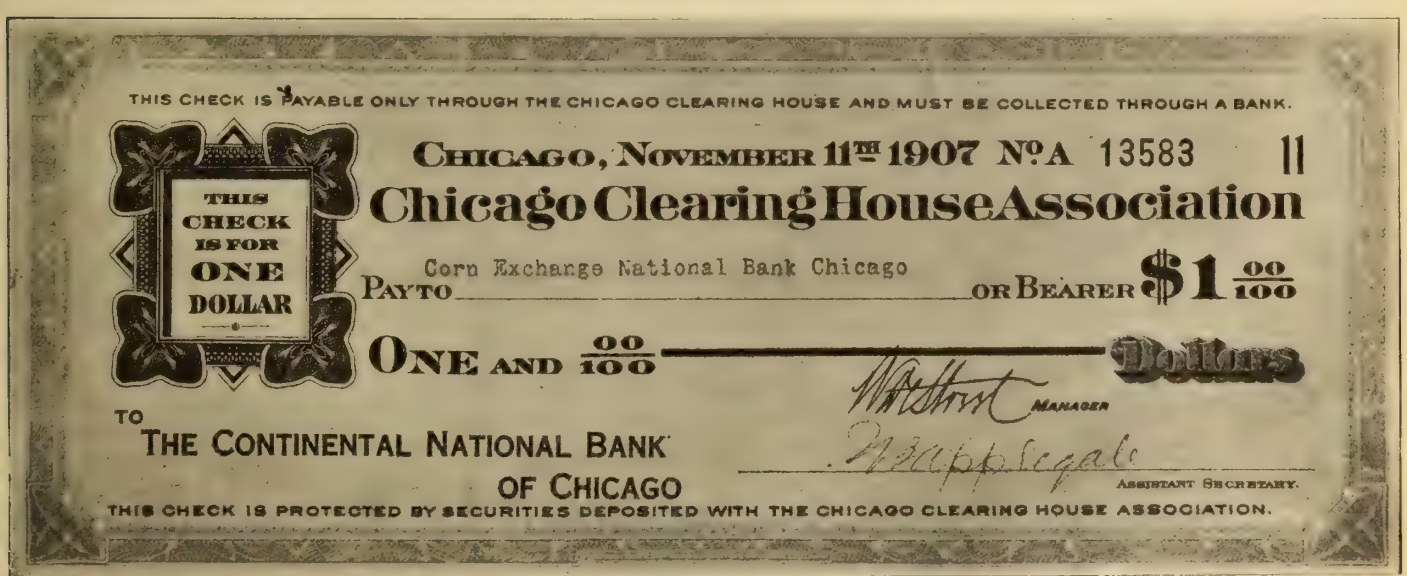
Clearing House Certificates

New Form of Currency Adopted by United States Clearing Houses — Not Desirable as a Permanent Form.

The condition resulting from the scarcity of money in the United States has produced a new form of currency, which has been adopted, it is reported, by some of the clearing houses in the larger cities. It is known as "clearing house certificates" currency, and is issued to banks only, of course. An illustration on this page shows the form adopted. It is printed in two colors and resembles a cheque. Different denominations, from $1 up are used.

As a permanent form of currency it can hardly be accepted as desirable, one of the reasons being that it is easily counterfeited, and, in fact, since its adoption a few weeks ago bogus certificates have been successfully passed. Merchants will cash them only at a discount, and, when, say a five-dollar note is presented, the store usually demands that at least one dollar's worth of goods shall be purchased before it will be accepted.

The specimen photographed on this page was shown in Toronto by Z. E. Martin, a Canadian, who is at present living in Chicago, and is president of the Martin-Senour Company.



A Sample of the Script Money now in Circulation in the United States.

TRAVELERS' BENEFIT SOCIETY.

At a recent meeting of the Dominion Commercial Travelers' Mutual Benefit Society, held in Montreal, the election of officers took place, resulting as follows : Ald. James Robinson, president; J. Hamilton Ferns, vice-president; Charles Gurd, treasurer; Reg. W. Graham, secretary. The trustees are : David Watson, Max. Murdock, J. F. L. Dubreuil; E. F. Dugan and T. J. Parkes. The society paid out in death benefits last year $17,000.

Mr. S. Jarvis, representing Abel Morall, Limited of Redditch, is leaving for Canada and will make a coast to coast journey.

Items From All Canada

ONTARIO.

R. F. Brock, woolen manufacturer, of Listowel, recently met with a painful accident, breaking an arm and several ribs.

The Commonwealth Clothing Store, with George Towne as manager, opened for business on October 30 in Port Arthur, Ont.

Hughes & Harris, merchant tailors and gents' furnishings, Orangeville, have recently moved into a new and larger store, which has been fitted up for them.

Twice within a month one of the big belts in the Canada Cotton Company's mill has been cut by an unknown vandal. Operations of the mills were delayed as a result.

Fire did $500 damage to the building in which the Imperial Hat Company did business in Toronto recently. The stock was almost a total loss, through smoke and water.

The annual meeting of the W. R. Brock Co. will be held on Monday, December 23, when the report of the directors for the past year will be presented, and directors elected for the coming year.

Campbell Brothers, who recently bought out the dry goods business of H. B. Dawson & Company, Port Arthur, have opened a number of new lines, and express themselves as pleased with the prospects.

Lipman & Dier, who have conducted a clothing and men's furnishings store in Gananoque, have dissolved partnership and the business will be continued by Robert J. Dier, his partner having decided to leave Gananoque.

The assets of Carlisle Brothers & Company, of St. Catharines, consisting of carpets, linoleums and oilcloths, upholstering goods, curtains, brass trimmings, wall papers, window shades, etc., are advertised for sale by Henry Barber, trustee.

A permit has been granted to the T. Eaton Company Ltd., to add two storeys to the new addition to the store, corner Yonge and Albert Streets. This will make it an eight storey structure. The cost of the addition is estimated at $50,000.

Mr. H. O. Cowie, who has conducted a manufacturers' agency business at 77 York Street, Toronto, with a branch at 30 Hospital Street, Montreal, has taken into partnership Mr. W. A. Cotton, and the firm name in future will be Cowie & Cotton.

Henry Owen, formerly a salesman with Anderson & Macbeth, wholesale hats and caps, Toronto, has been committed for trial on a charge of theft. It is claimed that he sold goods worth $250 for $40. In defence he stated that he believed the goods to be refused stock, which it was customary to sell at greatly reduced prices.

By the bursting of a new water tank, being filled for the first time, at the factory of George H. Hees, Son & Co., Davenport Road, Toronto, considerable damage was done to the stock, consisting of tapestry and chenille curtains, table covers, tapestry coverings, upholsterers' supplies, etc.

McMillan & Torrie, Orangeville, clothiers, have recently made several important improvements in their store, enlarging the space and providing better facilities for displaying goods. An increase in the manufacturing staff has also been made, by reason of the growth in the store's business.

A bonus of $5,000 to assist Alfred Sykes to erect and operate in Georgetown, a woolen mill, has been proposed, and the ratepayers of the town are voting on a bylaw authorizing this bonus to be given. A factory building 60 x 80 feet will be erected and not less than 30 hands will be employed.

Oak Hall, the King Street Clothing Store, in Toronto, recently celebrated its thirtieth anniversary, and Manager Coombes reports that his trade is constantly growing. This store is backed by the W. E. Sandford Manufacturing Company, Hamilton, one of the largest clothing manufacturers in the Dominion.

John McLeod, Sudbury, who eight years ago adopted the cash system in his dry goods and men's furnishings store, has found business so satisfactory that he has had to enlarge his store premises, which he has done by securing an adjoining building, and in this the dry goods and ladies' ready-to-wear department will be located.

The Ideal Clothing Company, Port Hope, is a new concern, manufacturing men's clothing, including pants, knickers, shirts and overalls. The present manufacturing capacity is one hundred dozen garments a week. A staff of sixteen operators is at present employed, but it is the intention to double that number in three months.

Because of difficulty in procuring help the clothing factory of Copley, Noyes & Randall, which has been in operation in Oakville for about a year, will be removed to Caledonia, where, because of the fact that there is no other large employer of female help, fifty girls have been secured for the start. This factory is a branch of the Hamilton establishment.

QUEBEC.

Fire in the Montreal customs house recently did damage to the extent of about $50,000, of which $40,000 was to the contents.

Henry Hecklinger, merchant tailor, Montreal, has joined Robt. Seath & Sons, with which firm his business has been merged.

C. Shea, traveler for the W. R. Brock Co., Ltd., Montreal, returned last month from a very successful trip to the Maritime Provinces.

W. R. Brock, of the W. R. Brock Co., Montreal, Toronto and Calgary, spent a few days in Montreal last month, visiting the new Montreal warehouse.

The premises of the Canadian Wadding Company, 436 Visitation Street, Montreal, were gutted by fire towards the end of last month. Damage is estimated at $20,000.

H. Palmer, foreign buyer for Debenhams (Canada) Limited, left early this month for Europe, on his usual buying trip. He will visit important centres in England and Switzerland.

E. G. Brown ,manager of the housefurnishing department, James A. Ogilvy & Sons, Montreal, is now on his semi-annual foreign buying trip. Mr. Brown will return shortly before Christmas.

A. M. Rutenberg Estate, wholesale furriers, Montreal, has assigned, with liabilities of upwards of $82,000, the largest creditor being the Eastern Townships Bank, with a claim of $30,000.

W. H. Austin, foreign buyer of fabrics and hosiery for Perrin Freres, Mark Fisher Building, Montreal, returned last month from a European buying trip. Mr. Austin visited many important markets in France, Germany and England.

Charles Tuteur, 301 St. James Street, Montreal, representing in Canada, Benedictus Weill & Company, Lyons, France, and Socite Industrielle de Celluloid, Paris, left for New York about the middle of the month. He will visit the fashion centres.

Henry Hamilton, a member of the well known Montreal firm, the Hamilton Company, and one of the mer

chant princes of the eastern metropolis, died recently, in his 64th year. For many years he had been prominent in Montreal business circles.

Seizure of a shipment of furs, valued at $4,000, was made recently by U. S. Customs Collector Henry Hadd, at East Alburg, Vt., after a fight with the two men in charge of the smuggled goods. They finally decamped, leaving their booty. The furs were said to have been shipped from Montreal.

H. S. Arnold, formerly with the New York Silk Waist Mfg. Co., Montreal, severed his connection with this firm 1st of November. When seen by The Review, Mr. Arnold had no definite plans ready for publication, but his enviable connection with the trade insures him a successful future.

L. Stuffmann, of Konig & Stuffmann, Montreal, is again in the city after a six weeks' business trip in European markets. Mr. Stuffmann states European factories are well supplied with orders, and speaking of Canada he considers the future practically assured, and sees no cause for apprehension in the present situation.

Hermann H, Wolff & Co., wholesale dry goods, Montreal, are entering suit against Hon. Robt. MacKay for $17,000 for damages caused by the collapse of a water tank on the roof of their premises in August. The roof was crushed, and the goods stored in the warehouse were drenched. The defendant is the owner of the building. The indemnity claimed is to cover both actual damage occasioned by the water, as well as that incurred through the suspension of business.

THE WEST.

W. F. Kirkland, a recent arrival from Scotland, has opened a general dry goods store in Calgary, Alta., and reports business fully up to his expectations.

The Scotland Woolen Mills Company, with a factory in Winnipeg and a branch in Moose Jaw, Sask., has been reorganized, and the name changed to "The Union Tailoring Co., Limited."

W. J. Webster, who formerly conducted a woolen mill in Edmonton, Alta., but who, following four fires, which occurred in his premises, was obliged to go out of business, will, it is expected, early next year again place the mill in operation.

R. Bell, G. B. Dacker and Munro Bros., merchants in Heward, Sask., announced that commencing on November 1 they would do a strictly cash business. The refusal of the banks to advance money to wholesale houses is given as the reason for this course of action.

DRYGOODSMAN IN PUBLIC LIFE.

John Stanfield, president and manager of Stanfields, Ltd., Truro, N.S., was elected a member of the Dominion Parliament at the election held on November 28th, for the seat of Colchester. Mr. Stanfield, who is a Conservative, was elected by a majority of at least 198 over Charles Hill, the nominee of the Liberal party, and his election makes a break in the ranks of the "solid eighteen" Liberals who have represented Nova Scotia since the last general election.

Mr. Stanfield is being congratulated on his victory by his numerous friends and it is certain that he will be the recipient of a hearty ovation from the men who sit on the left of the speaker at Ottawa when he takes his seat.

Mr. Stanfield, known by reputation, at least, by all dry goods men throughout the Dominion, and also honored by all who know him for his straightforward, honest business methods, is the eldest son of the late C. E. Stanfield, who founded the firm bearing his name.

John Stanfield was born and educated in Nova Scotia and entered his father's establishment upon the completion of his education, and beginning at the bottom worked his way up to his present position. His success is due to his thorough grasp of the details of the business and his enterprise and executive ability, all of which have found ample scope for exercise.

He has always taken an active interest in the affairs of his province, county and town, and it has seemed that with the expansion of his own business, the demands of the public upon his time and interest have increased instead of diminished as is shown by his election.

UNIQUE DEPARTMENT STORE.

W. H. Scroggie, Limited, the large Montreal dry goods firm, has, according to a report from that city, bought property in the west end of the metropolis, upon which a store, embracing some unique features, will be erected. It is stated that the new building will be only one storey in height, the reason for this innovation being that the firm had found that more business was done on the first floor than on all the other floors combined. The store will, however, cover an immense area, according to the reports. The premises at present occupied by this firm have been bought by the S. Caswell Co., and will be occupied by that concern.

A CHRISTMAS TRADE SUGGESTION.

Linens as Christmas gifts may be a new idea, but it is one worth considering, and if it is taken up seriously and intelligently a good business may be done during the holidays. A pale table cloth, with a dozen nakpins put up in an attractive box would be an admirable Christmas gift. Napkins may be boxed in the same way, and a box of towels would prove an acceptable gift to almost any lady. Some retailers have developed this idea, and have found it profitable.

THREAD COMPANY'S DIVIDENDS.

A Pawtucket, R.I. despatch states that the profits of the J. and P. Coates, Limited, thread manufacturers for the year which ended June 30, amounted to $15,280,625, and that they were the largest in the history of the concern, exceeding those of the preceding year by $410,105. It added that at the annual meeting of the shareholders, which will be held at Paisley, Scotland, a dividend of 20 per cent. will be declared and an additional dividend of 10 per cent.

A DISASTROUS FIRE.

A fire entailing a loss of $100,000 occurred in Toronto on Saturday, November 9 and among the sufferers were Anderson & Macbeth, wholesale hats, with a loss of $45,000; Philips & Wrinch, fancy goods and notions, $20,000 loss; John Fisher, Son & Company, woolens, $9 000 loss; Edwin Fisher, manufacturers' agent, $5,000 loss; J. Howard Stowe, manufacturers' agent, $8,000 loss; Alcock, Haight & Westwood, $5,000 loss. The building was a five-storey structure at 76 Bay Street, and was erected since the memorable fire of 1904.

New premises have been secured and the firms affected are again doing business. Anderson & Macbeth and Philips & Wrinch are located at 25 Wellington Street west, in the Bradshaw building, while John Fisher & Son are at 162 Bay Street, room B.

New French Treaty

Ninety-eight Items now come under the Intermediate Tariff Rates--Reductions on Millinery and Dress Goods.

The Franco-Canadian treaty, the result of the visit of Hon. W. S. Fielding, Minister of Finance, and Hon. L. P. Brodeur, to France, during the past Summer, was brought down to parliament on November 28. In this treaty some important tariff changes are made. While under the old treaty France was given the special tariff rates on a number of French specialties, the majority of them champagnes and wines, the new treaty gives to France the benefit of the Canadian intermediate tariff on ninety-eight tariff items, and in addition to these, concessions below the intermediate tariff are granted on a number of French specialties.

Some important reductions are made in the tariff, as it relates to dry goods. Following is a list of the articles upon which changes have been made, showing the tariff under the old treaty, and that prevailing under the new agreement :

	General	Intermediate	New Tariff
Mfgs. of silk or of which silk is component part. N.O.P.	37½	35	32½
Ribbons of all kinds and materials	35	32½	25
Velvets of pure silk and silk fabrics	30	27½	20
Other velvets, velveteens, plush, Etc.	30	27½	
Embroideries N.O.P.			
Lace N.O.P.			
Collars or collarettes in lace and all mfgs. of lace, nettings of cotton, silk, or other material	35	32½	27½
Corset clasps, busks, blanks and steels, covered corset wires, cut to lengths, tipped or untipped, reed, rattan or horn covered	35	30	
Jewelry of any material for the adornment of the person	35	30	
Buttons of all kinds, covered or not. N.O.P. Recognition buttons, cuff and collar buttons	35	30	
Combs for dress and toilet	25	32½	
Feathers and mfgs. of feathers N.O.P. Artificial feathers, fruit, grain, leaves, flowers for ornamenting hats	30	27½	
Feathers in natural state	15	12½	
Gloves and mitts of all kinds	35	30	
Braces or suspenders and unfinished parts	35	30	
Boot, shoe, shirt stays, stay laces of any material	30	27½	
Satchels, reticules, card cases, purses, pocket books, fly books and parts thereof	35	30	
Bead ornaments, ornaments of alabaster, spar, amber, terra cotta or composition, fans, dolls and toys of all kinds	30	27½	
Velvets other than pure silk fabrics	30	27½	
White cotton bobinet, plain in the web	25	22½	
Braids N.O.P. Fringes N.O.P. cords, elastics, tassels, handkerchiefs of all kinds, shams and curtains when made up, corsets of all kinds, linen and cotton clothing	35	32½	
Black mourning crapes	20	17½	
Women's and children's dress goods, coat linings, Italian cloths, alpacas, orleans, henriettas, serges, etc., to be dyed and finished in Canada	25	22½	
White and cream colored lace, embroideries of cotton and linen	20	17½	
Cotton or linen thread N.O.P. crotchet and knitting cottons	25	22½	

NEW WANAMAKER STORE.

The affairs of the John Wanamaker corporation have long been the subject of inquiry and discussion in business circles. All sorts of rumors were on the street and lately in the columns of commercial newspapers—only in these publications, be it noted, for the daily press was kept good through advertising patronage bestowed in full pages. Of all the street rumors the two more probable ones are the one claiming that a loan of $5,000,000 had been effected and the one claiming that the New York and Philadelphia concerns had been taken over by the Associated Merchants Co., of which John Claflin is president. To accomplish this latter case a total capitalization of $15,000,000 has to be met. It is considered safe to boil the stories down to these two points, the loan or the absorption. That the new building in New York is a failure is generally admitted, but the disposition of it is among the unsettled quantities. Claflin is credited with the bold design of taking it for his jobbing business, and a grand move it would be but we must wait awhile for authoritative information.- Dry Goods Guide.

SUCCESSFUL BASEMENT DEPARTMENT.

In Decatur, Ill., Bradley Bros. conduct a five and ten-cent basement department, and they report that "while it is not a huge money-maker, its account on the ledger show a balance on the right side." Business in this department is conducted strictly on a cash basis, this rule applying even to the customers who run accounts in the other sections of the store. It is not infrequent to lend such a customer the money to make the purchases, charging it against his regular account upstairs.

CANADIAN CORSETS IN AUSTRALIA.

In his report from Melbourne, Australia, D. H. Ross, Canadian Trade Commissioner, deals with the introduction of Canadian corsets to the Australian trade, and says:

After a determined and tactful effort made by the direct representative of a leading Canadian corset manufacturing company to introduce their goods—hitherto unknown—the line has recently been successfully introduced to Australian wholesale importers. Large initial orders are going forward by this mail to the manufacturers which reflects the excellent values offered in a line in which the competition is most marked. The satisfactory introduction of a new branch of Canadian corsets (there is at least one other Canadian make favorably known here) and the arrangements made for future business are attributable to the exceptional ability of the traveling salesman in overcoming the prejudices of conservative buyers.

Mainly About Ourselves

The efforts of the management are all directed towards the improvement of The Review. That these efforts have been successful in the past and that the progressive drygoodsmen appreciate them, has been demonstrated. But past successes, however gratifying they may be in retrospection, serve The Review but as an incentive for future achievements. A staff of editorial writers covering all subjects of interest to the dry goods trade will during the coming year join in a combined effort to strengthen The Review in its position as the brightest and most reliable trade journal in the Dominion. New departments will be added to the paper, problems affecting clerks, their relation to their employers, etc., being one of them, in addition to others of equal importance and interest.

CHRISTMAS WINDOW COMPETITION.

The value of window display, and its increasing importance to the dry goods trade are being more fully appreciated by men in the trade, and this is evidenced by the great improvement that has been made in the quality and effectiveness of Canadian window displays during the past year, especially. In view of those conditions it is but natural to find that greater interest is being taken in the Christmas Window Competition being conducted by The Review.

The prizes to be awarded are: First $15, second $12 and third $8.

Photos to be entered in the competition must reach this office on or before February 1, 1908. The only trimmers in Canada who are barred are those with Eaton's and Simpson's.

The Review expects to receive photos of many displays of merit outside of the three prize-winners. Some of these will be reproduced also, and for each one so used the sum of $5 will be paid. Each photo must be accompanied by full description of the trim.

In this issue of The Review a letter on "The Relation of the Clerk to His Employer," written by a clerk, is published. The question, which is an important one, is dealt with by him in a general way. In all probability, its perusal will suggest to clerks who may read it some specific phases of this relationship which they feel they could write on. Possibly in their own experience they have had to solve problems, the solution of which may prove of interest to other clerks. The Review will be glad to publish in the "Clerks' Department," communications on any subject of interest to salespeople. There may be some question over which you, as a clerk, have been perplexed. Tell the other clerks about it through The Review. They may be able to help you.

* * *

A trade newspaper, like any other newspaper, only finds favor in the eyes of its advertisers as it produces results directly in sales or indirectly in publicity amongst a desired clientele. The Dry Goods Review has a circulation covering all parts of the Dominion, but how often do its readers when writing for goods they see advertised, mention that they were induced to do so by the advertisement they saw in the paper? Undoubtedly there are a good many who do, and The Review would be grateful if those who do not would get the habit of doing this little favor for us.

* * *

Every reader of The Review occasionally comes across something which would make an item of news. It may be a device in storekeeping, a striking window display or a personal item about a traveler or someone in the trade, a clerk or an employer. Keep those things in mind and when the news materializes, drop a line to The Review.

IRISH HAND-LOOM WEAVERS.

Efforts are being made by the Hand-loom Weavers' Society, of Ireland, to secure the adoption of measures calculated to prolong the life of the slowly dying hand-weaving industry in the Emerald Isle. A deputation recently waited upon the Countess of Aberdeen soliciting her support for the proposal to make it compulsory for manufacturers to weave the words, "Irish hand-woven linen damask," into each end of tablecloths and napkins of all hand-woven linen damask. It is pointed out, however, by the Irish Textile Journal that this measure, even if adopted, would not have the effect of materially lengthening the life of the hand-loom. At the present time there are not more than a thousand weavers actually at work, and the majority of these are old. As they are removed by death, their places will not be taken by others, since the industry is not one which will prove attractive to the younger generation, and in the natural course of events, it must be at best, but a matter of a short time until the hand-weaving industry will have been entirely superseded by the power looms.

CUTTING OUT CHEAP LINES.

The tendency towards a better class of trade in men's wear is a feature of interest, and a significant fact in this connection is the attitude of the wholesalers. One firm informed The Review that it had practically decided to discontinue carrying certain lines of the cheaper goods—lines in which they did $15,000 worth of business last year—because, while there was a demand in certain quarters for them, the profits were so small that it was not thought desirable to handle the business on the margin of profit available.

The retailers, too, are just as anxious to get away from the low-priced goods, and the majority of them are gradually working towards a better class of trade, for which, of course, there is an increasing friendliness among the desirable store patrons.

EARLY CLOSING MOVEMENT.

It is stated upon what is considered good authority that, following the new year another move looking to shorter hours for salespeople will be made by the T. Eaton Co., and that after the holidays the store will in all probability close on Saturday afternoon during the whole year, instead of as at present, only during the Summer months.

One of the ambitions of the late Timothy Eaton was to shorten the hours of business in his store and at the time that the 5 o'clock closing was inaugurated he intimated that the Saturday half-holiday would be the next step in the shorter hour policy.

HANDSOME CURTAIN CATALOGUE.

In January Geo. H. Hees, Son & Co. will place in the hands of the trade a handsome curtain catalogue. In addition to a splendid variety of lace curtains, there will be found in it illustrations of ruffled bobbinet curtains, lace door panels, lace bed spreads and bobbinet laces, insertions and lace motifs in great variety. The range is steadily being enlarged and improved.

The mail order department of this firm's business is becoming a prominent feature.

A huge water tank at the Davenport Road factory collapsed recently and caused considerable damage, but the prompt execution of orders has not been interfered with.

A GOOD NOTION WINDOW.

The notion window, illustrated on another page of this issue, contains several good suggestions. The background in the window was green satin, pleated six feet high. A good substitute would be green, black, or brown felt. It is two yards wide, and if stretched across the back of window perfectly smooth would look even better than the pleated effect, besides saving half the time. A six-inch board covered smoothly in white material (canton flannel for instance), is run across the back, supported by four uprights about one inch by three. Four oval-shaped frames (substitute a diamond shape) are covered in white, on which cards of hooks and eyes are arranged. If papers of pins were opened out their full length and hung between the ovals across the board it would heighten the effect. Three steps, ten inches high, one above the other, are used, on which the different lines are promiscuously arranged. The same design could be used for a window half this size. The foregoing offers a simple idea for a notion trim. Try a few of these notion windows during the next few months and test the idea, as there is no doubt a big return is assured, not only to the notion department direct, but indirectly to other departments.

NECKWEAR COMPANY'S LOSS.

The Canadian Neckwear Co., Scott Street, Toronto, suffered a $15,000 loss by fire on November 26. The fire originated in the silk storeroom, and all the material in the room was destroyed. This included not only neckwear material, but that for the manufacture of fancy vests, which was a branch of the company's business.

About seventy-five hands were employed, but they will be out of work only temporarily, since the firm will as soon as possible resume operations.

WESTERN MERCHANT DEAD.

Edmund Penner, one of the pioneer merchants of Manitoba, is dead. Deceased came to Canada from Russia, with the first Mennonite colony in 1870, and during the early pioneer years freighted on the Red River. He later moved to Grilno, where he entered into mercantile pursuits, and accumulated a fortune. He was a loser to the extent of $150,000 by the absconding clerks last year, but in spite of his disaster he died a wealthy man.

A TRAVELERS' TOWN.

The press of Peterborough points with pride to the fact that there are living in that city 111 commercial travelers, and sees in this an evidence of the centralization of business there. Several of the travelers making their homes there represent dry goods firms with warehouses in Toronto and Montreal.

NEW FUR STORE PREMISES.

Dechene & Poulin, furriers, Quebec city, have recently removed into new and larger premises, made necessary by the growth of their business. The new building is a handsome four-storey structure, with a frontage of 32 feet on St. Joseph street, and 54 feet on St. Francois street, and has a depth of 125 feet. This firm was formin 1900, though Mr. Dechene had been in business since 1875.

Hints to Buyers

From information supplied to Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

New Electric Signs.

Clatworthy & Son, 38-40 Adelaide St. west, will place on the market at the first of the year a new electric sign device which will appeal to the trade as a most effective window illumination. Hitherto the electric signs have done duty outside the store, and, by their multiplication, their individual value is largely discounted. By the new signs which this firm will put out to the trade, however, a distinctive individuality will be given each window and they will be of such a nature as to compel attention to the window and to its contents, a feature which will appeal to the drygoodsmen and furnishers. The letters will be of crystal, and will be arranged so that there will be a maximum of brilliancy with a minimum expenditure of electric current. The letters, which will be about 4 inches deep, will be interchangeable, making possible a variety of catchy mottos, appropriate to the trade which it is designed to attract. These signs, which were invented and patented by a St. Catharines man will be sold at a moderate price, and will be ready right after the new year. This is but one of the many lines of store fixtures manufactured by Clatworthy & Son, silent salesmen being included among the staple lines.

Greenshields Western Ltd., Winnipeg

Greenshields Western have the best assorted stock of Spring goods in the history of the firm, and that is saying a great deal. Travelers are now on the road with Spring samples and the goods are arriving in large quantities for shipment later.

Greenshields Western have been particularly fortunate in their pur-

chases of staple cottons. During the last year prices have been advanced from ten to fifty per cent. by the mills and all branches of the trade have been much interested in this advance in values. Owing to some lucky purchases a year ago Greenshields Western are now receiving large shipments of staple cottons which they are able to offer to their customers in most cases at the prices obtaining before the advance. They advise their customers to order these lines early, since, when the present stock is exhausted it will be impossible to buy more except at the advanced prices. They have a splendid assortment now and are able to offer their customers a particularly attractive bargain. They have 1,500 pieces of job ginghams which they are offering at 20 per cent. less than the current prices. These are bargains which should interest the trade in a year when general advances are being made in these lines.

Some attractive offerings in Christmas goods are ready for immediate shipment and Greenshields Western direct particular attention to their advertisement on page 5 of this issue.

I. Mishkin & Co.

A progressive move on the part of I. Mishkin & Co., waist manufacturers, Montreal, is the introduction of an especially appropriate fancy box for Christmas trade. Waists are large sellers at the holiday period and these special boxes, with a timely greeting on the outside will be appreciated by the trade. All holiday orders will be packed in these boxes, and should be a decided aid to the waist department. The boxes are trimmed with fancy lace and have the many little details which make for completeness in this respect. Early ordering is advised.

E .Bellinger.

E. Bellinger, 101 Bay street, Toronto, has his samples all ready for Spring and Summer. His range of embroideries, trimmings and woolen knitted goods is much better than ever. Beautiful silk trimmings form a particularly attractive feature of his lines.

John Macdonald Company.

Every retailer knows how difficult it is nowadays to purchase merchandise for what it purports to be—how seldom the quality is as represented. The August apple has seldom the flavor and luscious taste of the old-time "Harvest apple." The same disappointing experience runs throughout all branches of trade, with here and there a bright spot to cheer, like the oasis in the desert.

In the arena of dry goods the oasis may be found in the great assorting house of the Dominion, of John Macdonald & Co., Limited. Here is where retailers from all over the country have been accustomed for over fifty-eight years to sorting up from the largest stocks for each season, after purchasing their main supplies from travelers; and they need not be told that in each department are to be found this season's special values, many lines selling at reduced prices, suitable for the Christmas trade. One is reminded by this firm's announcement on the last page of this issue that they have now a special clearing sale of dress goods in fine tweed effects at a large reduction off regular prices. This old-established house may always be relied upon, and when they offer a bargain, it is a bargain. These dress goods are all new and fashionable, just what is required for the present season; but, anticipating a big advance for these lines, the company laid in a much larger stock than usual, and are taking this method of clearing it. It is probably well known that John Macdonald & Co., Limited, are wholesale agents in Canada for the celebrated Crum's Prints, which, for superiority of cloth, fastness in color, beauty in finish, variety of patterns and durability of wear, are perhaps unequalled. The manufacturers of these goods will not depreciate their value by reducing the width or altering them in any way; neither will they use cheaper dyes so as to reduce the price.

As the years pass, John Macdonald & Co. pay closer attention, if possible, to the world's markets in their lines and, having expert buyers, well equipped to take advantage of every favorable wind that blows, are able to give their army of customers throughout the Dominion the best possible values. Their travelers are now on the road with Spring samples, showing a larger range and better values than ever, and merchants visiting Toronto are cordially invited to inspect their large warehouses on Wellington street, and make their own comparisons. Such an inspection will convince the most skeptical that John Macdonald & Co. leave no stone unturned to serve the trade, and that it is without doubt the place to buy all kinds of dry goods to the best advantage. Those unable to make a personal visit should write for samples and terms.

The W. R. Brock Co., Ltd., Toronto.

For Christmas and the holiday season this company offers to the trade suitable and useful articles for presentation purposes. The following legitimate dry goods offer some suggestions: Ladies silk umbrellas in individual boxes with silk cover and tassel; handsome gold or silver handles, space being left for monogram; neck frills, in fancy Christmas boxes containing half a dozen assorted frills.; novelties from New York in ladies' celluloid back and side combs, filagree patterns and rhinestone mountings, special value to retail at 25c.

They have imported a large range of ladies' and gents' handkerchiefs for the Christmas trade, appropriately boxed. There is nothing that makes a more acceptable Christmas gift. A nice range of initial handkerchiefs, put up in half-dozen fancy boxes, offers a good choice. They are just the thing for a Christmas gift. This house also shows every handkerchief novelty in the line of silk, linen or cambric. A line of Japanese silk handkerchiefs, new and effective, is shown to retail at 25c.

Wool goods make suitable gifts during the cold weather, and Brock's carry a large range of these in squares, fascinators, mufflers and motor scarfs.

In fancy wool goods no house in the trade carries a larger assortment than Brock's, Toronto. Honeycomb and fancy knit wool shawls, toques, polka jackets, infantees, bootees, gaiters, etc., a new idea in the toque line, tok-scarf, being a combination of toque and scarf, which is just the thing for young ladies for skating and tobogganing.

White bearskin goods for youngsters are all the rage. Brock's can supply this class of goods in a large assortment of coats, tams, toques, hoods, minerva sets, muffs, mitts, etc. See Brock's wool mitts, single or double, to retail at 25 cents.

The gents' furnishing department have just opened for the Christmas trade a very extensive range of men's neckwear in new designs and colorings, also men's silk mufflers in all the popular prices, both square and shaped. Men's ties and braces, put up in fancy individual boxes, are good lines for the retailer to have at this time of the year.

They are also showing a complete range of smoking jackets, dressing gowns and fancy knitted vests, all specially bought for the Christmas trade. Merchants requiring sorting-up in men's and boys' underwear during December will find that this department has made special provision to be able to supply their needs.

This company would like to draw the attention of the trade to the fact that they have in stock now ready for shipment a full line of silk waists for the Christmas trade, and can ship them out at a moment's notice. The line consists of Japanese silks, taffettas, and lace waists, etc., running in price from $2 to $12 each, the latter French goods, which are confined to them for this country and are the creations of the most exclusive waist house in Paris. They are also showing a full line of children's cashmere coats pellises and long capes, just the goods for Christmas selling.

They would especially draw the attention of the trade to the following lines: 336 black silk skirt, with under-flounce, at $3.75; E316 silk waist, white embroidery Japanese, at $2.75; 323 sateen skirt, with under-flounce, $9. Job wrappers, regular $9 and $15, good for $6.75 and $9 per dozen, assorted sizes and colors. Jobs in colored wrapperette and lustre waists, a full stock and jobs in overskirts, all Her Ladyship brand of garments.

Greenshields, Limited, Montreal.

In every department of Greenshields Limited, Montreal, last month, stock-taking was the order of the day. This served to weed out the slow-selling lines which were sold as jobs. Some of the departments, however, had fewer jobs than for many years past, while in other depart-

ments there were absolutely no jobs to be had.

In the carpet and house furnishing department new goods are arriving every day, and almost as quickly are being shipped out. In this department they report a good Spring trade so far, notwithstanding the tight money situation. The extensive range of carpets, curtains, squares of all descriptions linoleums, mattings, crettones and art muslins carried by this firm is equal to anything of the kind on the market. Further, they embrace all the latest designs and colorings. Merchants would do well to inspect this stock on which the prices will be found to be right.

At the time of writing, having just finished stock-taking, Greenshields' ready-to-wear department is very busy shipping out lines suitable for the Christmas trade, orders, for which, up to the present, greatly exceed those of other seasons. They also find that the merchants throughout the country are paying greater attention to the January whitewear sale than in former years. This is evidenced by the big shipments of these lines which are being sent out by this firm. The demand for all lines of ready-to-wear goods is very strong, merchants fully realizing that it is one of the most profitable and satisfactory departments in the trade.

This firm is showing for Fall, 1908, one of the most complete ranges of furs that has ever been presented to the trade in Canada. The success which this department has met with in the past convinces them that their lines are right. They are showing many exclusive goods in the most fashionable furs controlled by them in Canada, at prices that will interest buyers. A complete range will be in the hands of their travelers by the first of the year.

W. R. Brock Co., Ltd., Montreal.

Just about this season of the year, owing to the advance in woolen fabrics, merchants are experiencing some difficulty in securing a satisfactory cloth for ladies' and children's coats at a popular price.

The Brock Company were fortunate enough to get their order in before the advance and this enables them to show several lines at the old figures. One of the most interesting is a 54-in. wool cheviot which can be retailed at 75 cents and as the cloth is now worth more than 50 cents at the mill it can readily be seen that at this price it is a bargain. The supply, however, is limited and it would be desirable for those who contemplate ordering to act at once. Samples may be had on application.

The fancy goods department has just passed into stock a nice assortment of Japanese drawn work. A beautiful variety of patterns is shown and at the prices quoted should prove rapid sellers.

The company are offering a $40 assortment which should prove interesting to merchants in small towns. The lot contains one piece of each pattern and size carried and the figure of $40 gives a reduction on the regular price of something like 20 per cent. Write for one of these lots for Xmas trade as the goods are now in stock and shipment can be made immediately on receipt of order.

Dominion Thread in the West.

The Andrew H. McDowell Company, Incorporated, of Toronto and Montreal, have, for some time, been on the lookout for a more convenient distributing point in the West for their goods. They have now arranged for a local office at 63 Albert St. and will be represented hereafter by the Western Commission Company, which is, in turn, composed of the Western representatives of the firm of Messrs. John Knox & Company. The Andrew H. McDowell Company are general textile commission merchants, one of their specialties being "Dominion Threads," of which they are sole selling agents. "Dominion Threads" are products of the only independent thread mill in Canada, and are steadily winning their way into the good graces of progressive dealers.

Debenhams, Ltd. (Canada) Toronto.

The demand in black goods is distinctly for high class fancies, and Debenhams are showing a large range in this class, which are of such style and value that they are sure of a ready sale. The range is more varied and extensive than usual, and is particularly strong in moderately priced goods.

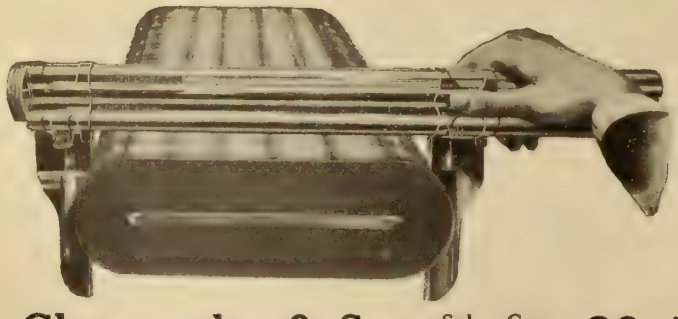
In Venetian cloths, which promise well for Spring, buyers are recommended to see CH 261, CH 301, CH 341. These are splendid value, particularly CH 261. This cloth last season had a slight admixture of cotton, but for the coming Spring it is being run in pure wool. This enables the firm to include shades in the range that it was impossible to obtain in the old cloth. As new colors come to the front they will be sampled in these Venetians, and new color samples will be added at an early date.

Taffeta voiles will be wanted, and Debenhams are showing two good numbers in CH421 and CH 441. These are shown in a big range of colors, and as they are of French manufacture should find a ready sale.

Among plain cloths mention should be made of Eolionne CH 581 and Foule CH481. These fabrics are run in a big range of shades, and are splendid value at the price.

In the fancy collection this firm is showing several ranges of mohair effects, for which there seems to be a good feeling. Some of the styles and colors are exceptionally smart. Grey stripes and checks are a feature and suiting effects are well represented.

THE WAY TO SAVE MONEY



is to see that you don't pay for any more goods than you get! Measure your incoming goods with

Putnam's Improved **Cloth Chart**

By its aid you can measure the exact length of a bolt of cloth without unwinding it. No trouble, no guesswork—the chart is perfectly automatic and there is no possibility of error. No other cloth computing device can be compared with Putnam's.

PRICE $12.00 NET

Sent on approval. We cheerfully take it back if, after a trial, you think you can afford to do without it.

Clatworthy & Son, Sole Canadian Agents, **38-40 Adelaide St. W. Toronto**

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop

DOMINION HOUSE
W. H. DURHAM. Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms
Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

MANUFACTURERS' AGENTS.

S. W. STEVENSON & CO.
DRY GOODS
COMMISSION MERCHANTS
TORONTO — 218 Stair Bldg. — Phone Main 7130
MONTREAL — 42 Victoria Sqr. — Phone Main 4843

R. FLAWS & SON
Manchester Bldg., Melinda St., Toronto
Dry Goods Commission Agents.
Representing—S. & L. Ash Brothers, Leeds, Cloths, in great variety. Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear. Bentley & Tempest, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths. Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

Cable Address, "MACKER," Winnipeg. Office 511 Ashdown Block
McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers, WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

J. SPROUL SMITH
Empire Building - - - TORONTO
Representing: Cornwall & York Cotton Mills Co., Ltd., Cotton Goods, St. John, N.B.; Paris, Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Carpets, Rochdale, Eng.; Wm. Ewart & Son, Linen Goods, Belfast, Ireland; H. Longbottom & Co., Cravenettes, Linings, etc. Bradford, Eng.

DIECKERHOFF RAFFLOER & CO.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal — 301 St. James St. — Winnipeg, Sylvester Willson Bldg.
Toronto—70 Bay St.—Head Office
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HAROLD F. WATSON
Manufacturers' Agent
6 St. Sacrament Street - MONTREAL
GLOVES, SILKS, RIBBONS,
Laces, Embroideries, Hair Nets, Waists

Cable Address "Kingsons, Toronto" Phone Main 6158
W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC
74 YORK STREET - TORONTO
Canadian and Foreign manufacturers' lines solicited on favorable terms.

E. BELLINGER
107 Bay Street - - TORONTO
Representing Loezer & Goetze, Apolda, Germany, Silks, Ice Wool, Woolen Shawls, etc.
Blanc & Neveu, St. Ettienne, France, Ribbons.
Louis Rapp, Barmen, Germany, Braids.
Lindner & Langer, Annaberg, Germany, Silk Appliques, etc.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto.
465 Temple Building, Montreal.

MANUFACTURERS' AGENTS.

ALFRED WEYERSTALL
Head Office, 77 York St.
TORONTO
MANUFACTURER and IMPORTER of Covered, Ivory, Pearl and Metal Buttons.
Complete stock always on hand.

WHOLESALE HOUSES

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY.

CANADA HAIR CLOTH CO.
MANUFACTURERS OF HAIR CLOTHS.
St. Catharines, Ont.

Condensed Advertisements

AGENTS WANTED.

EXPERIENCED AGENT WANTED—To represent up-to-date London manufacturers in the sale of down quilts, cushions, bedspreads, etc.; Toronto or Montreal preferred. Apply, giving full experience, Russell & Woollven, 28-30 Christopher St., London, E.C., England.

EXPERIENCED AGENT WANTED — To represent up-to-date London manufacturers in the sale of down quilts, cushions, bed spreads, etc.; Toronto or Montreal preferred. Apply, giving full experience, Russell & Woollven, 28-30 Christopher St., London, E.C., England.

AGENCY WANTED.

BUYING AGENCY — Advertiser, 20 years' experience; holding responsible position, leading London firm, desires buying agency in England for Canadian drapery houses; highest London wholesale references. Newport, DRY GOODS REVIEW, 88 Fleet Street, London, Eng

DON'T WHINE!

When Collections are Slow

Send them to

The Beardwood Agency
313 New York Life Bldg.
MONTREAL

AND WE WILL GET THE MONEY FOR YOU

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985.

TABLE OF CONTENTS

	Page
Art of Display	27
British Letter	81
Business Notes	103
Carpets	91
Clearing House Currency	105
Canadian Fur Trade	59
Dress Goods	41
Dress Accessories	47
Editorial	72
Fancy Goods and Notions	35
Furs	59
Good Advertising	22
Hints to Buyers	110
House Furnishings	91
Items from all Canada	106
Knitted Goods	63
Mainly About Ourselves	109
Men and Methods	19
Men's Furnisher	83
New French Treaty	108
New York Mode	77
Of Interest to Salespeople	57
Paris Fashions	79
Post Office Mismanagement	24
Principle of Exchange	25
Ready-to-Wear Garments	53
Retail Merchants' Associations	39
Show Card Writing	32
Staples	95
Trade Inquiries	45
Views from Various Points	10
Wall Paper	93
With the Travelers	104

ALPHABETICAL INDEX

Occasionally advertisements are inserted in the paper after the index has been printed. The insertion of the advertiser's name in this index, is not part of the advertising order. The index is inserted solely for the convenience of the readers of the paper.

	Page.
A	
Accountants' Directory	114
Alexander, A. J.	58
Australasian Draper	13
B	
Baldwin, J. & J., Partners	11
Barry, W. H., & Co.	48, 50
Bastin, Merryfield & Cracknell, Ltd.	4
Bell Telephone Co.	12
Bellinger, E.	114
Berlin Robe & Clothing Co.	61
Berlin Suspender & Button Co.	89
Bestall, T. W.	61
Bradford Dyers' Ass'n	9
British-America Assurance Co.	12
British-American Dyeing Co.	46
Brock, W. R. Co.	3, 18 43
Brock & Paterson	114
Brophy-Cains, Limited	21
Buckingham Skirt Co.	31
Burnley, Thos., & Sons, Ltd.	11
Busy Man's Magazine	13
C	
Calico Printers' Ass'n., Ltd.	98
Canada Haircloth Co.	114
Carter-Crume Co., Ltd., The	29
Cartwright & Warners	68
China & Japan Silk Co.	36
Chipman, Holton Knitting Co.	68
"Colossus"	88
Confederation Life Association	13
Cosbie, R. H.	37, 38
"Craftana"	68
"Cravenette" Co.	82
D	
Davis, T. C.	33
Debenhams (Canada) Limited	44
Defiance Button Machine Co.	12
Dieckerhoff, Raffloer & Co.	45
Dominion Textile Co.	94
Dominion Thread Mills	96
Dominion Wadding Co.	8
E	
Eagle Knitting Co.	65, 66
Ellis Mfg. Co.	67
Empire Mfg. Co.	55
F	
Fairbairn, Rhys D.	46
Flaws, R., & Son	114
Fownes Bros. & Co.	48
Francois & Co.	81
G	
Garland, John M., Son & Co.	15
Globe Suspender Co.	87
Granby Mfg. Co.	36
Greenshields Western Limited	5, 6, 7, inside back cover.
Greenshields Limited	1, 2, 8, 34, 40, 46
H	
Hagen Shirt & Collar Co.	86
Harris & Co.	40
Harris & Sheldon	26
Haworth, Richard, & Sons	8
Hees, Geo. H., Son & Co.	90
Hermsdorf, Louis	69
Hewson Woolen Mills	99
Horrockses, Crewdson & Co.	10
Hotel Directory	114
I	
Imperial Carpet Co.	92
Irving Umbrella Co.	51
Ishikawa, K., & Co.	37
J	
Jaeger, Dr., Co.	67
K	
King, John, & Son	92
King, W. P.	114
Kingcot	97
Kirk, Samuel, & Sons	17
Kleinert, I. B., Rubber Co.	17
L	
Laces & Braids Mfg. Co.	51
Laurentian Whitewear Co.	52
Law, Russell & Co.	14
Legal Directory	129
Lennard, S., & Sons	68
Liddell, William, & Co.	37
Luxfer Prism Co.	29
M	
McComber & Cummings	58
Macdonald, John, & Co.	outside back cover
Mackinlay & Co.	61
McColl, D., Co.	74
McDougall, A., & Co.	96
McRae & Walker	114
Merchants' Mercantile Co.	114
Metropolitan Bank	12
Milbradt Mfg. Co.	30
Mishkin, I., & Co.	52
Montreal Waterproof Clothing Co.	55
Moore Carpet Co.	92
Moulton & Co.	61
N	
National Rubber Co.	52
Nazareth Waist Co.	64
Newey Bros., Limited	38
Nicklin, J., & Co.	12
O	
"Old Bleach" Linen Co.	38
Oxford Mfg. Co.	87
P	
Palmenberg's Sons, J. R.	30
Paquet, The, Co., Ltd.	82
Parker, R., & Co.	inside front cover
Peerless Underwear Co.	70
Penman Mfg. C.	87
Perrin, Freres & Cie.	48
Pewny's Kid Gloves	48
"Pirle" Finish	45
R	
Raven, W., & Co., Limited	68
Revillon Bros.	3
Ripley, Edward & Son	45
Rock Island Overall Co.	87
Russell, A. N., & Son Co.	26
Ryan, The Robert, Co.	86
S	
Silver, M., & Co.	58
Simpson, J., Sons	62
S. M. Co., Limited	89
Smith, J. Sproule	114
Smith-Runciman Co., Ltd.	76
Smith, McKeown & Co.	89
Southall Bros., & Barclay	12
"Spero"	8
Standard Cloak & Skirt Co.	55
Stanfields Limited	69
Stauntons Limited	93
Stevenson, S. W., Co.	113
Storey, W. H., & Son	51
"Success" Collars	85
T	
Toronto Brass Mfg. Co.	33
Toronto Feather & Down Co.	93
Tress & Co.	89
Turnbull, C., Co., of Galt	71
W	
Walsh, E. H.	68
Watson, Harold F.	114
Watson Mfg. Co.	69
Watt & Shapiro Mfg. Co.	55
Weir Wardrobe Co.	30
Western Assurance Co.	12
Weyerstall, Alfred	114
Williams, Walter, & Co.	inside front cover
Wilkins, Robt. C.	inside front cover
Wreyford & Co.	86

GREENSHIELDS WESTERN LIMITED

Wholesale

General Dry Goods



Ready-to-wear Clothing for ladies and children is justly noted for style, durability and finish.
The Spring season's samples surpass anything we have ever shown for design and finish. Especially is this so in

Outside Skirts

which we are showing in fancy tweeds and plain colors. We also carry a complete stock of

WHITEWEAR
BLOUSES
WRAPPERS
SILK WAISTS
KIMONAS, Etc.

We are prepared to make prompt shipments

54, 56, 58, 60 Arthur Street | **Winnipeg** | **53, 55, 57, 59 King Street**

DRESS GOODS

We have a large stock
of Dress Goods in

Tweed Effects

that we are clearing at
big reductions

Off Regular Prices.

Write for samples, or ask
to see them when you are

In Our Warehouses.

John Macdonald & Co., Limited
TORONTO